

Marketing has changed more in the last five years than in the last 50. This curated list is prepared to help you stay updated on all the latest & important digital marketing updates and insights from September. We have cut through all the digital marketing noise (by scanning over 1000 pages of news/content every day) and covered the month's most relevant digital marketing news for you.

Digital Advertisement

1. Snap ads can run for three-minutes long. Previously, the maximum duration for Snap ads was ten-seconds. The up-to-three-minute-long commercials are skippable, too. Read more [here](#)
2. Reddit introduces mobile landing pages + more updates. The [announcement](#) read

To improve the video ads experience for both users and advertisers, we are enabling a new landing page on mobile that combines a seamless viewing experience with additional branding and product information that directs to the advertiser's website. With this update, Reddit users who click an in-feed video ad will be taken to a website that will continue playing the video, uninterrupted, alongside other branding and marketing from the advertiser.

We are introducing additional aspect ratios to our video ads product, enabling advertisers to increase engagement and save time by utilizing their video assets across platforms. With the rollout of our video ads improvement bundle, we now support 1:1 square and 4:5 vertical video in addition to 16:9 and 4:3 video formats.

3. Pinterest rolls out Shop the Look ads in a new collections format for mobile. The [announcement](#) [read](#)

Today we're announcing Shop the Look ads in a new collections format for mobile. It's the easiest way for retailers to feature multiple products in a single ad so Pinners can discover great products in the context of a Pin's image and click to checkout on the retailer's site.

4. YouTube video ads: Rather than managing separate campaigns for 6-second bumper ads, skippable in-stream ads, and non-skippable in-stream ads, now you can upload multiple video creatives into a single campaign. Read more [here](#)
5. Facebook announces new ad solutions (new video poll ad format and the expansion of AR ads) that encourage a playful experience between people and businesses, and deliver results. Read more [here](#)
6. Facebook confirms Pixel outage may have impacted conversion, custom audience, dynamic ads reports. Read more [here](#)
7. Instagram tests shopping posts as ads. The [announcement](#) read

We'll be testing the ability for shopping businesses to run their existing shopping posts as ads in Ads Manager. Starting today, a few selected businesses will be able to test this experience in feed. Running these shopping posts as ads provides the same experience people already know and love. Shoppers that tap on these ads will be taken to a product description page within Instagram and can proceed to purchase from the business' mobile site.

8. Facebook tests in-app checkout for Facebook ads. Read more [here](#)
9. Google adds new TrueView ads in the YouTube home feed. Read more [here](#)

Social Media

1. Instagram tests reminders for product launches on Instagram shopping. The [announcement](#) read

Today we're testing a new way to set reminders about upcoming product launches so people can buy your products the moment they're available, right on Instagram. From checkout to shopping from creators, this is part of our ongoing investment to make it easier for people to shop.

2. 80% of Instagram users name 'How-to videos' as their favorite type of Instagram video content: Report. Download the report [here](#)
3. Facebook app marketers: All apps must be set to Live Mode for production use. The [announcement](#) [read](#)

Starting October 23, 2019, all apps must be set to Live Mode for production use. Apps that stay in Development (Dev) Mode will not be able to manage any assets (for example: Pages or ad accounts) that aren't owned by their own business or access the data of any users who aren't associated with the app.

4. Pinterest upgrades Lens for more online to offline inspiration. The [announcement](#) read

A new Lens design makes it easier and faster to take a photo or quickly upload a photo from your camera roll. You can also now save photos from Lens, turn them into a Pin and save them to one of your Boards so you can come back to it anytime.

5. Facebook rolls out updates for Video Creators & Publishers: Live, Watch Party and Creator Studio. The [announcement](#) read

The features we're announcing today were built based on feedback from our community of video creators and publishers. These updates include:

Live: Rehearsals, trimming, extended duration, simulcasting via the Live API, and global availability of Live on Facebook Lite.

Watch Party: Scheduling, replay, new metrics, branded content, and global availability of Live Commentating.

Creator Studio: A new visualization in Loyalty Insights, a new Distribution metric, 13 new languages for auto-captioning, and the ability to publish and schedule content for Instagram Feed and IGTV.

6. Facebook considers removing "Like" counts. Read more [here](#)
7. Facebook gives creators new ways to build audiences. The [announcement](#) read

We're adding more tools to make it easier for public figures to engage directly with their communities, including a new Fan Reply Sticker for Facebook Stories.

We're building out ways for public figures to make money and grow their businesses on Facebook, including more ways to sell directly to fans and expanding Facebook Stars.

8. Twitter rolls out new playbook on effective brand tweeting strategies. Read more [here](#)
9. Why conversation is the future of commerce: Facebook study. Read more [here](#)



10. Instagram shares tips on leveraging Instagram Stories from Vice Media. Read more [here](#)
11. Facebook removes its Group Stories option. Read more [here](#)
12. Gen Z is down to do their own digging, but user opinion makes a big difference in a few key categories: Snapchat research on GenZ. Read more [here](#)
13. Facebook publishes a new guide to digital brand building. Read more [here](#)

Search

1. Google rolls out new snippet settings to allow webmasters to control how Google search displays their listings, Read more [here](#)
2. Organic search responsible for 53% of all site traffic, paid 15% [Study]. Read more [here](#)
3. Google rolls out a new feature - calls it key moments in videos. The [announcement](#) read

When you search for things like how-to videos that have multiple steps, or long videos like speeches or a documentary, Search will provide links to key moments within the video, based on timestamps provided by content creators. You'll be able to easily scan to see whether a video has what you're looking for, and find the relevant section of the content.

4. Google rolls out two new link attributes that provide webmasters with additional ways to identify to Google Search the nature of particular links. The [announcement](#) read

rel="sponsored": Use the sponsored attribute to identify links on your site that were created as part of advertisements, sponsorships or other compensation agreements.

rel="ugc": UGC stands for User Generated Content, and the ugc attribute value is recommended for links within user generated content, such as comments and forum posts.

rel="nofollow": Use this attribute for cases where you want to link to a page but don't want to imply any type of endorsement, including passing along ranking credit to another page.