

## WHAT ROLE DOES CONTENT MARKETING PLAY IN A DATA-DRIVEN WORLD?



**BACK IN 1996, MICROSOFT CEO BILL GATES SURPRISED THE WORLD WITH HIS OPINION ON WHICH INTERNET BUSINESSES WERE MOST LIKELY TO SUCCEED – AND WHY.**

In an online essay, he wrote that instead of hardware or even software firms, it would be companies which provided information and entertainment which would stand to gain the most.

“Content,” he said, “is king. Whether this has turned out to be true is debatable, but the question of the role of content in marketing has recently been raised again. In the current age of data-driven marketing, does content still reign supreme?”

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### How video can drive results across the entire marketing funnel

**Video campaigns provide many new opportunities for performance marketers to test and optimize in real time. David Rodnitzky, CEO of 3Q Digital, shares ways to get started.**

Last year, I made my case for performance marketers to take online video more seriously. Digital video, I wrote, is just as effective as the most bottom-of-the-funnel search engine marketing campaign. In short, video has significantly more potential than brand awareness.

Even if people don't take direct action immediately after seeing a video ad, there is still a halo effect associated with video.

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### If you're not putting behaviour first it's time to rethink your marketing

**When buying a new car, a new phone, a new mattress, most of us can't claim to be experts. Navigating countless features and benefits tests our patience and analytical prowess; we're lay people and choosing is tough.**

What's the process to compare the best battery life, the most comfortable or the safest? Companies muddy the water further with advertising: if every phone is the best, how do I decide what to buy?

On many occasions consumers don't know what their genuine motivations are. They're not lying; they're confabulating.

This was demonstrated in an experiment by the University of Leicester, which alternated the music in the wine aisle of a supermarket.

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### 4 key insights on what the modern affluent consumer searches for online

**While the digital world has undoubtedly changed the way many affluent consumers shop – moving a majority from traditional stores to e-commerce – we wanted to understand how affluence has influenced the online world.**

After interviewing affluent consumers and analyzing videos to understand what digital content this audience prefers to consume, engage with, and create, we've uncovered 4 key insights into this audience's online habits.

1. They are hyper-connected  
The average affluent consumer in the Middle East is around 39 years old and earns, on average, around USD100,000 in annual personal income, with 38% in the Gulf being expats, and 82% having a university degree.

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### Influencers say Instagram's 'like ban' has resulted in lower engagement and follower growth

**Instagram's ongoing experiment involving the removal of like counts from posts appears to be well-received by some consumers who say that they feel the Instagram experience is more enjoyable without the metric.**

But what's potentially good for mental health has sparked influencer fears over demetrication – fears that early data suggests might be justified. According to influencer platform #paid, over half the influencers it polled in countries affected by Instagram's demetrication test said that they have observed a drop in their posts' average number of likes since the test began. Another important form of engagement, comments on posts, was reported to have declined by a third of influencers #paid surveyed.

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### Facebook confirms it is considering removing "Like" counts

**Facebook is following its efforts on Instagram and experimenting with removing "Like" counts from posts. The test was first spotted by app researcher Jane Manchun Wong.**

“Currently, with this unreleased feature, the like/reaction count is hidden from anyone other than the creator of the post, just like how it works on Instagram,” wrote Wong, “The list of people who liked/reacted will still be accessible, but the amount will be hidden.”

A Facebook spokesperson confirmed the company is considering hiding “Like” counts on Facebook, but had nothing further to share.

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### Will traditional PPC agencies die out in the age of automation?

**AI has become ubiquitous in modern life, and PPC management is no different.**

“Robot automation will take 800 million jobs by 2030”

Now, that's an attention-grabbing headline. It's enough to send most people into a frenzied panic that, for the most part, just isn't called for.

Don't get me wrong. I'm not screaming “fake news!” at every automation headline out there. The fear is definitely real, particularly for some industries like warehousing, automotive and manufacturing.

But when it comes to PPC and digital marketing, you haven't got much to worry about. Trust me. Automation is to be embraced, not feared.

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