



THREE STEPS TO EFFECTIVE CROSS-TEAM COLLABORATION IN ECOMMERCE

MIKE AUSTIN, CEO & CO-FOUNDER AT FRESH RELEVANCE, OFFERS SOME TIPS FOR CONNECTING THE DOTS BETWEEN TEAMS TO CREATE AN EFFECTIVE CUSTOMER EXPERIENCE IN ECOMMERCE.

Effective collaboration across teams has never been more crucial. Ecommerce has skyrocketed this year as shop closures drove more consumers online. The new influx of online shoppers has presented an opportunity to convert an even larger pool of consumers into customers. However, despite the optimistic outlook for ecommerce, there are also significant challenges – competition is stiffer than ever before and customer loyalty at an all-time low. This makes connecting the dots between teams even more essential to be able to create an effective customer experience across channels that maximises conversions. Doing this efficiently comes down to following a few simple steps.

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3 critical PPC lessons from 2020 for a brilliant 2021

With the right tools, PPC pros can set the strategy for automations to follow when unexpected shifts happen.

The past 10 months or so have given PPC pros a crash course in adaptability, ingenuity and nimble marketing. Those who thrived in pandemic-era PPC deserve some sort of advanced honorary degree in "PPC'ology." In many instances, smart, effective PPC has literally saved brands from the brink of devastation. But let's face it, PPC pros have been in a near-constant state of reinvention since PPC first became a thing. Compared to other marketing disciplines such as print and broadcast, we're in our adolescence at best, which is actually an exciting place to be. 2020 just made us do a lot more reinventing and adapting in a very short amount of time.

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TikTok Provides New Video Overview of How to Set Up a TikTok Ad Campaign

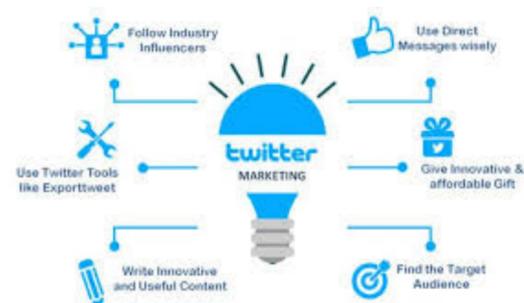
Are you looking to add TikTok into your digital marketing mix in 2021?

The short-form video app has seen huge growth over the past year, and despite being banned in what was its biggest user market at the time (India), and almost being banned in the US, the app is now on track to reach 1.2 billion users this year.

That would put it in direct competition with Instagram, and make it one of the key players in the social media space.

And that will likely see a lot more brands looking to tap into the platform for their outreach and promotion efforts.

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Twitter Shares Planning Guide for Your 2021 Tweet Strategy

Two key elements of an effective social media marketing strategy are planning and consistency.

It takes planning to ensure that you're communicating with your target audience, that you're utilizing the latest best practices, and that you're tapping into key moments and trends. Being consistent, meanwhile, helps users learn what to expect, and to develop a stronger relationship with your social presence.

The same is true across all platforms, and while you also need to maintain a level of flexibility to revise and adjust to new changes as they come up, having that core strategy is key to building an effective, engaging social presence. Which is where this new guide from Twitter comes in.

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Buyer Personas Demystified [Infographic]

Knowing your customers, and understanding their motivations and interests, is key to gaining a true competitive edge in any market. But it's also something that's easier said than done.

This is where buyer personas come into play. Buyer personas can help you put a face to the streams of customer data that you have access to, and enable you to better personalize, and humanize your marketing efforts. This will also identify key segments within your audience, which you can then use to further hone the focus of each of your ads and updates.

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Why search data is your biggest business asset in 2021

After a year defined by uncertainty, there's little promise that life will be any more predictable in the early stages of 2021.

Ever-changing lockdown measures, new trade regulations and a years' worth of unforeseen events make it difficult to predict anything for the next 12 months. On the plus side, we spent most of 2020 learning how to deal with such levels of uncertainty, whether we wanted to or not.

One of the biggest lessons for search marketers from last year is that search insights aren't only for SEO. They're also the biggest business asset for responding to market shifts quickly, which will be crucial for brands looking to recover and thrive in 2021.

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Stats roundup: the impact of Covid-19 on marketing & advertising

The ongoing coronavirus pandemic is impacting every part of our lives, from the places we can go to the way we spend our time, to the priorities we have and the way we spend our money.

Of course, this has wide-ranging ramifications for marketing and advertising – as well as a number of other sectors like travel, entertainment and FMCG.

To help marketers keep on top of what this means for them, their jobs and their industry, we're collecting together the most valuable and impactful stats in this roundup, updated regularly since 20th March 2020.

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