



CORONAVIRUS: MAJOR BRANDS ARE DELAYING INVESTMENT IN DIGITAL TRANSFORMATION WHEN THEY NEED TO BRING IT FORWARD

THE RECENT CORONAVIRUS OUTBREAK HAS CAUSED SOMETHING OF A CATCH-22 FOR BUSINESSES WHEN IT COMES TO DIGITAL TRANSFORMATION.

On the one hand, it is forcing a rapid evolution and reinvention of infrastructure and processes as almost everything shifts online: from food orders to grocery shopping, business meetings to entertainment.

On the other hand, the widespread global uncertainty, particularly in terms of the financial markets, and the loss or reduction of thousands upon thousands of jobs is causing many firms to rethink spending that they might otherwise have planned on technology and infrastructure upgrades and strategic initiatives.

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World Health Organization Public Service Announcement Google

DO THE FIVE Help stop coronavirus

- 1 **HANDS** Wash them often
- 2 **ELBOW** Cough into it
- 3 **FACE** Don't touch it
- 4 **FEET** Stay more than 3ft (1m) apart
- 5 **FEEL** sick? Stay home

5 principles guiding our media teams in the wake of the COVID-19 outbreak

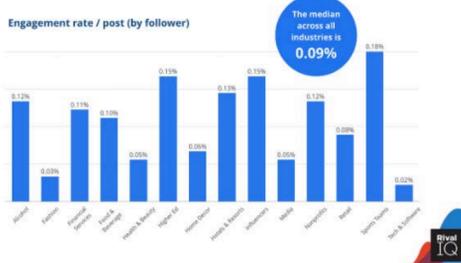
Inside Google Marketing: To say it's a unique time in the world is an understatement.

As we all collectively grapple with what this global pandemic means for us — as humans first, but also as professionals — there are often more questions than answers. There is no playbook for times like these, but what I've found is that crisis can provide clarity.

Though we're uncovering new challenges every day, we've worked to codify a set of principles to use internally to evaluate our media campaigns in this altered marketplace...

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Facebook engagement



New Report Looks at Social Platform Performance Benchmarks by Industry

When analyzing your social media performance metrics, you need a level of context to make sense of the numbers and ascertain where you can improve and what's already working.

Comparing the data against your own past stats is the best way to do this, and ensure that you're aligning with your broader business goals, but it can also be helpful to benchmark your performance against others in your industry, providing further insight into where you're at, and what you should expect. That's where this report comes in. This week, RivalIQ has released the latest version of its annual Social Media Industry Benchmark Report, for which they've gathered data on the social platform performance of more than 2,000 brands, incorporating some 5 million posts, tweets and updates.

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What you need to know about mobile engagement in 2020

Mobile email maybe an adaptation to what we're already doing but make 2020 the year to move to a channel and platform-specific way of managing it.

I've discussed how more than 50% of all email is opened on mobile devices. This is what you might call a "known known." This fact is a great ice breaker at a marketing conference, however when you consider that more than 33% of all holiday shopping on Black Friday and Cyber Monday came from a smartphone, the conversation elevates from casual to game changer. If that's not enough to get you thinking about small screens and their power, then consider that 61% of all web traffic came from mobile devices! Not only are we engaging more with email on our mobile devices today, but we're also shopping, browsing and spending oodles of cash on our smartphones and tablets.

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How to tackle rising Facebook CPAs

With more advertisers and bigger budgets crowding onto Facebook and Instagram, acquisition costs are climbing.

Advertisers can make their social ad dollars go further by re-thinking campaign fundamentals. "You need to make sure you're scaling your available inventory for click-through rates, mirroring your audience, and being dynamic," 3Q Digital's Senior Strategy Development manager Madeline Fitzgerald said in sharing tips for lowering CPAs across Facebook.

Audience size: bigger is usually better. CPCs on Facebook are affected by audience size, account structure, and click-through rates (CTR). The narrower and smaller your target audience, the more competitive your bid will need to be, Fitzgerald explained. The competition in the auction will ultimately impact the CPC outcome.

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Fact-checking five rumours about the way search is changing

The search community is constantly awash with rumours about how search is changing.

It's sometimes difficult to know what to believe, so in this post I review five popular rumours that are currently doing the rounds. How valid are they? And what is the real impact they are likely to have?

Rumour 1: Mobile is changing everything in SEO
We now live in a mobile-first world. And one of the key learnings for SEO is how people search for different things on mobile versus desktop, as this graphic shows. The typical questions people search for on desktops are clearly more involved, complex and time-consuming. People are happier to spread their research over multiple sessions and they are more likely to involve long-form content and longer videos. By contrast, mobile users tend to ask different questions which can usually be addressed with fast, direct and short answers.

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What marketers need to know about turning crisis into opportunity

We looked for potential learnings on how some brands found ways to rebound stronger, how new business models were shaped during crisis and how bold moves and timely investment enabled winning brands to gain disproportionate share.

Based on the report, some things brands can do during the acute phase of an outbreak are activate purpose and optimise their funnel mix. Here's a breakdown: To sustain short-term sales, brands should re-allocate spend behind most topically relevant segments and SKUs, optimise channel mix for shifts in media consumption, rise above self-serving and transactional messaging, respond to shifting topical needs and emotions, and sustain broad reach to facilitate new users' exposure and trial. To activate purpose, this could mean supporting hygiene and virus containment efforts, keeping lives (and livelihoods) going, adding brand-aligned values to people, the community, and broader nation.

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