



Scale to the next level with Incrementum by elevating your present business model into a value and data driven company. Our directed insights to improve ROI and to drive value comes from strategized processes that define what business process you want to fix upfront.

Here is a curated list to help you stay updated on all the latest & important digital marketing updates and insights from June. We have cut through all the digital marketing noise (by scanning over 1000 pages of news/content every day) and covered the month's most relevant digital marketing news for you.

Sai Mohan Gokaraju Managing Director / Co-Founder

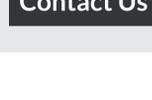
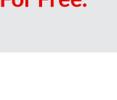
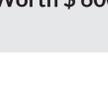
A STEP TOWARDS DIGITALLY EFFECTIVE 2020

Digital is effective for every company including yours. It is only about using digital in an effective way. There are 2 aspects of using digital effectively

- 1. Readiness of your digital assets 2. Utility of the digital markets

Get an audit and know where you stand with respect to digital readiness and digital utilization.

Get a Digital Marketing Audit



A Detailed Digital Marketing Audit Worth \$ 600. For Free.

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Digital Advertisement

Google expands Smart campaigns to 150 countries. The announcement read

You can set up a Smart campaign and create your first ad in just 15 minutes while on the go. And starting today, you can use Smart campaigns to display a prominent, square-shaped Google Maps pin with your business category logo, highlighting specific services that you offer, like curbside pickup or delivery. We're bringing Promoted pins to Smart campaigns advertisers for free through the end of September.

Google users can now book service appointments directly from mobile Local Services ads. The announcement read

As people spend more time at home, we've seen searches for local services, like "carpet cleaning" or "air conditioning repair" increase by 50 percent in recent months. We're now making it easier to book these services directly in Google Search on mobile through Local Services Ads in the U.S. Local Services Ads help people discover and connect with trustworthy, local professionals backed by the Google Guarantee. Later this month, we're also launching a new mobile site for the U.S. and Canada, to help more people find, compare and book nearby service providers faster.

Google gives businesses the opportunity to stand out on Google Maps, for free. The announcement read

Every month, over 1 billion people use Google Maps to see what's around them, search for businesses, and find directions. Promoted pins on Google Maps help your business stand out during these moments by displaying a prominent, square-shaped Google Maps pin. This pin can help you highlight specific services such as pickup, delivery, and other unique offerings.

As people begin to visit businesses in person again, we want to send more customers your way. Through September 2020, you won't be charged for any clicks, calls or sales from Promoted pins.

Also, marketers can sign up for Smart campaigns and run ads directly from the Google Ads mobile app. Other updates include -

To make it easier for you to check your ad's status, we've made our reporting features more accessible. With a quick search, you can instantly see the status of your Smart campaigns, how they're performing, and how your ads look to potential customers. First, sign into the Google account you use for Google Ads. Then search for "My Ads" or "Google Ads" on Google.com.

We've heard small businesses want more control over keywords that help them reach potential customers on Google Search. With keyword themes (formerly "products and services"), you tell us what your business offers and we'll show your ad to potential customers for related phrases. This means your ads reach more of the right people and you can save time in the process. You also have the option to modify or remove keyword themes, so you're always in control.

Read more here

Google rolls out a new personalized advertising policy for certain types of ads in the employment, housing, and credit sectors. Read more here

TikTok launches TikTok for Business. Read more here

Google experiments with a new way to make actionable video ads more shoppable and announces other updates like including YouTube in Google Ads attribution reports. The announcement read

All you need to do is sync your Google Merchant Center feed to your video ads, and you can visually expand your call-to-action button with the best-sellers you want to feature and drive traffic to the product pages that matter...Today we're announcing Video action campaigns, a simple and cost-effective way to drive more conversions across YouTube...We often see that people switch between Search and YouTube to find new information that influences what to buy. In order to help you understand where your conversions are coming from and provide more transparency around your customer's path to purchase, we've included YouTube in our Google Ads attribution reports. Attribution reports can provide insight into how budgets can be allocated to maximize impact across YouTube, search and shopping campaigns.

Snapchat advertisers can master Ads Manager with Snap Focus - Snapchat's new learning portal. Read more here

Advertisers can now create Instagram ads without having a presence on Facebook. Read more here

Facebook to allow ads to promote non-medical masks with some restrictions. Read more here

Snapchat rolls out Dynamic Ads globally. Read more here

Facebook is improving the tools that help creators earn money and manage their presence on Facebook. You can read the full list of updates here

Monetize more video content: In-stream ads continue to evolve on Facebook, enabling more types of videos to monetize with ads.

Ads in Short-form Video: Creators can now monetize 60-180 second videos with image and post-roll ads. While we continue to invest in long form content, shorter content can also build loyalty and intention so we're testing these two non-interruptive ad formats in engaging short videos.

