



## WHY YOUR MULTICHANNEL APPROACH ISN'T WORKING (AND HOW TO FIX IT)

THE PEOPLE HANDLING EACH SEGMENT BELONG TO SEPARATE ENTITIES

95 percent of marketers realize that multichannel strategies are important for targeting customers. It's puzzling, then, that only 14 percent of them are integrating their approach across every channel, according to The Multichannel Reality report by Econsultancy and Adobe.

Most marketing and advertising agencies and departments struggle with the same problem: While every team member may be charged with creating a cohesive multichannel approach, the people handling each segment belong to separate entities. When the right hand doesn't know what the left hand is doing, companies are stuck grappling with siloed processes and technology that isn't integrated.

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### Delivering optimized media-rich content for mobile

**How to deliver visually rich user experiences on mobile without dragging down page performance.**

We all know the adage, "A picture is worth a thousand words," meaning that a complex idea can be conveyed in just one image. The phrase was made popular nearly 100 years ago in an article about the power of images in advertisements, and the sentiment rings just as true in today's always-on digital age.

It's been said that the human brain processes visual information 60,000 times faster than text, and research supports that images directly impact mood and invoke a variety of emotions.

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### 3 Ways Businesses Can Use Big Data Responsibly

When Dolly the sheep became the first mammal to be successfully cloned, it sparked a huge discussion. While many marveled at the incredible breakthrough, the scientific feat raised a very important question: just because we can, does it mean we should?

Perhaps one could say the same for the use of big data.

Advances in big data technology are certainly marvelous, but have reached the point of privacy invasion. Overt surveillance from CCTV, body cameras and drones, along with advances in facial recognition pry into our lives to an unacceptable point. Just last year, in the U.K., the government's CCTV watchdog warned that the privacy of the public was "at risk of being invaded on a mass scale."

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### Mark Zuckerberg Says It Will Take a 'Multiyear Effort' to Fix Facebook's Security Issues

It'll be a "multiyear effort" to fix Facebook's security and content issues, according to Facebook CEO Mark Zuckerberg.

Speaking during a press call this afternoon, Zuckerberg once again took responsibility for the policies that led to as many as 87 million users having their data improperly used by the British data firm Cambridge Analytica.

On the nearly hour-long call, Zuckerberg said the company "didn't take a broad enough view" of its responsibility to protect the platform from the likes of fake news, foreign interference and hate speech, describing the oversight as a "huge mistake, and it was my mistake." While the company has announced plans to audit all apps with access prior to 2015, he said the company should have begun reviewing them sooner.

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### A five-step planning process for content marketers (with eight useful tools)

**If we've got the ability to get publishing to a company blog or other content stream, then the temptation is to start publishing, just get the thing moving and see what sticks**

I don't doubt this approach has worked for some companies and people out there, but I often find that a lot of content marketing falters in the long term because of a lack of planning. A lack of planning means a lack of structure, and more than likely a lack of objectives. Not having these means increasing the probability of losing steam.

Much better to plan out your approach first, and then come back to that on a revolving basis after seeing what worked (and more importantly, what didn't). Over the years, I've become familiar with a process. Each block of this process might seem simple in isolation, but it's when you put it in the right order that it really works.

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### As Mobile Becomes Increasingly Crucial to Advertising, Brands Fail to Take Full Advantage



**In-app viewability and the proper ad formats will lead to more engagement**

Mobile advertising offers marketers a wealth of opportunities, but transparency is still causing a headache for the digital marketing industry. Just last month, Unilever, one of the biggest brand advertisers, threatened to pull its ads from Facebook and Google.

Brands aren't just worried about safe environments to advertise in. They're also concerned if their massive digital spend is really working in the first place, and that starts with ad views. Right now, all industry eyes should be on mobile and particularly in-app viewability to get the most of mobile.

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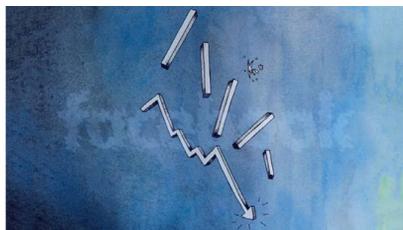


### How Brands Are Getting More Sophisticated at Using Location Data

Location data is powering ad targeting, customer insights, user engagement and campaign measurement and has established equal footing with traditional assets like purchase histories, digital interactions and email response rates. Marketers need to keenly focus on leveraging location data or miss out on crucial opportunities to engage customers and acquire new ones.

For instance, during an Adweek-hosted roundtable last fall, a HotelTonight exec stated that well-timed, location-targeted ads have been "incredibly successful" for the brand. BMW has won accolades for measuring campaign effectiveness with location data when it comes to dealer visits and sales.

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### After Facebook's Algorithm Change Devastated Organic Reach, How Are Publishers Coping?

When Facebook CEO Mark Zuckerberg announced in January that the site's News Feed algorithm would further emphasize posts from friends and family, publishers that hadn't diversified across many platforms faced a reckoning.

Publishers like Little Things, despite testing its content on other platforms, found that Facebook was the best place to reach its site's core audience of women over 30 in middle America. The site shuttered following the algorithm change because Little Things depended on its 17.2 million Facebook fans having frequent and easy access to its content on the social platform.

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### Why loyalty, not view count, should be your new North Star

Since the advent of digital news, publishers have pursued scale, a strategy premised on a big assumption: If lots of people consume your content, you will make lots of money. But that assumption is wrong. To succeed today, content publishers and brands need to shift focus from scale to loyalty and engagement.

How the publishing industry came around to loyalty the hard way... In the first era of the Digital Age, a few big-name publishers found something approaching scale—back when the majority of visitors bookmarked their favorite publishers or clicked links in emails they subscribed to intentionally.

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