

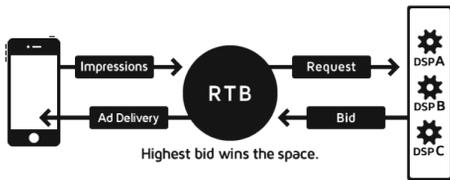


KLM: We make €25m per year from social media

When trying to improve your digital marketing skills it's advisable to learn from the best in the business.

In social media that means taking a lesson from KLM, an airline that can achieve €25m in social sales each year. KLM flies to 67 countries around the world, so it has a huge market outside of the Netherlands that it has to cater to. And as 95-year-old brand it has a long heritage that brings with it a lot of processes and procedures. This could have hindered its social strategy, but instead the company has been quick to adapt to the "new marketing reality". This new reality means that it's not what you say but what you do that counts in the eyes of customers.

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A super accessible beginner's guide to programmatic buying and RTB

Programmatic buying is often described as 'the future of online advertising'.

It's certainly an alternative to traditional ad buying, but probably not 'the beginning of the end for all manual processes in digital advertising' as some may claim.

Before we can even begin to discuss any of the above points however, it's important to make sure that we know exactly what programmatic buying means (and by 'we' I probably mean 'me').

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SOURCE	VOICE	INTENT	FORMAT
Curated	Brand	Destination	Short / Long
Created	Third Party	Distribution	Text
Aggregated	Consumer		Visual
			Motion

How can marketers benefit from mobile search?

'Storytelling!' It's up there with 'big data' as a phrase that's kind of annoying but has yet to be improved upon by a better alternative.

Ultimately shorthand phrases are necessary because they save time. I've been guilty in the past of going ludicrously around the block to avoid the phrase 'big data'. I believe if you look back through my previous articles you will find far more instances of me saying "the massive volume of available data" rather than "big data".

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What is storytelling for brands and why do you need it?

There are major differences between the results that search engines deliver on phones and computers.

How can marketers structure their search strategy to maximise results? Figures from 2013 found that nearly 20% of the average adult American's daily media consumption was on mobile devices, a trend that is only accelerating.

Echoing this, search queries on mobile devices grew five-fold in the last two years, according to Google. On one hand, this is due to the expanding number of smartphones and the greater time spent by users on these devices. On the other hand, given the small screen size and keyboards of phones, it is a lot simpler to search (either by text or voice), rather than type a long, complex URL into the address bar when you are on the go.

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Is multi screening an opportunity or a threat?

Is your brand orchestrating the sing-along? From an article in Campaign magazine...

Our target audience today is consuming media across multiple screens at the same time. Multi-devices and multi-tasking has become a key driver of today's media planning and marketing. You've heard all of this before. But here's my question: is this an opportunity or a challenge?

Yes, it's much easier to engage and hold attention in a conversation than in a monologue, but with some unforeseen pattern shifts, multi-screen engagement becomes a challenge.

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Queen Rania tells Abu Dhabi Media Summit that technology can change way the Middle East is reported on

"Technology fulfils a primal need to narrate our own story, to feed the hunger to communicate our uniqueness to the world, quench our thirst to be heard and understood, and to allow us to control how we're reflected," Queen Rania of Jordan told an attentive audience in Abu Dhabi.

Millions across the region are using social media to voice their concerns, she said in the keynote address at the Abu Dhabi Media Summit. The image of the Arab world that's projected via popular social media, such as Facebook and Twitter, is not one that reflects the region's diversity, heritage and beauty, however, but one that reveals grotesque prejudice on both sides.

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Twitter to begin tracking which apps you download

Twitter will soon start keeping tabs on the apps you download. An app update, slated to roll out to iOS users Wednesday and Android users in the next week, will add a setting that allows the social network to keep track of the apps you download, the company announced Wednesday. The goal, Twitter says, is to provide users with a "more tailored experience." By tracking the apps people are downloading, the company can better gauge users' interests and surface better suggestions of new accounts to follow and, most importantly, more relevant ads.

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Tumblr and Pinterest now fastest-growing social platforms

Earlier this year, Instagram was leading the pack as the fastest-growing social platform. Now, it's Tumblr and Pinterest, which have edged out the picture-sharing app for greatest increase in active users.

Tumblr's active users grew by 120% in the last six months, according to new stats released by the Global Web Index first spotted by TechCrunch on Tuesday. Meanwhile, Facebook's active users grew by just 2%. Pinterest comes in behind Tumblr with a 111% growth in active users, who are users that say they've actually used the site with some regularity. Earlier this year when GWI released numbers, Instagram was on top but has dropped to third place.

Of the top eight, in fact, Facebook is in last place, behind LinkedIn, Twitter, YouTube and Google+.

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