



DO MODERN MARKETERS HAVE THE KNOWLEDGE, SKILLS & MINDSET REQUIRED?

THE COMPLEXITY OF MODERN MARKETING VERSUS THE CLARITY OF THE BIG IDEA IS STILL THE MAJOR TALKING POINT IN OUR INDUSTRY.

The need for people who understand both data and brand has been evident for some time. In a Marketing Week article in 2012, Econsultancy founder Ashley Friedlein defined these people as 'pi-shaped': "We used to talk about T-shaped people, who were marketers with a broad set of knowledge and skills in marketing but deep specialism in a particular area. But I've started talking about pi-shaped (π) people..."

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Google and Facebook are still the best networks for ROI

Google and Facebook have remained the best mobile ad networks for a maximized ROI, swapping first and second rankings in almost every single category in Singular's newly released 2019 ROI Index: Top Media Source.

Singular's ROI Index measures the best-performing ad networks for mobile marketers on both iOS and Android devices, in terms of ROI and retention. For the study, Singular analyzed \$1.5bn in ad spend, \$2.7bn in revenue, more than 700 media sources, and 560m installs with ROI. Facebook and Google are virtually the same in three ways: scale, or ability to access almost every audience you might need, quality of conversions, and popularity among mobile marketers

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4 ways to get mid-funnel impact out of your brand campaign

Whether it's a weekend getaway or an international excursion, people look forward to their next vacation. And before setting off, they usually experience three travel stages: dream, plan, book.

That middle step of planning a trip can take weeks or even months as travelers conduct the research to optimize their experience, get excited about the trip, and to make sure they have no regrets.

But can travel marketers use video to give people a nudge to book sooner? Airbnb proved it's possible — and it's a strategy the brand aims to expand globally. While a giant in the home-sharing space, the company wanted to drive consideration for its 5 million listings in 81,000 cities around the world.

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Video is more than a branding tool. It can deliver on performance goals as well

Your video can get people to take action.

People move seamlessly across channels and devices — from discovery to consideration to conversion — on their own terms. But what may come as a surprise is the outsize role that online video now plays.

It can help create demand and also fulfill it. New research reveals that 80% of people say they typically switch between online search and video when researching products to buy. And more than half of shoppers say online video has helped them decide which specific brand or product to buy. Video can capture people's attention, move them from inspiration to consideration, and encourage them to take action.

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Are we in a post-digital era?

A new report from Accenture has declared that the "post-digital era is upon us", but is its declaration premature? And are we really seeing the end of digital transformation?

Plus, we look at how Air Malta's digital transformation efforts are giving it clout despite its small size, and how newly-founded voice company Rabbit & Pork hopes to transform FMCG.

Are we entering a post-digital and post-transformation era?

Yesterday, Accenture released its annual Tech Vision report, Tech Vision 2019, entitled, 'The post-digital era is upon us: Are you ready for what's next?'

The 96-page report attributes the driving force behind our post-digital future to five main trends:

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Prepare to say goodbye to Facebook ad set budgets

All Facebook campaigns will run with campaign budget optimization as of September.

Starting in September, new and existing campaigns will be migrated to Facebook's automated campaign budget allocation system that optimizes the campaign budget across an advertiser's ad sets. Advertisers will have limited control over budgets at the ad-set level, only able to set minimum and maximum spend limits. Since the publication of this story on February 5, Facebook revised its Campaign Budget Optimization Migration announcement. Facebook's original announcement reported that advertisers would no longer be able to define budgets at the ad-set level.

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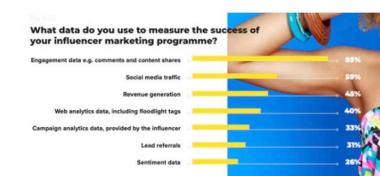
Want to earn user trust and drive marketing results? Start with these steps

How people think about their data and privacy has fundamentally changed. We've seen significant shifts happen in our industry because people have lost trust in how some businesses use their data.

And it's more than just a reaction to the latest privacy breach. People are trying to take back control of their personal information.

Search interest in the U.S. for "my activity," where people can manage information like their search and browsing history that's saved to their Google Account has increased sixfold since 2016.

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Influencer marketing measurement needs to become more strategic

If 2018 was a turning point for influencer marketing (with the ASA signalling a crackdown on bad behaviour), 2019 looks to be the year that the industry makes real progress.

Indeed, this January, the ASA cautioned hundreds of influencers for failing to properly signpost sponsored or paid-for posts.

To improve the overall influencer space, and in line with stricter regulation, there is also likely to be a bigger focus on how brands and agencies measure results.

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How to keep PPC accounts healthy when using automation

Why reports alone don't cut it anymore in the fast-paced world of automated PPC.

Machine learning, artificial intelligence, Moore's Law and ongoing automation by the big search engines are accelerating the evolution of PPC. So much so, the role of the PPC pro has to evolve just as rapidly. In a post, Fred likens the role of the PPC pro to being an airplane pilot — the crucial professional who spends a lot of his or her time monitoring vital data and events to ensure things go according to plan. That pilot is in charge of a fast, complicated, and potentially dangerous machine and has to act decisively if trouble starts brewing.

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