



WHICH SOCIAL MEDIA CHANNELS Are Best for Your Business?

MEASURING YOUR SOCIAL MEDIA EFFORTS WITH UNIQUE ACQUISITION CHANNELS

SEGREGATING PAID, ORGANIC AND SOCIAL ACTIVITY IN ANALYTICS CLARIFIES THE ACTIVITY THAT DRIVES WHICH TYPE OF CONVERSION.

Most organizations are spending a considerable amount of money and resources on their social media marketing efforts. These efforts generally take the form of three types of effort – organic, paid and promoted (also referred to as owned, paid and earned). No matter how you label them, you should segregate them into three unique marketing acquisition channels in your analytics reports to correctly evaluate how effective your efforts are.

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Did the data-driven era miss an exit?

If the focus is on the right data aligned to business strategies instead of the same basic demographics, marketers don't have to live in fear that inaccurate data will derail campaigns.

According to headlines, martech embodies technical sophistication, touting thousands of companies fueled by sumptuous features like artificial intelligence, virtual reality, personalization and more.

Yet, a recent study found that what marketers really want is more, high-quality demographic data. I can't help but think, did the data-driven era miss an exit?

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What is YouTube Stories and will it catch on?

Stories has become one of the most successful formats of social media.

Snapchat, Facebook, and of course Instagram are the most popular versions, with the latter surpassing all others to reach 400 million daily users this year.

As a result of this success, other social apps have also followed suit, with Netflix and even Airbnb launching their own iterations of the format.

The latest social media app to experiment with Stories is YouTube, with its version (previously named 'Reels') now being rolled out to creators with 10,000 subscribers or more.

But is it yet another Instagram Stories wannabe, and will it catch on with viewers?

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Why businesses are relying on Facebook Groups to build engaged audiences

The community-building platform offers brands a backdoor into more engagement, deeper connections with consumers.

At the beginning of 2018, Facebook switched up its algorithm in an attempt to "fix" the News Feed by promoting more posts from family and friends and demoting content from businesses, brands and media.

The move actively distanced brands from their followers on the platform by limiting exposure to organic content posted by businesses. At first glance, the only solution for brands was to invest more in their Facebook ad campaigns, but some businesses have found an alternative to connect with their audience by building vibrant Facebook Group communities.

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Use predictive personalization to drive increased conversion rates

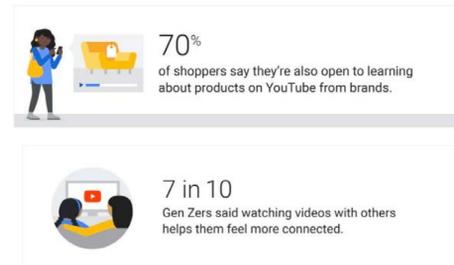
Trying to find the single "one size fits all" best page to show all of your site's visitors leaves money on the table and wastes time and effort.

Every day, every month, every quarter, marketers are tasked with a conundrum: create web sites and messages that resonate with target audiences. It's not a rare request. In fact, it's a fundamental principle of marketing. Why is it a conundrum? Because you're being asked to make one size fit all of your visitors. Think about your site. Who are the different segments of visitors? What are their different needs and motivations when visiting your site?

Predictive personalization systems use machine learning to automatically choose and deliver the experiences most likely to drive each site visitor to convert.

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3 viewer behaviors we saw play out on YouTube in 2018



Every day on YouTube people watch over a billion hours of video and generate billions of views.

While that sheer volume creates a lot of noise, when you look a little closer, patterns start to emerge — patterns that reveal a lot about viewer behavior. Here are three of the most interesting ones we saw play out on YouTube in 2018.

YouTube behavior 1: Going back to basics
Modern life can be hectic. In fact, according to the APA, 3 in 4 Americans say they've experienced at least one stress symptom in the past month. It's not surprising, then, that people are looking for ways to decompress, unwind, and simplify their lives.

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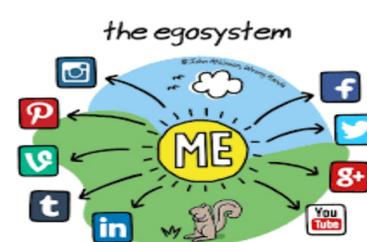


How brands can lean into the right moments in 2019

The new year is full of fresh opportunities to tap into trends, understand what your audience is searching for, and discover unexpected ways to reach new people. With the right marketing plan in place, brands can add value to their audience's lives at exactly the right times.

In this two-part video tutorial, we'll show you how to identify the marketing moments relevant to your brand and how to create a marketing plan to capitalize on them.

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Bring order to chaos: Wrangling data for actionable insights

How to bring an overwhelming amount of data under control and use the insights gained throughout your business.

Producing actionable insights is one of the most challenging issues that brands face today. Urgency is ever-present, pushing marketers and analysts to rush decisions. But urgency is only half of the problem. Making the situation more chaotic is the fact that we are simultaneously awash in waves of data from too many sources. Between the urgency to produce results combined with the massive sea of data, we are inundated every time we wade in and then simply washed back to shore.

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From funnel to flywheel: Aligning sales, marketing, and service

If you're like most marketers, you could name the basic parts of the sales funnel in your sleep: Awareness, Interest, Evaluation, Decision, and Purchase.

Of course, businesses have tweaked the model over the years, adding extra steps and so forth, but the basic premise has remained the same. But there is one problem with the model: it's the opposite of customer-centric. In fact, in the traditional sales funnel, leads are treated a bit like uniform widgets moving along a conveyor belt, with various things happening to them along the way.

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