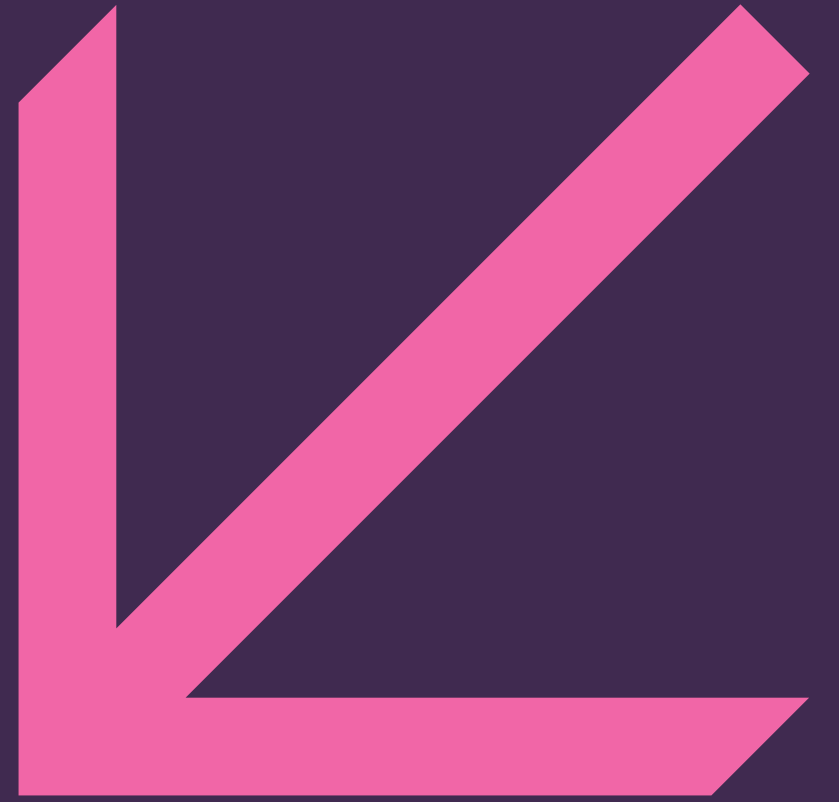


BIG



On Trend

Everything digital. Q4 round up 2023.

TikTok

What's happening?

TikTok provides brands with a unique avenue for direct communication with their audience, capitalising on creators as influential intermediaries. Each campaign and organic content piece on the platform serves as an opportunity for shared experiences, active listening, and mutual learning, contributing to the establishment of brand trust and shared values. By communicating with consumers on a more colloquial basis e.g. Through trends such as Girl Math, Storytelling etc, brands can achieve more trusting relationships with customers.

What do we think?

This collaborative process fosters deep-rooted loyalty both on and off the platform. Notably, exposure to TikTok ads results in a remarkable 41% increase in viewer trust for the brand, thus elevating the likelihood of viewer loyalty by an impressive 31%.



Meta

What's happening?

Meta is continuing to champion AI, using it to personalise content and improve messenger services with chatbots and Meta AI assistant. The platform currently employs AI to analyse user data, display relevant posts and ads, and filter out spam. Meta also recently announced plans to introduce AI-based image generation and to further expand its VR and AR offerings with new features that seek to change the way people use the platform, such as Ray-Ban Meta smart glasses.

Meta is removing certain detailed ad targeting options related to health, race, and ethnicity. They are encouraging marketers to utilise broader targeting and Advantage+ options, relying more on Meta's systems.

Source: [Social Media Today](#)

Source: [Meta](#)

Source: [Social Media Today](#)

Source: [Emplifi](#)

Facebook has also introduced 4K live streaming and new editing features. The platform aims to help businesses leverage video for customer acquisition through features like video shopping and improved video ads. Reels on Facebook surpass TikTok's in views, with longer reels earning 7,830 views on average compared to shorter ones at 6,145 median views. Reels also outperform regular video content on Facebook, earning 3 x the number of views.

What do we think?

Meta is undergoing significant changes, emphasising algorithmic shifts and prioritising AI to enhance ads and the overall Facebook experience – this should be considered when mapping out both paid and organic activity. The widespread adoption of video content, evident in the data, reflects a major trend across platforms and should be a focus in content planning for increased reach and engagement.

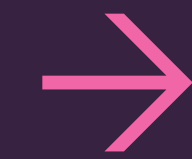
LinkedIn

What's happening?

LinkedIn's stance on hashtags has evolved. Recently users have been questioning their effectiveness and use on the platform. LinkedIn originally introduced hashtags for better content segmentation, however alongside other platforms, its algorithms evolved making hashtags less important. Relevant mentions, captions and context of posts are now utilised when the algorithm is serving relevant content to users. On LinkedIn topical relevance is prioritised over maximising reach, and recent research indicates hashtags no longer significantly boost post visibility.

