



## This Campaign Starts with Instagram, Follows Up on FB

Instagram and Facebook are more entwined than ever, especially for advertisers, who now have a potentially powerful new marketing strategy—using video ads on one to drive sales on the other. Stuart Weitzman, the fashion brand, is one of the first marketers to buy video ads on Instagram, and then send product posts on Facebook to a custom audience of people who viewed the ad.

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## Twitter's retweet feature now lets you add comments

Twitter revamped its retweet feature on Monday, making it easier for users to plug other people's tweets and add commentary of their own. Retweeting was a more tedious process until now if folks wanted to comment on a link. This latest approach lets you skip all that copy-pasting nonsense, prompting you now for a pithy remark before hitting the Retweet button

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## Facebook launches messaging for the web

Facebook has rolled out a web browser version of its standalone Messenger app. Like the Messenger mobile app, the web platform — which can be found at messenger.com — is completely separate from the rest of the site and has the same barebones look. The new platform is aimed at transforming Messenger into a communications hub where users can do much more than just chat with friends.

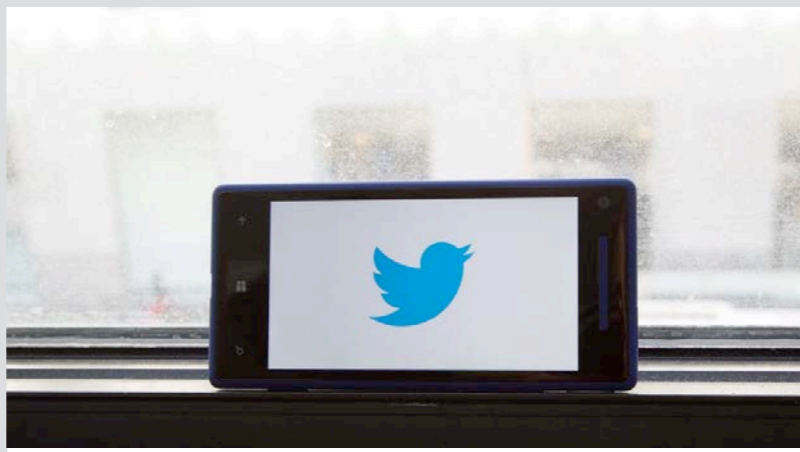
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## Amazon introduces first real life use of IOT with Dash...

Place it. Press it. Get it. Dash Button comes with a reusable adhesive and a hook so you can hang, stick, or place it right where you need it. Keep Dash Button handy in the kitchen, bath, laundry, or anywhere you store your favorite products. When you're running low, simply press Dash Button, and Amazon quickly delivers household favorites so you can skip the last-minute trip to the store...

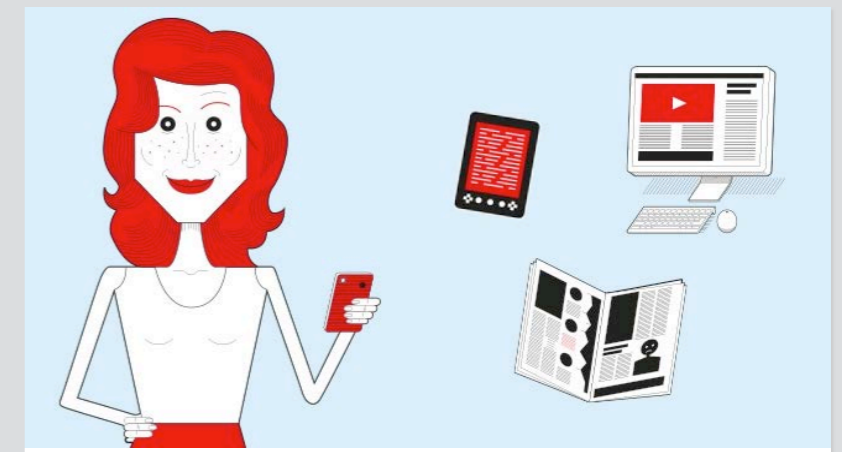
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## Twitter just launched Curator, for media outlets

Curator is now available to any media outlet that applies on Twitter's website for access to the tool. It allows organizations to collect tweets and Vines based around specific topics, perform more advanced searches and get access to better analytics. Users can find tweets based on very narrow criteria — such as exact location, word count or what type of smartphone was used.

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## Infographic: Women's Media Consumption Habits

Digital preferences show how brands can reach ladies on their own terms. For marketers seeking a connection with this powerful demo, knowing their media preferences can ensure messages are being received by women on their terms. a study of more than 2,500 women ages 18-67 to find out more about women's preferred channels and digital preferences...

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## Pinterest launches new 'Pin It' button for faster bookmarking

Pinterest launched a new "Pin It" button that makes it faster for users to bookmark content across the Internet. According to the company, the new and improved button, which Pinterest users can install as an extension for web browsers including Safari, Chrome and Firefox, trims the number of clicks needed to save web content — articles, photos, and so on — from six clicks to three.

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## YouTube megastar Michelle Phan launches new lifestyle network

If launching her own beauty line and record label wasn't enough, YouTube beauty guru Michelle Phan announced today that she's partnering with Endemol Beyond USA for their new lifestyle network, ICON which currently boasts 500 million monthly views via its multi-platforms: YouTube, Yahoo, AOL, Amazon Fire TV, among others.

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## Which Big Brands Have the Most Twitter Followers in Common?

Which marketers tend to attract the same Twitter followers? To find out, Simply Measured recently analyzed the 100,000 newest followers of the social network's 10 most-followed global brands. Shared audiences among top brands is less frequent than one might guess.

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