



THE CHANGING CONSUMER LANDSCAPE:

HOW BRANDS CAN KEEP UP WITH SKY HIGH CUSTOMER EXPECTATIONS

ACCORDING TO RAY WANG, THE FOUNDER OF CONSTELLATION RESEARCH – CUSTOMER LOYALTY IS DEAD. WE ARE NOW LIVING IN AN ‘ATTENTION ECONOMY’, WHICH MEANS THAT IF YOU’RE NOT CAPTURING THE CONSUMER’S ATTENTION OR SAVING THEM TIME, THEY’RE JUST NOT INTERESTED.

According to Ray Wang, the founder of Constellation Research – customer loyalty is dead. We are now living in an ‘attention economy’, which means that if you’re not capturing the consumer’s attention or saving them time, they’re just not interested.

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Working on omnichannel? Here are five things you need to know

One of the last frontiers of digital marketing is joining up online and offline channels, also known as 'omnichannel marketing'.

The reason omnichannel has remained out of reach for most marketers is that consumers seem to almost deliberately throw marketers 'off the scent' by failing to use coupons, forgetting to scan QR codes, and (most annoyingly of all) changing their internet-connected device between searching online and visiting the physical store.

Seriously, though, it's pretty tough for those tasked with coming up with an omnichannel strategy as online-to-offline customer journeys are notoriously difficult to map and joining the relevant data is almost impossible.

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5 Steps to Intelligent Social Media Automation

Your content is the party that everyone should be talking about. But are you making sure that guests receive intriguing invitations that'll make them instantly RSVP?

After surveying more than 1,600 marketers, my company discovered that 77 percent of them share each piece of content just one to three times on their social channels. We also found that nearly 60 percent of marketers spend more than four hours creating just one piece of content, while another 35 percent spend seven hours or more. They're investing a ton of effort into their content, but they barely put any effort into distribution. It's as if they're trying to sabotage their party before it ever gets started.

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A day in the life of... a social media strategist

My job is to be the personification of the BzzAgent brand across all our social media channels. This encompasses all content creation and responses to questions and comments, generally acting as the digital voice of the brand.

Not only do I aim to engage and inspire the network of BzzAgents to produce the best content but to build relationships with CPG brands and other social media managers to cross promote and grow the BzzAgent network to its fullest. It's a tough job, but someone's gotta do it.

My role sits within the marketing department, reporting into the director of marketing. As it's a cross functional role I work closely with other departments, particularly the customer service teams as well as account managers and those in sales and creative.

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ROI is:

$$\left(\frac{\text{Return}}{\text{Investment}} - 1 \right) \times 100 \%$$

The five things marketers must do to prove digital marketing ROI

The transition from traditional to digital marketing has proved to be a mixed blessing for marketers.

From one angle, digital has been great for marketers. The digital metrics we get from digital platforms help us optimize our campaigns and improve outcomes to a great extent.

From another, though, having digital metrics has made our jobs more difficult. Because we have detailed performance metrics, the business now feels that we should be able to calculate, accurately, the return of their investment in marketing. We should be able to prove digital marketing ROI.

At first, proving digital marketing ROI looks relatively simple. The ROI equation (above) has only two variables ('investment' and 'return') and so it seems that all we need to do is plug in these values and we're done.

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Damon Petite created a poll.
Just now · 11

Which super power would you rather have?



What Do You Think of Facebook's Newest Feature? Take a Poll

Facebook introduced a polls feature last month that is available to both users and pages

Users and page administrators can now create two-option polls on iOS, Android and desktop and add photos and GIFs to the posts containing the polls. Here's how it works:

Go to the status update composer ("What's on your mind?" for users, "Write something" for page admins). Select Polls.

Enter the question in the status box section marked "Ask a question," and fill in the two options for respondents to choose between.

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Ask the experts: What's the best way to target programmatic ads?

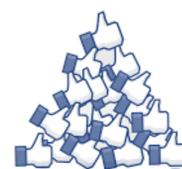
The experts are back with more advice on programmatic advertising.

In this article they answer two questions – Which data are most valuable for targeting? And what are the most important innovations in direct response?

This is the second installment of our programmatic 'ask the experts'. The other two are 'How best to track offline impact of programmatic spend?' and 'How to integrate your programmatic and TV ad strategy?'

Let's get on with it...

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The Tried and True Method for Growing Your Facebook Fan Base

While a handful of other social networking platforms have emerged over the years, Facebook still remains the staple of the bunch. If you want to be successful in digital marketing, you have to get Facebook right.

But what do leading brands do in order to cost-effectively grow their likes? They have more than a few tricks up their sleeves, and small business owners would do well to pay attention.

According to statistics curated by Zephoria, there are currently 2.072 billion monthly users on the Facebook platform, a 17 percent year-over-year increase.

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How to Think Beyond the Sale and Develop Brand Advocates

The secret to measuring the value of brand advocacy boils down to three letters: CLV, or customer lifetime value.

As marketers, we like to think that the customer path to purchase is fairly straightforward. We identify prospects and then communicate our message to them on their computers, phones, tablets and televisions. We place ads on billboards along their commute and in the magazines they read, all in an effort to increase their interest, lead them to the consideration phase and, ultimately, get them to buy our products. But deep down, we all know it's so much more than that. We're not just in the business of spitting out ads—we're in the business of building brands and relationships.

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