

Based in Kolkata, India, we provide 360-degree Digital Marketing Services. Our clients come from different industries – from real estate and high-end fashion boutiques to government agencies.

Marketing has changed more in the last 5 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 April. 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.

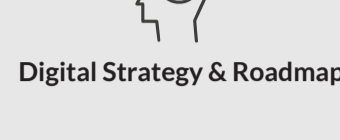
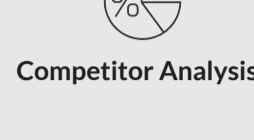
A STEP TOWARDS DIGITALLY EFFECTIVE 2020

Digital is effective for every company including yours. It is only about using digital in an effective way. There are 2 aspects of using digital effectively

- 1. Readiness of your digital assets** **2. Utility of the digital markets**

Get an audit and know where you stand with respect to digital readiness and digital utilization.

Get a **Digital Marketing Audit**



A Detailed Digital Marketing Audit Worth 550 GBP. **For Free.**

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Digital Advertisement

G Google Ads has announced their Call Only ads will include an optional website link. The [announcement](#) read

To give your customers more flexibility in how they connect with your business, you can now include an optional "Visit website" link with your call-only ads. The "Visit website" link expands your call ad, giving you greater visibility on the search results page. By tapping on the "Visit website" link in your ad, your customers will be taken directly to your site. Taps on the headline will still lead to a call. If your business relies on phone calls for new sales, you'll get fewer accidental calls and more qualified leads. In addition, you can now engage consumers who may only be interested in visiting your site, and may not have previously interacted with your brand.

f Facebook will no longer require advertisers to use its Campaign Budget Optimization (CBO) feature in campaigns. Read more [here](#)

G Google Ads launch advertiser identity verification, a policy that requires advertisers to verify their identities for ads served through Google Ads. Read more [here](#)

f Facebook expands test for in-stream ads on Live. Read more [here](#)

t Twitter shares more data with advertisers. Read more [here](#)

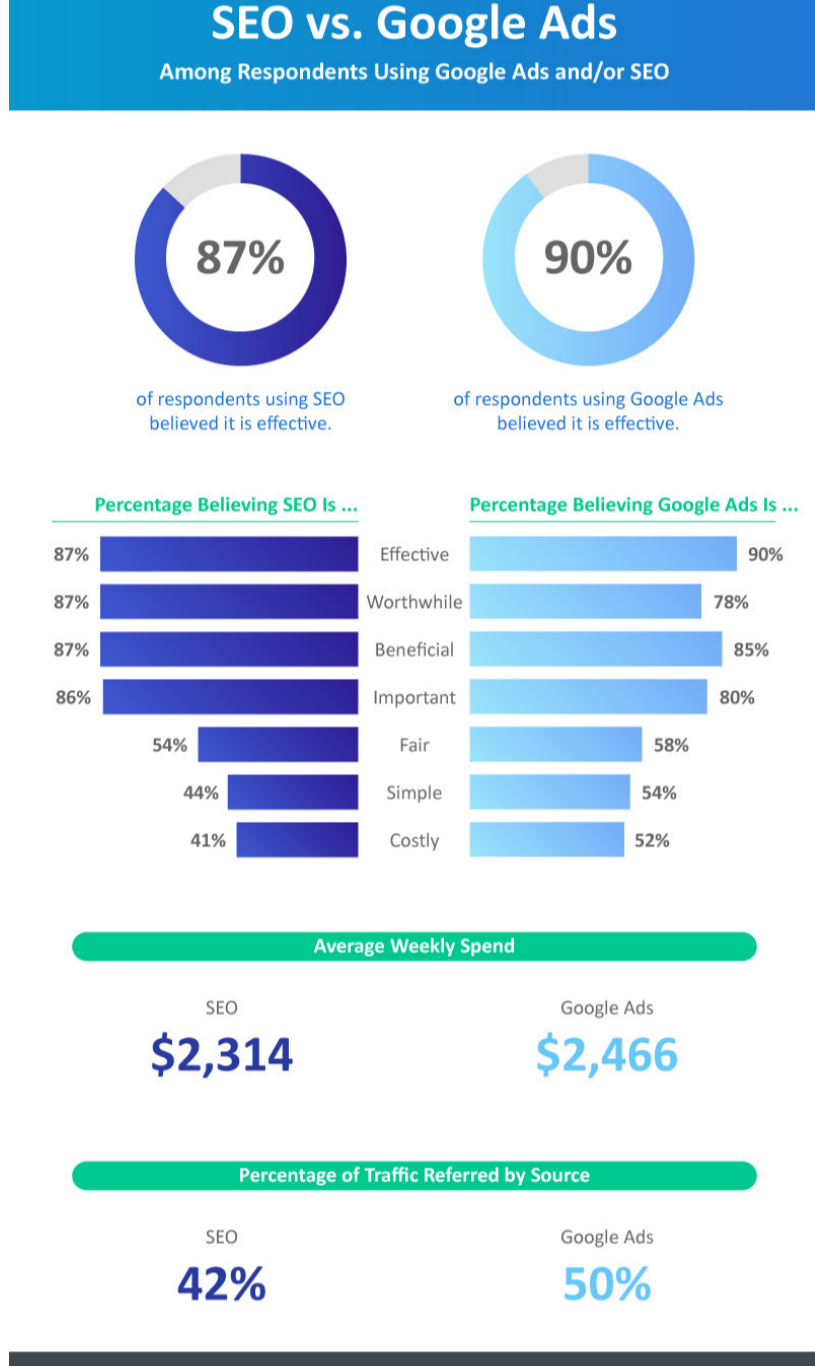
M Microsoft: Search, LinkedIn ad revenue took a big hit due to COVID-19. Read more [here](#)

