

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 July. 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.

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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 launches an image extensions beta program to help businesses grow online sales with Search ads. Read more [here](#)

 Google rolls out new features for responsive search ads. The [announcement](#) read

To help you create more relevant responsive search ads, you can now use location insertion to dynamically add where your product or service is offered. Once set up, your ad will automatically include city, state, or country names based on the locations of potential customers or their areas of interest. To review the number of times your ad is shown using location insertion, you can check anonymized and aggregated reports.

To make it easier for you to create more informative ads, we've improved the suggestions you see when writing headlines and descriptions. Now when you create a responsive search ad, you'll see new categories that recommend commonly used phrases that highlight online availability, as well as shipping and return options for your business.

 Facebook adds new Custom Audience creation options based on shopping activities. Read more [here](#)

 Google Analytics introduces two new predictive metrics to App + Web properties. The [announcement](#) read

Analytics will now suggest new predictive audiences that you can create in the Audience Builder. For example, using Purchase Probability, we will suggest the audience "Likely 7-day purchasers" which includes users who are most likely to purchase in the next seven days. Or using Churn Probability, we will suggest the audience "Likely 7-day churning users" which includes active users who are not likely to visit your site or app in the next seven days.

 Hulu launches beta self-service ad manager for SMBs. Read more [here](#)

## Social Media

 Facebook rolls out its new 'Music Video Playlists' within Facebook Watch. Read more [here](#)

 Facebook tests a new Page design with a cleaner layout and no more 'Like' button. Read more [here](#)

 Facebook introduces a new way to broadcast live to Facebook from Messenger Rooms. Read more [here](#)

 Twitter launches its new direct message chat window on desktop.



 Instagram introduces redesigned Instagram Shop. The [announcement](#) read

Instagram Shop will have fresh collections and products from brands and creators, as well as special curations from our social shopping channel, @shop. For those in the US, look out for our checkout arrows An image icon example of Instagram checkout arrows that show which products you can buy directly on Instagram without leaving the app. And later this year, we're adding a new Shop tab in the navigation bar, so you can get to Instagram Shop in just one tap.

 Snapchat rolls out new brand profiles. The [announcement](#) read

Brand Profiles offer a permanent home for brands on Snapchat, built around their unique investments in the app – starting with AR Lenses, native commerce stores, and content highlights. Brand Profiles bring these various brand experiences for Snapchatters together into a single home on our service.

 YouTube will provide creators with a list of other videos that their viewers have watched on the platform, which are not created by them.



 Snapchat tests TikTok-like vertical scrolling format. Read more [here](#)

 WhatsApp rolls out new features to start a chat with a business on WhatsApp. The [announcement](#) read

QR codes are a digital front door that make opening a chat with a business as easy as possible. Previously when people came across an interesting business, they had to add its WhatsApp number to their contacts, one number at a time. Now, people simply can scan the QR code a business displays on its storefront, product packaging or receipt to initiate a chat.

To make it easier for people to discover products, we're making catalogs and individual items available to be shared as links on websites, Facebook, Instagram and elsewhere. And if people want to share a catalog or item they find with friends or family, they can simply copy the link and send it on WhatsApp or other places as well.

 Google adds auto-generated 'Smart Replies' to YouTube Studio to help creators engage more easily with their viewers. Read more [here](#)

## Search

 Google announces that the Rich Results Test fully supports all Google Search rich result features - it's out of beta. The [announcement](#) read

Rich results are experiences on Google Search that go beyond the standard blue link. They're powered by structured data and can include carousels, images, or other non-textual elements... Here are some reasons the new tool will serve you better:

It shows which Search feature enhancements are valid for the markup you are providing

It handles dynamically loaded structured data markup more effectively

It renders both mobile and desktop versions of a result

It is fully aligned with Search Console reports

 Google extends mobile-first indexing deadline to March 2021. Read more [here](#)

 28.5% of Google users click the first organic result: Study. Read more [here](#)

 Google rolls out a new mobile experience in Search to help people understand the mortgage process. The [announcement](#) read

When you search for "mortgage" on your phone, you'll find a feature that breaks down the complex mortgage process into easy-to-follow steps to help guide you, wherever you may be in the process. It also connects you to a set of useful resources, including news articles, industry definitions and terms, a calculator to assist with payment plans and average mortgage rates. And for those looking for relief and refinance information, we'll show some of the options available to you.

 Google reported to be offering Upgraded Google My Business Profiles for \$50/month. Program not officially announced. Read more [here](#)

 Sellers who participate in Buy on Google checkout experience will no longer have to pay Google a commission fee. Read more [here](#)

 Google rolls out a new feature that makes it easy to find quick facts about what you see on Google Images. Read more [here](#)

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