



I'M A CUSTOMER. PLEASE GET TO KNOW ME.

GETTING TO KNOW YOUR CUSTOMERS PAYS DIVIDENDS IN LOTS OF OVERLOOKED WAYS.

Marketers are data-obsessed; we want to know everything we possibly can about our customers. We invade their lives to leverage some of the most personal and important information. Yet the experience for the customer is often underwhelmingly generic and provides no obvious value.

Data collection is an issue right now — not because customers don't want to give their data, but because they don't see anything in return. They assume marketers are utilizing it like a shadowy backroom broker collecting and sharing information with no transparency to those that are affected.

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The highs and lows of social media marketing in 2018: Four experts give their insights

Between GDPR regulations, Facebook's US congressional and European parliament hearings, evolving social media platform features and formats, the development of AI powered experiences, 'fake news' and fake influence, there is a great deal keeping us social media strategists busy at the moment.

There is much to consider as budgets are scrutinised and marketers need to show business value through ROI or improved efficiency.

Against this backdrop, I've been speaking to social media experts from the US and UK who have kindly contributed to our updated Social Media Platforms Overview Best Practice Guide.

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How you're missing most of the business you deserve

Funnel leaks and other blind spots that kill your ability to compete.

Before I begin describing six common leaks in B2B funnels, start by asking yourself if your inbound funnel throughput has a chance of growing your total share of your market. If you're like most companies, it probably doesn't. It's simply impossible because you're likely not even seeing all of the demand that exists in the marketplace. If you did, you would have more deals in your pipeline and – if you close well – that would lead to more market share. It's a simple fact that many companies simply aren't able to access a large percentage of the deals happening in their markets because they either don't have the SEO strength to draw them in, they haven't implemented a better way of discovering them, or both. quickly.

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Six basics of planning a paid social campaign

With GlobalWebIndex reporting that 93% of internet users have at least one social media account, therein lays a huge opportunity for marketers to target their audiences.

Advertising on social media is, of course, now widely utilised. With Econsultancy recently refreshing its Paid Social Media Advertising Best Practice Guide, let's look at six specific areas for beginners to consider when designing a paid social campaign.

Audiences:

Let's start with audiences. Defining these people needs to be done clearly from the outset of any paid social campaign. In addition, you need to consider how your social ads can invoke the desired reaction to the service or product you're promotin

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Digital advertising's opportunities & threats from Mary Meeker's Internet Trends report

Trends marketers should be paying attention to in the year ahead.

Advertising wasn't a major focus of Mary Meeker's Internet Trends report this year, but the well-known internet analyst pointed out several interesting developments that affect the sector. Here we lay out some of the opportunities and challenges that lie ahead for the digital advertising ecosystem.

Opportunities

The time we spend on our connected devices keeps rising. Daily digital media usage among adults now comes in at 5.9 hours, and the majority of that time is spent on mobile devices. We're hooked. In fact, mobile is the only medium that users increased time with compared to the previous year.

And yet with all the innovation in experience, formats and measurement, marketers are still underallocating ad dollars to mobile in relation to time spent. Users spend 29 percent of their media time on mobile, while advertisers only allocate 26 percent of budgets to mobile.

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A Comprehensive Guide to PPC



At its most basic, PPC advertising is an auction-based method of buying digital advertising on a pay-per-click (PPC) basis. Advertisers only pay when someone clicks on (or engages with) an ad rather than paying when an ad impression is served or viewed on the page.

Digital marketing is famously jargon-heavy, and companies often try to coin their own names for products and features. (The terms "remarketing" and "retargeting" refer to the same thing, as just one example.) Cost per click (CPC) is the reporting metric name used by the ad platforms. CPC refers to the bid price an advertiser sets (Max CPC) and the price an advertiser pays (reported in aggregate as Avg. CPC). Impression-based buying is referred to as CPM because ads are bought on a cost-per-thousand basis, and advertisers pay when their ads load on the page

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Winning with apps: 5 ways to punch up your mobile playbook

Mobile apps are an integral part of people's daily routines. More than 90% of smartphone owners say they use apps.1 But we also know that 80% of all app users churn within three months. Numbers like that suggest the odds of becoming a statistic are high. That's why it's critical to understand how people use apps — and how to attract and engage more of the customers you care about. To help, we've identified five tips that can shape your mobile app strategy. Did you know that 52% of gaming app users are women?2 Apps are a go-to resource for gaming, entertainment, news, and sports, but digging into app user demographics across these categories may surprise you.

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Unilever gets serious about influencer fraud

For years, brands have continued to up their spend on influencer marketing despite risks such as fraud and scandal and, arguably, they have had good reason to do so.

After all, consumers, particularly young consumers, are often most easily reached via social media, where they've embraced and made stars of a new generation of celebrities.

The most popular of those celebrities, hatched on social platforms like Instagram and not in Hollywood, have seen their fortunes grow by leaps and bounds as companies have lined up to use their influence to bolster their brands and hawk their wares.

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Five lingering questions about Google's move to mobile-first indexing

Google's move to mobile-first indexing is under way, but there's still a lack of clarity in a number of areas.

Remember that with mobile-first, Google's going to be primarily crawling and indexing the mobile version of your website, and using that to determine rankings. This is an idea that Google first mooted in 2016 but has only recently started cautiously rolling out, with plenty of testing to make sure things run smoothly.

Here are some of the issues that people are still asking questions about.

1. With so many fully responsive websites today is mobile-first really a big deal?

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