

January 14, 2021



News to know



In 2020, world events meant marketers were forced to throw the old rule book out the window. Metrics that once made sense were rendered obsolete and well-understood consumer habits shifted overnight.

So we weren't surprised when we dug into our data to find out what marketers had been reading on Think with Google this past year: tips for rethinking in-person events, clues as to what people were searching for online, and inspiration from inclusive campaigns. Here's what was top of mind for marketers in 2020.

[Click here to read more.](#)



Klear's State of Influencer Marketing 2021 report shows how influencers are shifting away from full posts and toward shorter snippets on TikTok and Instagram Stories, mirroring changes in consumer behavior on the social platforms.

[Click here to read more.](#)



Black Friday brought in total e-commerce sales of \$9.03 billion, 21.6% increase YoY. And Cyber Monday saw \$10.84 billion in sales to Black Friday & Cyber Monday, an infographic from Omnisend.

Email played a big part.

One of eight email clicks resulted in a sale on Black Friday and Cyber Monday. On Giving Tuesday, one of six clicks led to a sale.

[Click here to read more.](#)

Mashable

If it weren't for technology, 2020 would truly have been the end of the world. We've had plagues before. We've had calls for social justice and government reform. We've had elections, overthrown tyrants. But we've never had it all at once, with a population of over seven billion and endless news and communication at our fingertips. TV and movies have no choice now but to incorporate technology and social media into characters' lives and worlds, but even decades into the 21st-century this can sometimes feel forced, stilted, or inauthentic. You get a sense that the people making these stories aren't necessarily engaging with whatever device or platform they've written into it, which can alienate the viewer or create something entirely unbelievable.

[Click here to read more.](#)



With the chaos of 2020 now behind us, it's time to look ahead to what we can expect from the next 12 months. 2020 was unpredictable, to say the least. That meant that while some of the trends which were predicted pre-pandemic did end up coming to light, others didn't emerge at all, with various forced adaptations reshaping elements of the marketing landscape. Most notably, eCommerce sales went through the roof, people spent a lot more time on social media, and video conferencing became the norm. This has led to a major shift in the way brands connect with their consumers. So, as we turn a corner into

the New Year, what marketing trends will continue to permeate in 2021?

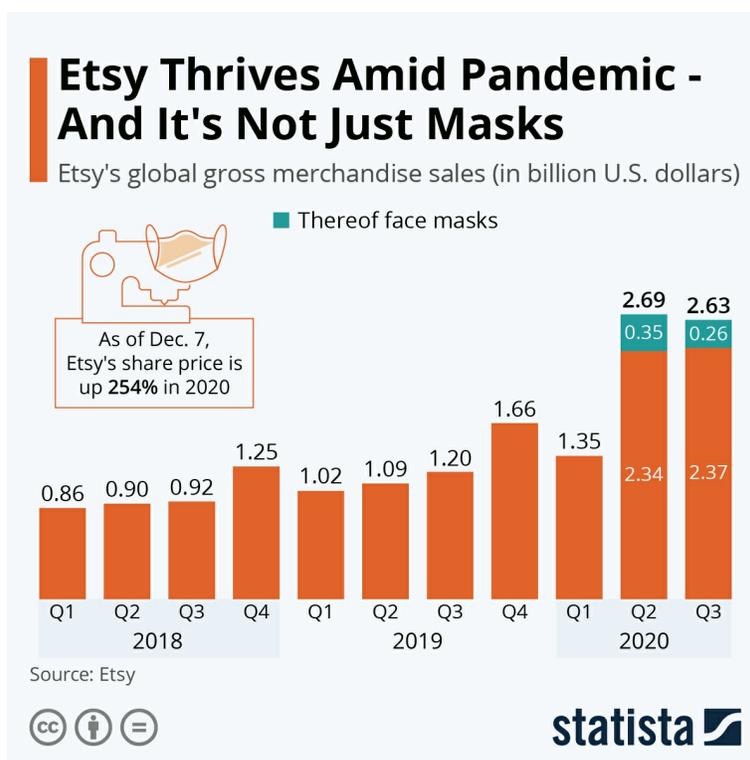
[Click here to read more.](#)



Advertisers are pressing pause on paid social advertising and reevaluating their overall ad spends amid the chaos in Washington, D.C. after a pro-President Trump mob broke into the Capitol building Wednesday. Media buyers say advertisers paused their paid social ad spend as D.C.'s 12-hour curfew went into effect Wednesday evening and are considering other channels, particularly news content on digital and linear channels. Some buyers say they are advising clients to press pause for the next 24-hours as they evaluate when to return. Four clients at one of the holding company media divisions pressed pause on advertising as of 5 p.m. on Wednesday evening with one client pressing pause until the weekend, according to buyers.

