

SIX EXAMPLES OF CREATIVE SOCIAL CONTENT FROM BRANDS DURING THE PANDEMIC

DURING THE PAST TWO MONTHS, WE'VE SEEN BRANDS ADAPT THEIR DIGITAL MARKETING ACTIVITIES TO REFLECT GLOBAL EVENTS.

As businesses have been forced to suspend or shut down operations, many have capitalised on increased social media usage to stay connected with consumers in isolation.

Here are just a few of the most creative examples of social content from the past few weeks.

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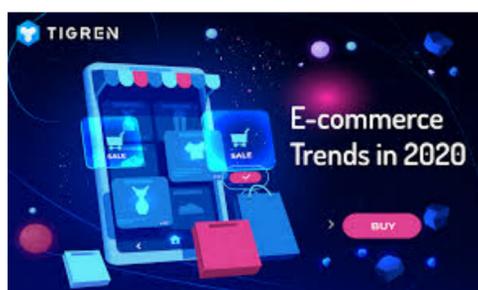
Social engagement with retailers jumped 40% in Q2

Retailers have built a strong connection with consumers on social media so far in 2020, potentially making the channel more significant for marketers during the back-to-school shopping season.

Retailers saw a 40% jump in engagement in the first day they posted content to social media in Q2 from a year earlier, per a report that social media marketing firm Sprout Social shared with Mobile Marketer.

Retailers also saw a 72% increase in the average number of daily inbound messages in Q2 from a year earlier as the coronavirus pandemic led more consumers to shop from home while stores were closed during lockdowns.

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7 factors that will shape ecommerce in the second half of 2020

As we enter the second half of 2020, Dan Barker examines the key trends that are set to shape ecommerce, and how retailers can respond to them.

The first half of 2020 has been eventful for ecommerce. Of course technical innovation has progressed: Shopify launched a marketplace, Google relaunched organic product listings, Facebook introduced 'shops', and thousands of other changes. But much of the first half of 2020 was shaped by a disease named after 2019.

The effects of 'SARS2' on ecommerce are tough to overstate. Tens of thousands of businesses sold online for the first time. Millions of transactions that would normally have taken place in stores shifted online. Ecommerce went from 'high priority' for most retail businesses to 'the priority'.

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Luxury retail faces up to unprecedented challenges

The retail sector as a whole has been severely impacted by the coronavirus pandemic. But what about the fate of luxury retailers?

With even higher rents and with arguably less traction online than mass-market retailers, the luxury sector is also facing some unprecedented challenges.

Brick-and-mortar closures hit brands hard. Luxury retailers have traditionally relied on brick-and-mortar stores to drive sales. These stores and showrooms offer customers a high-end experience to align with brands' prestige (and price tag).

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Facebook Shares New Insights into Most Shared Posts on its Platform

Understanding what generates engagement on Facebook is key to maximizing reach and response, but Facebook is not overly forthcoming with its usage insights, which can make it hard to know what's getting the most traction with Facebook users.

Over the last few years, New York Times journalist Kevin Roose has sought to shed some light on this by tweeting out listings of the most popular Facebook posts, based on listings from Facebook's own CrowdTangle monitoring platform, on any given day. And those listings haven't exactly painted a positive image of how Facebook facilitates certain elements.

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13 Hashtag Generator Tools to Fire-Up Your Social Media Strategy [Infographic]

Are you looking hashtag ideas to improve your social media posts? Want to generate more engagement with your followers online?

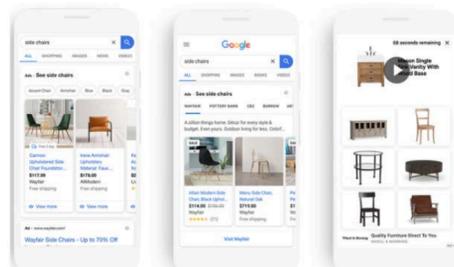
You'll find 13 hashtag generator tools to try in this infographic.

Here's what makes the list:

HashtagsForLikes, Kicksta, Sistrix, All Hashtag, Instavast, Webstagram, Photerloo, BigBangram, Seekmetrics, Ingramer,, TagsFinder, TagMentor, Hashatit etc

Check out the infographic for more detail.

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Google Adds New Ad Tools, Including Updated Visual Options and Prompts for Search Ads

Google continues to add new tools to help businesses shift into digital marketing, as many look to replace operational capacity that they've lost due to the COVID-19 lockdowns around the world.

Google's latest update involves new ad types, including new markers on search ads to prompt audience action, and improved display types to assist in branding.

First off, Google's launching a new beta program for image extensions, which will enable advertisers to include product visuals in search ads.

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