

Digital Update

Q2 2022

What's been happening in the world of digital marketing?

It can be hard to keep up...!

Every quarter, we break down the latest features, announcements and trends in a handy bitesize document designed to keep our clients up-to-date and their respective brand adopting the shiniest emerging ad formats and best practices out there.

[We'd love to arrange a coffee to chat these through in more detail](#)
so if anything below catches your eye then please pick up the phone.

Organic and Paid Social

“It makes having a brand presence easier.”



TikTok is the social media platform to utilise right now

For brands, the app has developed an ad solution called Branded Mission, due to launch late 2022. The concept behind the tool is that [top performing content from TikTok creators can be used as ads to improve brand awareness and media impressions.](#)

It allows creators to contribute to various brand campaigns, whilst simultaneously helping brands discover and collaborate with emerging creators across TikTok.

What do we think?

It makes having a brand presence easier. Collaborating with influencers will ensure that the content is seen by targeted audiences and removes the costly process of content creation for brands.





Facebook video creation just got a whole lot easier!

[The creator studio tool on Facebook](#) now allows you to [create Reels](#) using existing videos on Facebook.

The rise in popularity of video content is likely the result of the success of TikTok and has created a preference for video among younger users. Therefore, keeping the channel relevant to all age groups made it necessary for video to be more accessible to users on the platform.

What do we think?

This is an amazing change that will only help in content creation. More than half of the top 20 most-viewed posts on Facebook were Reels that were originally from Instagram, so the demand is there!



Instagram expands access to Reels Templates

If you're looking to get into Instagram Reels, but not sure what to post, this could help! Instagram has been giving [more users access to its Reel 'Templates' option](#) (1), Enabling users to create Reels from popular content formats. (2), offered within the Reels camera.

So, if you're having one of those 'brain-fog' days, Instagram will help!

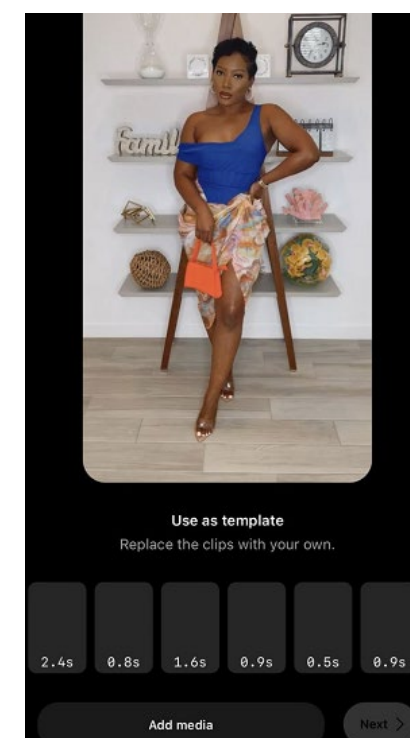
What do we think?

This is very helpful and timesaving and could also make a lot more of the Reels feed look familiar from overuse of the same template, whilst also leaning on the talents of trendsetters within the app. This will be interesting to see whether creators start to question the re-use of their formats in this way.

(1)



(2)





Pay Per Click

Google reimagines its video advertising capabilities at Marketing Live event

As if the standard YouTube platform wasn't enough, Google announced that [video advertising is available across YouTube Shorts and Google Discover](#) at their annual Marketing Live event. Together, these platforms average over 30 billion daily views, presenting a huge opportunity for advertisers present their video content in different forms.

What do we think?

The addition of video ads on YouTube Shorts and the Google Discover App will allow advertisers to increase the reach and visibility of their video content, while keeping costs low. Interested? Talk to our Video Ad experts today to find out more.

Google adds more features to new Performance Max campaigns

A while ago, we announced that Google had developed a new automated ad campaign called Performance Max. They have recently announced an update, which will [allow advertisers to gain further insights into audiences, competitors & reporting.](#)

What do we think?

So far, we have seen some really encouraging results when using Performance Max campaigns, particularly with regards to generating more conversions. These new features will provide further insight and allow advertisers to make data-led changes to help increase performance.

Google enhances insights page with more data

The Google Ads Insights Page was released out of beta last year. It provides insights based on your account performance and current trends within your market. The new updates highlight trends in conversion paths, budget optimisations and first-party audience data.

What do we think?

More and more advertisers are using automated strategies on Google Ads due to their real-time response and time-saving capabilities. These additional insights will help advertisers understand more about the overall performance of their campaigns. More insight = better decisions.

SEO



May Google Core Update

Several times per year, Google makes substantial improvements to their overall ranking processes, which they refer to as core updates. The updates are designed to make the results more useful and relevant for everybody. [Find out more about the update.](#)

What do we think?

Whilst we monitor our sites closer than usual during an update period, we're confident in our strategies and approach. Our focus on using high quality, relevant content to drive traffic closely aligns to Google's guidelines and sees our clients regularly rewarded in the search results.

The Evolution of Search

Google released an interactive infographic charting their history as a search engine from 1997 to present. As a long time SEO it definitely triggered some memories of rankings won and lost. [You can see how much Google and search has changed here.](#)

If you have any concerns, questions or would like a chat about Google Updates, Core Web Vitals, even SEO in general, our team is always happy to walk you through the latest goings on.

Core Web Vitals 1 Year On

New research shows that businesses have spent the last year investing resources into improving their Core Web Vitals (CWV) scores. Retail sites showing the largest 58% improvement in scores. [Read more about the research here.](#)

What do we think?

Whilst SEOs as a community weren't sold on Core Web Vitals initially this research shows that big businesses are taking it seriously. Whilst we have yet to see any significant that can be directly attributed to CWV improvements, effective SEO is a largely about marginal gains. So, if there's another element you can leverage to drive success it's definitely worth looking in to.

Seen Something That Has Caught Your Eye?

Contact our team today to chat about how we
can improve your digital strategy next quarter!

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