[Click here to read more.](#)

Etsy...more than just masks in 2020





Adobe has officially killed off Flash Player, the buggy, hated, security vulnerability of a web browser plug-in that was once widely used for viewing rich content like games, videos and other media online. The writing has been on the wall for a long time. Although Flash played a crucial role in the early days of the Internet — it used to be, for example, the standard way YouTube played its videos — it has become obsolete. Open web standards like HTML5 made it possible to embed content directly onto webpages. The writing has been on the wall for a long time. Although Flash played a crucial role in the early days of the Internet — it used to be, for example, the standard way YouTube played its videos — it has become obsolete. Open web standards like HTML5 made it possible to embed content directly onto webpages.

[Click here to read more.](#)



Facebook Pages are being redesigned. The social network announced today a significant change to the Facebook Page experience for creators and public figures, which includes a new look-and-feel, updated navigation, the introduction of a dedicated News Feed, a new Q&A format for engaging fans, and other tools and insights. Notably, the redesign will also do away with the “Like” button to instead focus on Followers — a more direct measurement of how many people a Page is currently reaching.

[Click here to read more.](#)

GIZMODO

Intel announced today that it will make its RealSense 3D cameras available for customers hoping to utilize the tech for faster facial recognition in the form of RealSense ID. The move comes months after competitor Amazon shied away from its own facial recognition program, which has been accused of perpetuating dangerous racial biases and endangering people of color. Intel’s move is a little different. Amazon previously sold its Reckognition program to police departments and government organizations. The program

was notorious for eliciting false positives and placing minorities in danger. Intel's RealSense isn't simply an algorithm applied to data recorded from traditional cameras. It's a camera combined with a depth sensor that's capable of recording data in three dimensions, and Intel claims much of the data that could concern privacy advocates will be stored directly on the device, which uses algorithms to positively ID users. This means unique images of you shouldn't be leaving the confines of the device.

[Click here to read more.](#)



What is the key to effectively managing customer experience (CX) in 2021? That's precisely the question that we posed to marketing, IT, and other executives, all of whom are on the hook for customer experience management in some shape or form in the year ahead. Their responses below highlight the need for organizations to fine-tune their customer experience strategy to ensure it lives up to the expectations of consumers who are now living in a digital economy, mostly due to the COVID-19 pandemic.

[Click here to read more.](#)



Retailers and marketers in a variety of categories not only increased their ad spending during the holidays, but they also saw big improvements in their sales conversions. The results indicate marketers pushed hard to reach people at home, especially among digital channels that provided ways for consumers to respond to a call to action.

[Click here to read more.](#)



Every week I round up the five most important technology stories for small businesses and give an explanation why. This week, I've selected the 13 technology stories that stood out for me. Why? Because they're about technology trends that not only affected small businesses in 2020 but will continue to have an enormous impact in 2021. Here they are.

[Click here to read more.](#)



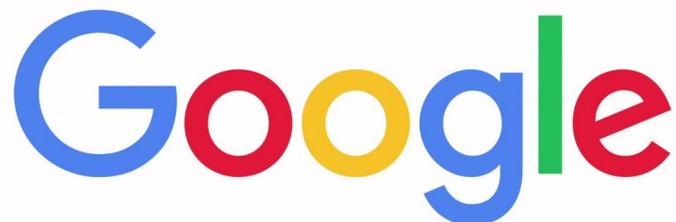
Covid-19 tests are in high demand as cases surge, with some Americans waiting in long lines at medical centers and drive-through sites. But now an at-home coronavirus test is available on Amazon.

[Click here to read more.](#)



Facebook announced Tuesday it will ban all political advertising in Georgia again following the runoff elections in the state on Wednesday. The social media platform said in a blogpost Georgia users would re-join the rest of the US in the nationwide political ad ban, which was implemented after the presidential election on November 3.

[Click here to read more.](#)



The way people make decisions is messy — and it's only getting messier. Still, there are a few things we know about purchase behavior. We know that what happens between trigger and purchase decision-making is not linear. We know there is a complicated web of touchpoints that differs from person to person. What is less clear however, is how shoppers process all of the information and choice they discover along the way. And what is critical, what we set out to understand with this new research, is how that process

influences what people ultimately decide to buy.

[Click here to read more.](#)

Mashable

WhatsApp is under fire due to a change in the company's Terms of Service, effective Feb. 8, which now states that WhatsApp will share user data with parent company Facebook. ... In an infographic attached to the tweet, WhatsApp clarifies that it "cannot see your private messages or hear your calls and neither can Facebook." Furthermore, WhatsApp says it "does not keep logs of who everyone is messaging or calling," it "cannot see your shared location and neither can Facebook," and it "does not share your contacts with Facebook."

[Click here to read more.](#)



The Federal Communications Commission won't move forward with an attempt to regulate how online media companies treat speech by users, outgoing chairman Ajit Pai said this week. In an interview for C-SPAN's "The Communicators' series," Pai said there wasn't enough time to complete the necessary administrative procedures before President-elect Joe Biden takes office. Pai previously said he will leave the agency on January 20, the same day as Biden's inauguration.

[Click here to read more.](#)



[Visit Our Website](#)



Email:
info@engagelocalmedia.com

[Subscribe To Newsletter](#)

*All product names, logos, brands, trademarks and registered trademarks are property of their respective owners.