What do we think?

Moving into 2024, with the improvements in the algorithm's ability to scan content for relevancy, we will see a shift in demand for more valuable LinkedIn posts that are rich in industry specific content and keywords. Adding more value to the content will not only drive brand/persona reputation positively but will therefore drive more reach by utilising culturally and industry relevant conversations. The tip is to stay on top of conversations and join in!



Relevant mentions, captions and context of posts are now utilised when the algorithm is serving relevant content to users.

SEO

What's happening?

In September Google began prioritising the promotion of helpful content, intending to focus more on content with unique expertise and experience. The aim is to show more “hidden gems” on search along with working to ensure unhelpful content does not perform well. In October Google also rolled out a Spam Update intending to get rid of spammy auto-generated content as well as ‘keyword stuffing’ which is the act of filling a webpage with keywords in an attempt to manipulate the search engine results page (SERPs). In November, Google released core updates to ranking. A core update is designed to improve how Google evaluates content overall. It is expected during these times to experience changes in search rankings as Google implements new algorithmic systems. These updates are usually focused on finding and prioritising the most relevant information.

What we think?

As we approach the close of 2023, familiarity with Google’s frequent algorithmic shifts in SERPs becomes more ingrained. It’s evident that, as 2023 concluded, SEO has solidified its status as an indispensable element in every online marketing strategy. Casting our gaze into 2024, SEO is poised to remain dynamic, with a substantial impact from the realms of AI and machine learning.

PPC

What's happening?

In December, Google confirmed that it was testing new variations of ad copy by placing headlines in descriptions without informing advertisers. The changes were labelled as "a small test". The test sparked fears as these tests can alter the dynamics of ad copy that are well known by Google advertisers.

What do we think?

Changes in ad copy paired with previous "tests" could mean that Google is pushing for full automation. The changes have also sparked the discussion of transparency within advertising, allowing for planning and testing to make sure the transition is smooth for all involved. With moves like this from Google, it's time for advertisers to embrace automation. At BIG, we consistently test and report on automation updates to ensure we get the most from them.

Source: [Search Engine Land](#)

What's happening?

Google ads announced a new tool for centralising access to all first party data that will be coming in 2024. Google ads data manager will allow marketers to analyse first party data from various sources in a privacy-centric way, without needing to individually access accounts. The feature initially rolled out in Google ads and expanded to additional ad products over the next couple of months.

What do we think?

Making smart use of first party data is a critical part of optimising campaigns to reach their goals. The introduction of centralising data will help to streamline workflow, saving time and effort, something at BIG we will welcome to make data analyses as seamless as possible. The ability of analysing this data from various sources will also allow for a more comprehensive understanding of campaigns, as well as allowing for real time insights on performance to help within the decision-making process.

Launch date.

Google Ads Data Manager will become generally available in Google Ads in early 2024.

Source: [Search Engine Land](#)