G Google blocked, removed 2.7 billion bad ads last year. Read more [here](#)

f Facebook's Q1 ad revenue rose 17% even as ad prices slumped. Read more [here](#)

S Snapchat announces the launch of 'First Commercial' - an ad offering which will let the advertisers to own 'the influential first commercial a user sees when they tune into Snap's robust suite of shows'. Read more [here](#)

G How marketers who use Google Ads and/or SEO methods view the value of each approach. Check more details [here](#)



Search

G SEO drives 22% of all website visits. 92% of U.S. organic visits come from Google. Mobile phones generate over 60% of organic site. Download the report [here](#)

G More than half of marketers believe that SEO is more important during the crisis faced due to Covid-19. Download the report [here](#)

G Merchants can list their products on Google Shopping for free. The [announcement](#) read

For retailers, this change means free exposure to millions of people who come to Google every day for their shopping needs. For shoppers, it means more products from more stores, discoverable through the Google Shopping tab. For advertisers, this means paid campaigns can now be augmented with free listings. If you're an existing user of Merchant Center and Shopping ads, you don't have to do anything to take advantage of the free listings, and for new users of Merchant Center, we'll continue working to streamline the onboarding process over the coming weeks and months.

Social Media

f Facebook introduces messenger rooms; expands WhatsApp group calls + more updates. Read more [here](#)

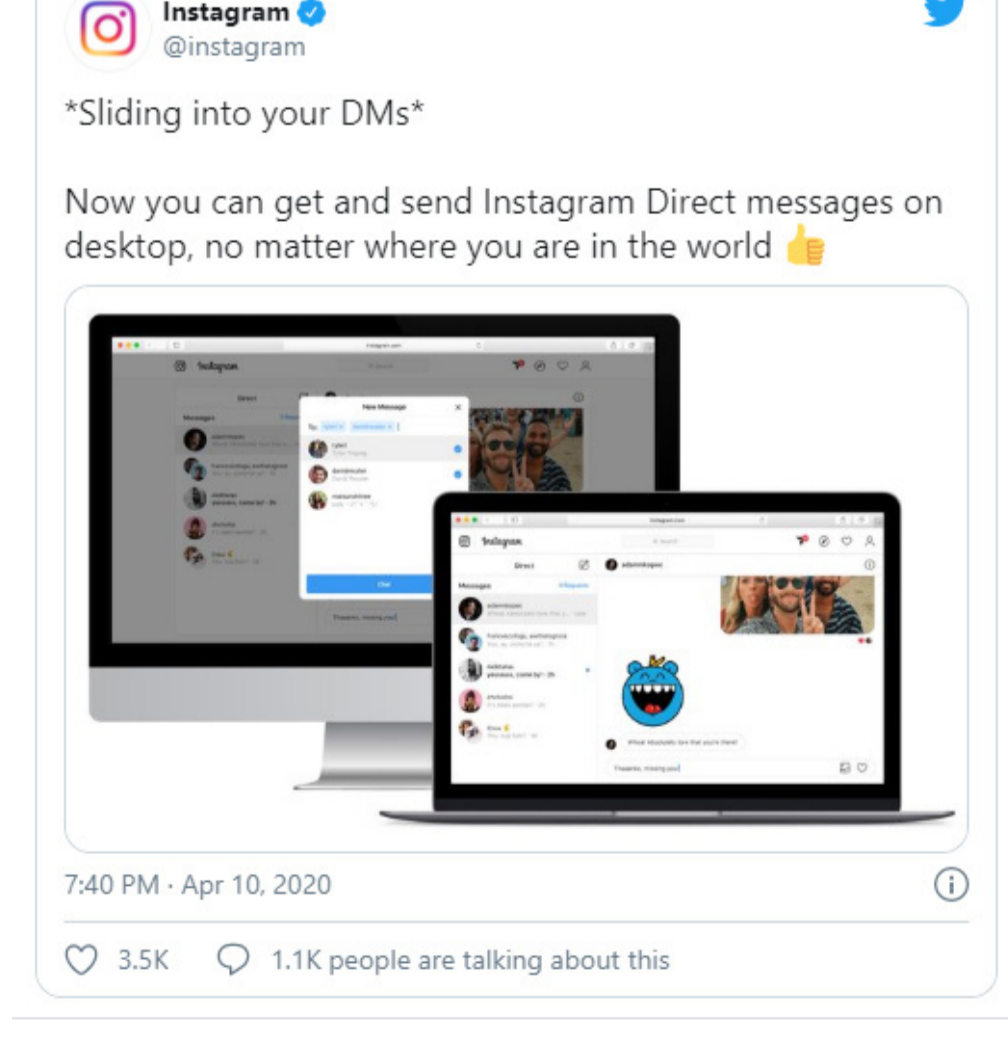
f Facebook launches gaming app to rival Twitch, YouTube. Read more [here](#)

f Facebook releases Quiet Mode. Read more [here](#)

I Instagram updates IGTV App and adds new IGTV preview option for Stories to highlight creators. Read more [here](#)

Y YouTube will release a video-sharing feature called "Shorts" to compete with TikTok by the end of the year. Read more [here](#)

I Instagram rolls out desktop DMs.



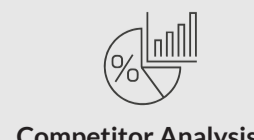
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