



SO WHAT EXACTLY DOES CUSTOMER EXPERIENCE (CX) MEAN?

ADVERTISERS AND PUBLISHERS ARE TASKED WITH DEVELOPING TACTICS AND CUSTOMER EXPERIENCE IS ONE OF THE LEADING WAYS THAT BRANDS SEEK TO DIFFERENTIATE THEMSELVES TODAY. BUT WHAT DOES CX MEAN EXACTLY?

2020 once again brought customer experience back into focus, as Covid-19 created shifts in consumer behaviour. As Econsultancy and Adobe's 'Digital Trends 2021' report explains, "new customers arrived in record numbers to sites and apps, creating new journeys and behaviours to be understood. At the same time, existing customers behaved less predictably."

This new landscape also highlighted the disparity between companies that have already adopted a focus on customer experience and those that haven't.

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5G promises to unlock wider adoption of AR in marketing

Sixty-one percent of 5G mobile users said augmented reality ads grab their attention more than traditional formats.

The growing adoption of higher-speed 5G mobile service promises to provide marketers deeper ways of connecting with consumers through augmented reality (AR) experiences. The interactive content has a variety of applications for brands that seek to offer a more comprehensive view of their products and services remotely.

"A lot of brands have this concept that they have to get consumers to touch and feel a product, and get used to it," "COVID has permanently changed that part of human life where we're used to going out to exploring and being in a physical space for a long period."

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Branded content, influencer marketing make up biggest slice of digital ad budgets

Marketers are putting 20% of their digital ad budgets into branded content and influencer marketing combined, meaning these complementary practices account for a larger portion of digital marketing budgets than any other category, including paid search, display, paid social and digital video.

More than half of survey respondents that use branded content and influencers said doing so is more critical than it was a year earlier. About a third (32%) of advertisers said they boosted spending on branded content and 25% spent more on influencers during the second half of last year, the study found.

A number of advertisers increased spending in the second half of 2020 after the pandemic and social justice movements disrupted marketing, with many favoring branded content and influencer marketing.

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Social listening for brands and agencies: What, why and how?

What role does social listening play in a company's marketing matrix? Here's how to evaluate your options in 2021 – and why you must..

Few marketing tactics stand the test of time, but word-of-mouth marketing is an outlier. Today, with both companies and consumers taking up more space online due to COVID, word-of-mouth marketing has transformed into something more powerful than ever – creating threats and opportunities online for brands.

And advanced social listening has been a game-changer. It harnesses the massive amounts of data consumers generate to extract actionable and relevant real-time insight. Those with social listening capabilities in place came through the other side of the pandemic relatively unscathed.

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5 mega-trends transforming the future of digital marketing

These five areas have changed the world for both B2B and B2C marketers.

2020 didn't go the way many digital marketers were expecting. However, challenges often present new opportunities and ways of approaching strategies and campaigns. 2021 saw many pivots and shifts and the acceleration of various trends that were already transforming the world of digital marketing.

Let's examine five mega-trends affecting the world around us and both B2B and B2C marketing teams.

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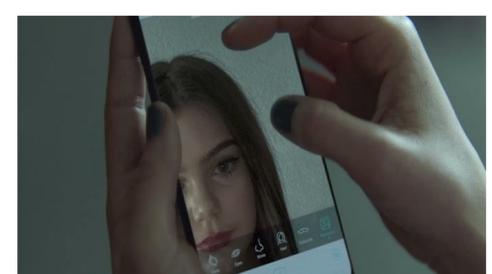
How businesses of all sizes can embrace social media

It's time to pivot from traditional to social media marketing.

One of the most creative and innovative social media accounts for a business is Wendy's.

Across their social media platforms, but particularly their Twitter account, the fast-food restaurant has been known for its biting tweets against competitors and followers purposefully asking to be roasted for a laugh. No burger joint is safe from their wrath and you know you'll laugh scrolling through their feed.

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Dove urges parents to have the 'selfie talk' about harmful effects of social media

Unilever's Dove soap launched a campaign in Canada to raise awareness of how social media harms the self-esteem of preteen girls, per an announcement. The brand released a film titled "Reverse Selfie" that pleads with viewers to help undo social media's damaging effects on self-confidence, which were made worse during the pandemic.

The campaign urges people to have "the selfie talk" with a loved one to explain how image manipulation on social media creates unrealistic beauty standards. To that end, Dove created a microsite with a downloadable "confidence kit" for parents and teachers. The brand enlisted singer and body confidence advocate Lizzo to support the goal of making social media a more positive experience for girls. This is the latest push by Dove and parent company Unilever to redefine the public perception of beauty.

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