



The world of marketing is always changing and there are always advancements that really drive our industry forward.

As business operators or marketers, it is of utmost importance that you are updated when it comes to the most recent trends and improvements not just in marketing strategies, but also where your promotional platforms are involved. With the amount of data made available every day from multiple content sources globally, platforms such as Google should constantly be on the lookout in order to maintain the quality and high-quality features of its services.

It is best to learn about new features, functions, applications, tools, and programs made available to both paying and non-paying users in order to maximize available services for the benefit of your business or campaign. In some cases, upgrades may have cost implications on your marketing strategies, demand longer hours of work or an overhaul of your promotional activities.

At the end of the day, you need to find ways how you will be able to continue with your marketing campaigns without compromising the ranking and online presence of your business. When your business is on the line, there is no room for surprise. Here the top 5 marketing news and events of last quarter you ought to know:

## **Facebook introduces new tools that intend to help users manage their time when using social media networks.**

As a response to concerns raised by mental health organizations directed at Facebook and Instagram citing the addictive effects of social media usage in this present age, Facebook has decided to introduce a new tool that aids in time management to remind users of the length of time they have already spent on the social network site.

This tool can easily be located in the settings portion of both social media networks. It generates helpful data on how long you have spent browsing your accounts for the past week. This new tool also has the ability to remind you when you have exceeded the ideal length of time you wish to spend on both social media accounts.

## **Facebook launches a new tool to create mobile video ads.**

Advertisers can now enjoy the ease of creating new video advertisements as Facebook recently launched a new tool that allows them to create new materials using photos. This new tool automatically converts the video into a mobile-friendly format. Advertisers can choose from four unique templates that include promoting a product, selling multiple products, driving product discovery, and showing product benefits.



Optimise your Facebook & Twitter campaigns using our guide on the most important metrics to track.

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## **Google releases its broad core algorithm update.**

The broad core algorithm update, simply put, is giving priority ranking to content that bears quality and reliable information. While Google is constantly known to make updates to improve its services, this recent one has no known “fix,” much to the dismay of a lot of marketers and SEO specialists. As a general rule, Google is sending out the message that it wants content providers to maintain high standards for Google users worldwide.

## **Google runs tests on FAQs, Q&As and how-to featured snippets to improve search results function.**

This newly introduced feature from Google intends to help users identify whether the responses they are getting from their Q&A forum site is close enough to the kind of information they are seeking. The Search button offers a preview of the potential information that the user is looking for to make it easier and faster for them to locate the right ones.

As marketers or business operators, this means that content should be made in such a way that it contains structured data so that it will easily come out in the Q&A format within the search engine results page (SERP).



Here's a preview of what the Australian digital marketing landscape looks like in 2019.

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## **Twitter eliminates cross-post to Facebook.**

Just in case you haven't noticed yet, you can no longer cross-post to Facebook using your Twitter account. While this function proved to be very convenient for users, Twitter sadly announced this news due to Facebook's lockdown of its API platform. This was brought

about by the Cambridge Analytica scandal where 87 million Facebook users complained after their data was harvested and shared without consent.

No need to worry, however, as there is another way you can share your Twitter content. All you need to do is copy the URL of your tweet and paste on your Facebook status to share the content.

It seems as if plenty of companies have been making moves this month and we have to wait and see how this will change the current marketing landscape.

So there's our roundup of the top digital marketing stories of the previous quarter. Stay connected with us to find out the latest and the greatest marketing news and insights.

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