Ads for Live Video: We've developed ad formats for live video, including a new type of mid-roll ad that plays in the main video player during the live stream while the broadcast keeps playing in a smaller window. Select videos that previously were live are also now eligible for monetization.

New Ad Experiences: We're working to increase overall payouts for video creators in Watch. For example, when people start watching videos in News Feed, we're testing the option to continue watching in Watch after viewing a short ad.

LinkedIn introduces new capabilities to retarget by actions, as well as updates to the LinkedIn Audience Network. The announcement read

Tailor your message to your objective. If you are running a video ad showcasing an upcoming event, you can retarget those who watched 75% or more of that video and invite them to register with a Sponsored Content ad.

Turn interest into conversions. If someone opens or submits a Lead Gen Form, you know there's likely some interest, but they may not always convert the first time around. Now you can retarget those who opened or submitted a Lead Gen Form giving you another chance to re-engage the professionals who may have shown initial interest but did not ultimately convert.

Google is streamlining 'Ad' labeling for Shopping ads. Read more here

Social Media

Instagram helps more businesses and creators sell with its new Commerce Eligibility Requirements. The announcement read

With this new policy, businesses must tag products on Instagram from a single website that they own and sell from, so that people have a consistent and trusted shopping experience. We'll also update our sign-up flow to give clearer guidance to businesses and offer more transparency into the types of businesses that we are best suited to support, like creators who wish to grow their business on Instagram.

Instagram expands its TikTok competitor "Reels" to new markets. Read more here

Twitter debuts voice Tweets on iOS. Read more here

Facebook rolls out a notification screen that will let people know when news articles they are about to share are more than 90 days old. Read more here

US users can now turn off all social issue, electoral or political ads from candidates on Facebook and Instagram. The announcement read

Starting today for some people and rolling out to everyone in the US over the next few weeks, people will be able to turn off all social issue, electoral or political ads from candidates, Super PACs or other organizations that have the "Paid for by" political disclaimer on them. You can do this on Facebook or Instagram directly from any political or social issue ad or through each platform's ad settings.

Facebook users start seeing Wikipedia knowledge panels in search results. Read more here

Twitter's new feature encourages its users to read an article before sharing it.



Instagram says it doesn't give users who use its embed feature a copyright license to display the image they're embedding. Read more here

Facebook tests tools that will allow business pages to send marketing emails through the Facebook platform. Read more here

Facebook rolls out a new business inbox in Messenger to help businesses respond to customer messages. Read more here

Pinterest launches a shop tab right on Lens results. Read more here

Snapchat has launched the first campaign using its new 'ShoppableAR' technology. Read more here

Google launches Keen - seen as a Pinterest competitor. Read more here

YouTube to give creators the ability to customize the look and feel of their channel's layout and branding. Read more here

Search

Bing updates its Webmaster Guidelines. Read more here

Google brings free listings to the main search results page in the U.S. The announcement read

Free listings in Google Search results makes your offers more accessible to the hundreds of millions of people who shop on Google each day, connecting you to more, free listings in more places—whether they're across the country or across the street. Initially, free listings on Google Search will appear in a product knowledge panel that shows buying options for a particular item...Today, the buying options in this panel are all sponsored links. Starting this summer, these listings will be free.

Google expands Business Messages in Maps and Search. The announcement read

Today we're expanding Business Messages in Maps and Search to support all kinds of businesses, and giving them the ability to integrate Business Messages directly with their customer service platforms.

Microsoft launches Digital Marketing Center - a free Search and Social campaign management platform to help small and medium business owners manage their digital marketing across not just Microsoft Advertising, but also leading advertising and social media platforms like Google Ads, Facebook, Twitter, and Instagram. Read more here

Google aligns speed metrics with Web Vitals. Read more here

State of Local SEO Industry Report 2020: Key insights. To know more, download here

78% of respondents agree that Google has become the new homepage for local businesses

51% of businesses will continue to invest in the new methods they've launched for getting products and services to customers due to COVID-19

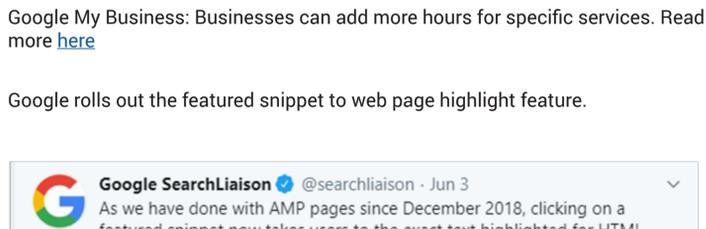
42% of companies have adopted an automated approach to listing management

33% of companies are not prepared for mobile-first indexing

Google webspam report 2019: How Google fought Search spam. Read more here

Google My Business: Businesses can add more hours for specific services. Read more here

Google rolls out the featured snippet to web page highlight feature.



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