# TRENDS REPORT September 2017

djgitz

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### **PURPOSE**

This report is designed to give the readers an overview of the digital industry around the globe. The report shows how social media is evolving and how brands locally and globally are effectively using the medium to reach out to an ever growing social audience. The report also includes research on trends, topics and innovations that are being talked about worldwide.



# DIGITAL landscape



\*Snapchat stats : Approximate number; source unknown

# WHAT'S new? Facebook Watch is live for everyone in the US

Facebook Watch Tab for Easy Access to Video Shows

Sear

Watch

# FACEBOOK WATCH

Facebook's original video-viewing hub is now live for everyone in the US on mobile, desktop, and Facebook TV, but will people start using it? Facebook announced at the end of August that it was rolling out Facebook Watch, a separate tab for hundreds of original shows, with content sponsored by the company and other media partnerships.



# FACEBOOK WATCH

After Facebook opens up content creation to everyone and not just a select group of creators, the Watch tab could become a livelier and better curated place. But so far, Facebook Watch looks like a sparse version of YouTube, with very few options and cringe worthy clickbait videos like, "Talking Sexy in Chinese," where a woman learns how to call her husband good-looking in Mandarin Chinese, and "Funeral Prank" where people are scared by a moving corpse at a funeral.



# FACEBOOK WATCH

There are more meaningful shows like the beautifully haunting short sci-fi French film called Lost Memories, and American Gothic is Overrated, presented by our sister site Vox, which offers a short art history lesson on a viral meme.

Source

# **INSIGHTS**

BROWNIE MANKETE

Online Ranking #1 is Pointless – Here's Why Your SEO Goal is Leads, Not Rankings Every SEO conversation starts with "rankings." Every SEO KPI starts with "#1." But here's the thing. Both of those are wrong. Your only goal in SEO is new leads and sales. So in that sense, ranking #1 is pointless. Ranking first feels nice, but if you're focusing just on Rank 1, you're ignoring a huge part of the customer acquisition process. Generating leads – and consequently revenue – requires a different approach.



It forces you to re-think little details, like how you're optimizing title tags. And it forces you to re-think big details, like how your team is organized. The end result, though, is that you can often drive more leads and sales without ranking in the first position, for less money and time spent.



SEO is just one piece of the puzzle. If you want to make your marketing strategy the best it can be, you'll want to ditch the soiled approach and divide your efforts equally among all parts of your campaign. The metric that should reign supreme is Cost Per Sale (or acquisition).



PLATFORM OVERVIEW LinkedIn is slowing introducing in-app video creation

### Linked in.

LinkedIn wants to let users share as much as possible on the site. So in its latest effort the social media company is rolling out a video creation tool within its mobile app. The feature is only available for frequent contributors at the moment, but will be available to everyone else soon.



For users with access to the feature, you can find a little movie recording icon just to the left of the camera icon that has always been there. Click that, give LinkedIn access to your phone's microphone, and start recording. When you're done, just hit "Next" and the video will show up as an attachment in a new post.



LinkedIn recommends creating videos for work hacks that will increase your productivity, front row seats at a conference, an insider's perspective on the day's new, or whatever else you think your professional network might like. Before this update, users could attach videos saved in their photo library. But there was no option to create your own video on the spot within the app itself. Indexed When a web page is included in Google's index

#### Web 2.0

This label reflects the evolution of the Internet and how users are now able to create content on websites, such as social media platforms like Youtube and Facebook. On a smaller scale, this also includes reviews, comments, and forums

Keyword Stuffing Excessive use of a keyword on a web page. This can result in a penalty from Google

# DIGITAL 101

**Tiered Link Building** A structure of backlinks where your website is at the top and below it are links with an increasing number of links that point to them Panda The name given to an update of the Google website ranking algorithm.

> Source: <u>http://bit.ly/2szTW7P</u> <u>http://bit.ly/2tlfBgC</u>

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### DIGITAL Worldwide

#### TED Talks: YOLO AI Instant Object Recognition



If you're into AI then you're going to love this TED Talk by Joseph Redmon. He works on a project called the YOLO (You Only Look Once) system, an open-source method of object detection that can identify objects in images and video... Think spotting zebras in images to reading stop signs in videos... all in near realtime. In this TED talk, Joseph Redmon shows off an amazing demo, and an important step forward for applications like self-driving cars, robotics and even cancer detection.

#### Old Spice Launches 2h Invisible YouTube Film



This is perhaps Old Spice's weirdest experiment yet. And it's called "Invisible World", a full feature length 2 hour online film where you can't see a thing, all designed to promote their new Invisible Spray deodorant. Reminder: You see absolutely nothing in this film, a few words here and there, a glitch of colour randomly... but you can hear the Old Spice fans who were cast via Twitter auditions.

### TRENDING videos

#### Humans Of New York, Now A Video Series Promo Video



The popular blog that celebrates the ordinary people of New York will start a docuseries to air on Facebook's Watch, the site's new video platform.

The video already has 6 Million views with numerous shares. Highlighting all of the intriguing subjects and their stories that HONY captured at the start of the project.

#### Check it out

#### Oreo's Animated Series-STOREOS

#### OREO PRESENTS



EPISODE 1 THE ADVENTURE OF 4 STOWAWAYS

Taking the inspiration from Toy Story, Oreo has created its own digital animated series to entice and engage the audience even more! The series trailer and the first episode just came out and the views have reached around a million so far! The first episode ended with a fun cliff hanger supporting the fact that the more videos are to come hence making it a series!

Check it out



# BEST OF Pakistan

## Fanta's First Campaign Of The Year 2017

With a new logo this year, Fanta kicked off its campaign with a movement called 'Teens Taking Over'. Here the idea is to give the reins to teens and let the fun take over. With the campaign being solely digital, it initiated with a trailer showcasing the famous comedian Zaid Ali T as Fanta's Chief Fun Officer. Through posts, gifs and videos the whole campaign has been laid out where Zaid is looking for Fanta's Teen Marketing Officer (Maria Unera or Hina Altaf) who is to come and change the realm to make it Fun-tastic!

The audience is engaged through posts to share comments and reactions towards their favorite Teen Marketing Officer and eventually vote for them to win!





## Sooper Pakistan Breaks World Record!

Peek Freans Sooper broke the Guinness World Record title for the Largest Cookie Mosaic this Independence day. The cookie was in the shape of Pakistan's flag with 150,000+ cookies incorporated.

The record breaking was largely an event in Islamabad, however it was mostly leveraged on digital with live videos and live interviews from celebrities that attended the event.

Apart from the team of EBM, leading celebrities helped in the making of the Cookie Flag, including Younis Khan, Shoaib Akhtar, Adnan Siddiqui, Hareem Farooq and Mira Sethi.

Upon completion of the mosaic, EBM decided to distribute all of the biscuits used to notable charities all across Pakistan.







## Lay's Collaborates With Careem For A Flavorful Ride

For its 14<sup>th</sup> August campaign, Lay's Pakistan collaborated with Careem to provide exclusive discounted fares for two days after independence day for Careem users in Lahore!

The audience was to go to their Careem App to check out Lay's #FlavorRide with exclusive freedom discounts.

However that wasn't it. To gauge engagements, Lay's asked the Careem goers to do a little something to win wonderful prizes. The audience was to record themselves singing a patriotic song and share with #FlavorRide on their social media pages to win exciting prizes from Lay's!











### We'd love to hear from you Send us your feedback on this report to hello@thedigitz.com