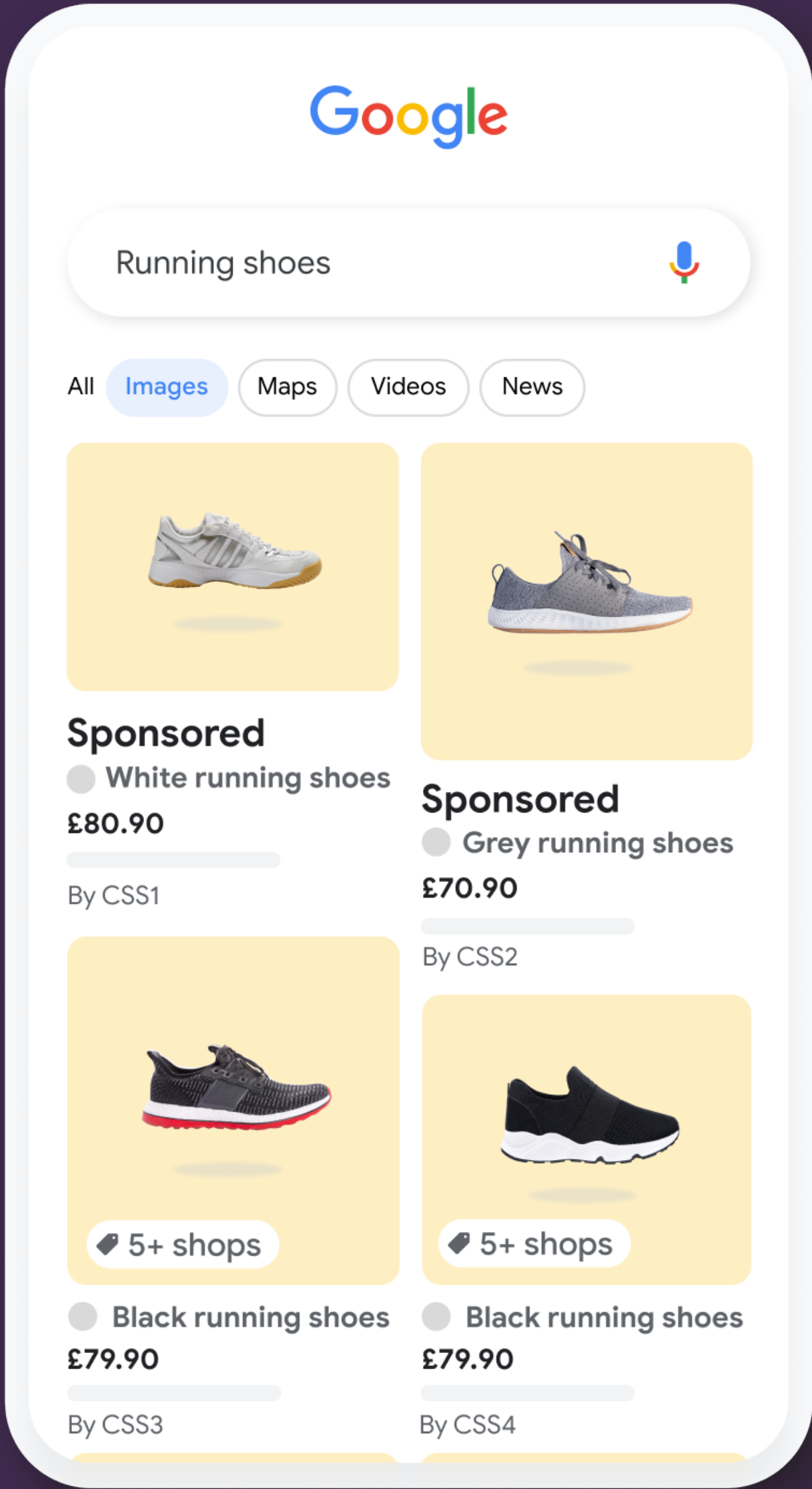
Google Merchant Center is removing 4 attribution models:

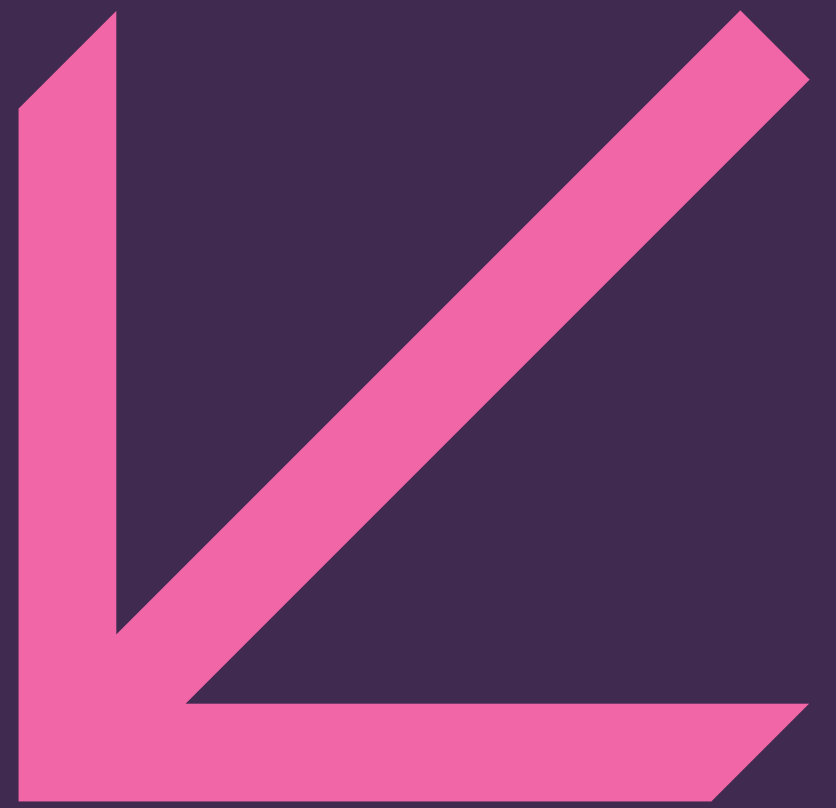
What’s happening?

Google announced that the Merchant Centre is removing first click, linear, time decay and position-based options as attribution models from conversion tracking. A google spokesperson stated that these factors were being retired as their usage rather were “increasingly low” with less than 3% of conversions in Google Ads using these factors.

What do we think?

Despite figures being low for usage to justify the retirees, this will still impact how marketers analyse and attribute conversions. Having less data available can impact the ability of identifying effective channels, touchpoints and overall strategies. At BIG, we already lean towards data-driven attribution models to consider the full digital funnel and contribution of each ad.





Let's talk

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