FOUR REASONS TO START MAPPING YOUR CUSTOMER JOURNEY

THE PATH TO PURCHASE OR CONVERSION IS NO LONGER LINEAR, WITH CUSTOMERS OFTEN USING A VARIETY OF DEVICES AND CHANNELS.

For marketers, creating a consistent customer experience in this context is a big challenge.

As a result, 'customer journey mapping' – which is a visual representation of every interaction a customer has with a business – can be a valuable tool. In fact, according to Econsultancy's 'The Business Case for Customer Journey Mapping' report, in association with Salesforce, companies who embed mapping in their culture are twice as likely to exceed their top business goals than their competitors.

So, why is this the case? Subscribers can read the report for a full run-down of the topic, but in the meantime, here are just four benefits of customer mapping to consider.

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Modern Customer Journey
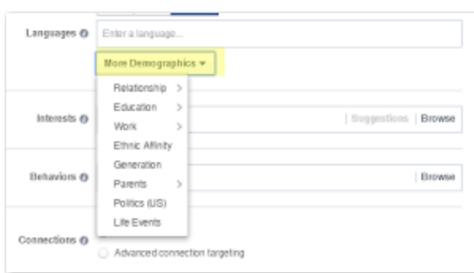
Facebook to remove thousands of outdated interest targets for advertising

(Don't panic.) The interest targets will be phased out in the coming months.

Facebook announced Tuesday that it will be removing thousands of outdated and infrequently used interest targets such as old movie and band names and other older cultural references.

The vast majority of advertisers won't notice the removals, said Graham Mudd, VP of product marketing for ads at Facebook, in an interview Monday.

The interest targets will be deprecated across all Facebook Ads interfaces, including APIs.

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16 social media updates for marketers in 2019… so far

There's been a lot of changes in social media this year and more are rolling out all the time. Here are some highlights to note.

Social media is a living organism. Things change all the time. They change in response to developers' ideas, user requests, scandals, politics and the rise of social awareness. People behind social media networks never sleep. They test new features, algorithms, ads and designs. They are doing their best to keep you attached to your phone, even though one would assume it's literally impossible to spend more time on social media than we do already. For marketers, it's vital to stay up-to-date with how social media develops. Every feature and every update might become crucial to us.

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How to build a full-funnel influencer marketing campaign

In this age of #ads, influencer marketing campaigns continue to be widely adopted by both upstart and traditional companies around the world.

So far, though, it's a strategy that has mainly been associated with brand-building goals. With more dollars than ever before being invested in influencer marketing, the big question many people have is: Can it also lead to bottom-line growth?

Two recent campaigns from Edgewell Personal Care — one for Schick Intuition, a well-known razor brand for women, and another for Bulldog Skincare for Men, a breakthrough men's skin care brand — proved that the answer is yes.

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Three reasons PPC campaigns fail that nobody seems to care about

Here's the truth: optimizing your PPC campaigns is not easy. Sometimes it's not even that quick! But it's incredibly powerful if you do it right.

Google "how to make your PPC ads convert better" and your search results will be littered with blog posts like this: Don't worry, they'll tell you. It's "quick and easy". Use these "rapid growth hacks". Here are some "tricks". Here's how to copy the best-converting PPC campaigns.

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Tracking BMW's road to a faster mobile experience

Jörg Poggenpohl, global head of digital marketing at BMW Group, explains why speed was the driving force behind the automaker's game-changing mobile web strategy.

One of the most rewarding journeys I've ever been on started with a slow mobile website. In fact, it was BMW's own mobile site. At the time, it essentially served as a web showroom, where you could browse beautiful, static photos of our vehicles. It was a great place for a BMW enthusiast to visit — as long as you had a little time to spare, because the site wasn't particularly fast.

To be frank, it didn't look, feel, or behave like a website built by BMW, where our brand is synonymous with performance.

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Demystifying visibility metrics in Google Ads

Here are six metrics to help advertisers determine how often - and where in the SERPs - ads are showing up to help identify maximize growth opportunities.

Metrics to assist you in achieving growth in the Google Ads interface are constantly evolving and this can cause issues for even the most experienced of search marketers. Among the most complicated to sort out and understand are the "share" metrics. While they are excellent for identifying growth opportunities and identifying visibility gaps, figuring out which metrics to use when can be frustrating.

Let's take a look at six of these metrics and how we can use them to identify growth opportunities within the search campaigns.

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