

## The Content Marketing Pyramid™



## HOW TO POSITION YOUR BRAND AS A KNOWLEDGE CENTRE THROUGH CONTENT

**HAVE YOU CONSIDERED HOW, THROUGH CONTENT MARKETING, YOUR BRAND COULD BE TRANSFORMED TO BECOME A LEADING INFORMATIONAL EXPERT?**

Positioning your brand by building its authority through the right channels and at the same time educating and providing support and advice?

Finding your online value proposition through education: Positioning your brand as an educator with deep domain knowledge could be considered your online value proposition (OVP) and help your wider organisation pivot their approach by doing something your competition is not.

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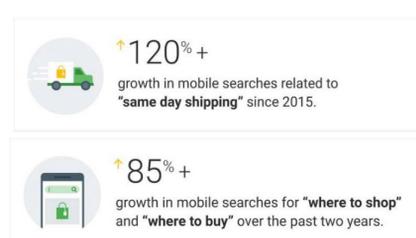
## Using machine learning to get more value out of your Facebook campaigns

**If there's one thing the last few months have taught everyone, it's that Facebook has a vast amount of data about its users.**

Understandably, the recent scandals have cast this revelation in a distinctly negative light — some users feel uncomfortable with their private data being shared. A handful of large brands such as Mozilla and Commerzbank have taken a stand against the platform over security fears.

But amidst all the doom and gloom, we marketers shouldn't lose sight of the fact that data, when used appropriately and securely, is a gift.

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## How to reach today's impatient shoppers—whether they're shopping online, by voice, or in store

**Thanks to mobile, people are finding it easier than ever to discover and buy what they need, when they need it. And they're often researching a range of retailers, simply because they can.**

Whether they're looking for high-consideration items or everyday essentials, people are more curious than ever—spending more time researching products they want to buy. In fact, when shoppers define a purchase as something they put a lot of consideration into, they spend on average 13 days researching.

But we also see that when people are ready to make a purchase, they want the item immediately. As proof, 1 in 3 say they expect items that same day. And they're heading to search to determine how to get their purchase quickly.

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## Google AdWords new responsive search ads can show 3 headlines

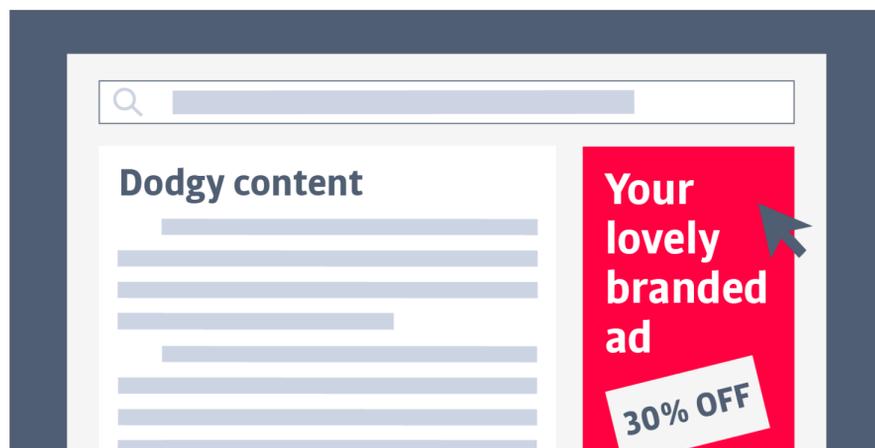
**The new ad format, now in beta, offers more real estate and dynamically combines an advertiser's headlines and descriptions.**

We're finally here. Set up one ad with multiple headlines and a couple of descriptions, and Google will start testing combinations dynamically to serve the combination deemed most likely to achieve the advertiser's stated goal. Oh, and get more real estate than a standard text ad for giving the new machine learning option a go.

Google's new responsive search ads are now in beta in AdWords, though not available to all advertisers yet.

They are part of the continuum to let machine learning models do the work of ad creative optimization.

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## Placement &amp; brand safety are important, but are we forgetting ad quality?

**Ad placement is a big concern for marketers.**

Understandably so — over the past year, brand safety incidents have disrupted many a well-planned ad campaign.

Recent research by SSP Teads revealed that an overwhelming 93% of CMOs plan to choose their next agencies and suppliers based on their brand safety measures. Meanwhile, the Bank of America has become the first to employ a "brand safety officer".

But as important as this is for the industry, The Trade Desk's own research found that consumer opinion is affected by brands' ad placement in less than half of cases (46%). After all, most consumers don't visit — or even know of — the types of sites that brands are afraid to appear on.

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



**Facebook is giving Page admins more data into how their videos are performing. The company announced three new metrics today that will be rolling out in the coming weeks.**

"As more publishers and creators are sharing longer videos on our platform, it's becoming increasingly important to better understand audience retention," writes Facebook on its Media Blog.

The new metrics will include a Follower versus Non-Follower viewer count that breaks down video audience views by the people who follow the page versus those who are not following the page.

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## Why native video will transform advertising &amp; reduce adblocker usage

25 years ago, we signed up to one of the greatest deals in history. We accepted that, in order to receive unlimited access to the weird and wonderful world of the internet, we would see ads alongside our content.

This exchange is how all of that well-loved cat content is paid for — and underpins the entire web.

The problem? Users weren't ready for the sheer volume of ads they would see. And the result is a growing use of adblockers over the past few years—users fighting back after a bad experience of internet ads.

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## What mobile marketers really need to know about deep linking

I am surprised by the number of mobile marketers who don't use deep linking properly, or even at all. Deep linking is a means for improving the user experience, enabling personalization and driving conversions. In the highly competitive world of mobile apps, no marketer or publisher can afford to overlook these benefits.

How deep linking works can get technically complicated. While it is important to have a general understanding of its functionality, what is more important is to understand why it matters and how you can use it to improve your app's performance.

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## The Do's and Don'ts of Influencer Marketing

Influencer marketing is becoming more and more popular by the day. The main reason for this is that it strengthens the reach of companies while increasing brand awareness. Influencer marketing allows companies, big or small, to reach a highly relevant audience.

Influencer marketing is now almost a household term for online marketers. However, most of them do not really know how to fully take advantage of this trend. The following are a few suggestions of what you should and shouldn't do to ensure that your influencer marketing campaigns deliver meaningful results and ROI.

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"I love reading. I read about 3 hours a day. My favorite book is Facebook."