

DIGITAL
STRATEGYDIGITAL STRATEGY IN 2021 DOESN'T
WORK WITHOUT CLEAR ALIGNMENT
BETWEEN THE THINKING AND THE
DOING

IN A TALK AT ECONSULTANCY LIVE, JAMES HAMMERSLEY, CEO AT CONSULTANCY GOOD GROWTH, DESCRIBED STRATEGY AS THE ART OF ALLOCATING SCARCE RESOURCES TO GAIN COMPETITIVE ADVANTAGE.

Applying this philosophy to ecommerce, long-term success is a product of a data-led strategy, where actionable insight fuels innovation in pursuit of solving customer problems.

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Top Apps Worldwide | 2020 (vs 2019)

DOWNLOADS (Jan - Nov 2020)	CONSUMER SPEND (Jan - Nov 2020)	MONTHLY ACTIVE USERS (Jan - Oct 2020)
1. TikTok	1. Tinder	1. Facebook
2. Facebook	2. TikTok	2. WhatsApp Messenger
3. WhatsApp Messenger	3. YouTube	3. Facebook Messenger
4. ZOOM Cloud Meetings	4. Disney+	4. Instagram
5. Instagram	5. Tencent Video	5. Amazon
6. Facebook Messenger	6. Netflix	6. Twitter
7. Google Meet	7. IQIYI	7. Netflix
8. Snapchat	8. Google One	8. TikTok
9. Telegram	9. BIGO LIVE	9. Spotify
10. Likee	10. Pandora Music	10. Snapchat

TikTok was the Most Downloaded
App in 2020, According to New
Data from App AnnieTikTok was the Most Downloaded App in
2020, According to New Data from App
Annie.

As you can see here, included within App Annie's 2020 mobile app report, they've listed the top ten apps of the year in terms of 'Total downloads', 'Consumer spend' and 'Monthly active users'.

The information is based on App Annie's data tracking, which is not as reliable as official users counts posted by the companies themselves, but it is indicative enough to provide an overview of comparative performance in the market.

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25 Predictions for Social Media
Marketing in 2021

Any way you look at it, 2020 has been tough.

Many businesses had to rapidly pivot in order to stay afloat amid global shutdowns to limit the spread of COVID-19, while many others weren't so lucky, and were forced to close forever as a result. We've learned to work from home, navigating our daily tasks amid home-school and other distractions, and find new forms of entertainment to keep each other occupied. And this is all before you factor in the ongoing political turmoil, and the uncertainty around what comes next.

2020 is a year that many would rather forget, and in amongst all this, the major social platforms have also rapidly evolved and shifted focus in order to meet rising demand and user needs during the pandemic.

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YouTube Shares New Insights into
Emerging Video TrendsYouTube has shared some new insights into
emerging video trends, which it says have
changed significantly throughout the course of
2020.

As an aside, tell me that he wasn't about to say 'short form is booming as evidenced by the success of [TikTok]' before they realized that they have their own version of TikTok, in Shorts, and changed it (at the 1:42 mark of the clip). Based on its research, YouTube has identified three key thematic areas within the latest video shifts:

- How the archetype of the content creator has evolved
- How video is becoming more interactive
- How digital media is evolving to help us face personal and societal adversity

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To understand behaviour shifts
and optimize content, SEO is now
mission critical

We explore the value of SEO and organic search in striving for top digital performance. In particular, we explore the strategies to effectively align investments to marketing goals, challenges frequently experienced and approaches to overcoming barriers.

This article will run you through some of the highlights of the research, based on a survey of 366 professionals in marketing, data and technology as well as in-depth interviews with senior marketing executives at companies including The Economist, Financial Times and IBM.

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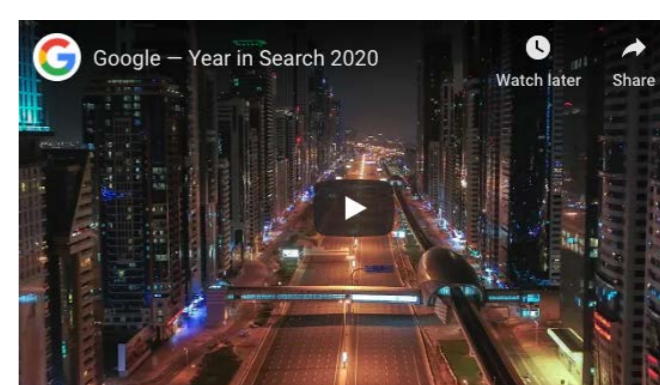
Short video ads impact all stages of
purchase funnel, study says

Shorter video spots are more effective than previously thought at influencing consumers throughout the purchase funnel, a model that describes the customer journey from first seeing an ad to buying a product or service. By IPG Media Labs...

The growing popularity of short-form premium content and improvements to ad creative are driving the shift, per a study by Interpublic's Magna and IPG Media Lab and social media company Snap.

Six-second ads that often are used to boost awareness at the top of the purchase funnel can be as effective as 15-second ads for mid-funnel strategies...

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Google Shares Insights into the
Top Search Queries of 2020

There's been a lot to take in this year, with so many events and incidents of note that it's been difficult to keep track. Luckily, Google's here to help, via its annual listing of the most searched terms, which provides a good - but somber - reminder of the events that made up 2020.

Yeah, not a lot to celebrate within that, and many challenges we're still working to meet. I would also note that US President Donald Trump is not featured anywhere in Google's video summary, despite the significant role he's played in the events of the year. Not sure if there's a message in that (President-elect Joe Biden is also not featured). Providing further insight, Google has updated its Year in Review mini-site, which includes listings of the most searched actors, news events, games, TV shows and more.

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