



HOW MARKETERS SHOULD APPROACH THE NEW WORLD OF MOBILE

EXPECT NEW TECHNOLOGIES TO CREATE MAJOR SHIFTS IN CONSUMER BEHAVIOR

Mobile marketing is going through a major change that takes it beyond the phone. More than 80 percent of U.S. adults now have a smartphone, according to the Deloitte Global Mobile Consumer Survey. But the mobile market is in the midst of an important pivot, with technologies like wearables, connected homes, connected cars and voice interaction altering consumer behavior and the ways brands can engage with their audiences.

In the video, key mobile thought leaders from Deloitte Digital examine what brands can do to thrive in a market where consumers will be interacting with 40 to 100 different connected mobile devices.

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What Marketers Need to Know About Changing Customer Service Expectations

Consumers are demanding multichannel options that are easier to use.

Nearly 20 percent of U.S. households now contain 10 or more connected devices, and as consumers increasingly work new communication tools into their daily lives, they are also demanding multichannel options when they need customer service and expect it to be faster and easier to use than ever. Not all companies, however, are meeting those expectations.

New research shows that 70 percent of U.S. consumers say being able to get customer service via multiple channels is important to them, while 36 percent will switch channels if their issue isn't resolved within an hour.

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3 Ways Both Publishers and Advertisers Can Reach Generation

Millennials: The word alone is probably enough to draw a reaction from most people. In digital media, however, this generation has represented one thing: a profitable audience.

But as millennials transition to adulthood, publishers and advertisers alike are diverting their collective attentions to the next generation: Generation Z.

The successor generation to millennials is the first to have been immersed in digital since birth. So, while publishers and advertisers can employ some of the tactics used to reach, attract, engage and retain millennials, there's still plenty to learn.

But the question remains: How do you reach, attract, engage and retain this generation? Here are three things that can help.

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Marketers Aren't Shifting Ad Budgets Because of Facebook's Data Crisis

After it was revealed that Cambridge Analytica—a British data analytics firm that claims to have helped elect President Trump—"harvested" granular data from about 50 million Facebook users, government officials in both the U.S. and Europe are asking for more information on Facebook's trove of data on its 1.4 billion daily active users. And marketers have similar questions.

While the move doesn't have marketers axing Facebook budgets, it's another piece of evidence supporting advertisers' concerns that Facebook not only wields too much influence for its own good but could also be withholding data and insights from marketers. While execs believe that Facebook will button-up its data practices going forward—and that the social giant did its due diligence by sending out an email to its client council making advertisers aware of what it's doing to address the allegations.

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The future of consumer marketing? The CMO of Unilever says it's 'consumer segments of one'

think with Google

The future of consumer marketing

Think with Google's Guest Editor, Unilever's Chief Marketing and Communications Officer Keith Weed, shares his perspective on the shift from mass marketing to mass customization and how brands will adapt.

The connected world and the ubiquity of technology have rewritten the rules of building brands, innovation, media, creativity, and retail forever. While the internet served as the enabler for this transformation, the real driver has undoubtedly been the mobile phone.

Mobile is unlocking consumer control, empowerment, and choice to an extent we have never seen before, driving a hyper-segmentation revolution. As we move from mass marketing to massive customization—from focusing on averages to individuals—I believe that in the future we will build brands in segments of one. For marketers who have traditionally created and marketed brands to the dominant majority—the largest segment—this means thinking about marketing very differently than in the past.

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How to encourage online reviews (and reasons why you should)



There are endless statistics that hammer home the importance of online reviews.

Today, 85% of people are said to trust online reviews more than they do personal recommendations, while customers are reported to spend 31% more on companies who have excellent reviews.

It's clear that buying decisions are hugely influenced by them – but how exactly can brands ensure customers are leaving reviews? Here's a few nuggets on how to ensure customers are eager to get involved, and the benefits of doing so. Be present on multiple review sites

There are many places brands can collect reviews...

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5 Ways to get Paid Social Strategy right for your Brand

Here are 5 ways to get on the right track for a solid paid social media strategy. As brands are being compelled to turn to paid social, with organic really being forced and downgraded by platforms, it becomes important to remember some basics to getting paid social strategy right as you go.

Paid social is becoming the go-to solution for most brands these days as organic posts are really being downgraded as a viable option by the platforms. Besides, paid social does have its benefits – it provides far better targeting, better optimization and much better tracking of performance overall. But to get it right, a social strategist should remember a few basic steps...

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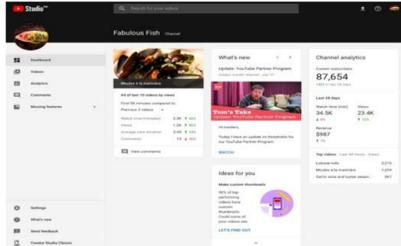
Mobile marketing: How to fulfill the app retention mandate

Getting a user to install and launch your mobile app is only half of the battle. Contributor Kristin Cronin explains how you can keep people happy and engaged.

With all of the technological advancements in our back pockets, how did we arrive at a place where we're actually losing the very people who are glued to their phones?

If you've been in the industry long enough, you surely remember the days when acquisition was deemed the most coveted mobile metric. At that time, getting more people to launch your app and growing your user base was king.

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YouTube Studio Will Soon Become the Default, Along With Some New Analytics

YouTube announced that the YouTube Studio tool it began testing in beta last June as an alternative to Creator Studio will become the default experience for several creators "over the coming weeks," and three new metrics will be introduced, along with a new dashboard.

Creators will still have the option to go back to the classic version of Creator Studio. YouTube Analytics product manager Assaf Reifer and YouTube Studio product manager Ezequiel Baril introduced the new dashboard (pictured above) in a blog post, calling it a "one-stop shop" for data, insights and news, and saying that it will include:

A snapshot of how creators' latest videos are performing compared with their previous uploads.

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"If I leave Facebook, can we still be friends?"