

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.

This curated list includes important digital marketing updates and insights from the month of February. To stay updated on the latest updates from the digital landscape, read our [Digital Marketing Apple Page](#).

A STEP TOWARDS DIGITALLY EFFECTIVE 2021

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

Market Availability

Competitor Analysis

Digital Strategy & Roadmap

A Detailed Digital Marketing Audit Worth £550. For Free.

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Digital Advertisement

G “Good Ideas Deserve to Be Found” rolled out on Facebook and Instagram. The [announcement](#) read

We're introducing Good Ideas Deserve To Be Found, an initiative that highlights how personalized ads are an important way people discover small businesses on Facebook and Instagram, and how these ads help small businesses grow from an idea into a livelihood.

G Google is rolling out changes to phrase match and broad match modifier that make it easier for you to reach your customers. Read [more](#)

G Attribution reports in Google Ads now include YouTube and Display Ads. Read [more](#)

G Google confirms that the deadline to adopt parallel tracking for Video campaigns is April 30, 2021. Read [more](#)

G Responsive search ads will be the default ad type for Search campaigns in Google Ads. Read [more](#)

G Google announces some important changes to the Google Partners program's structure and badge criteria. Read [more](#)

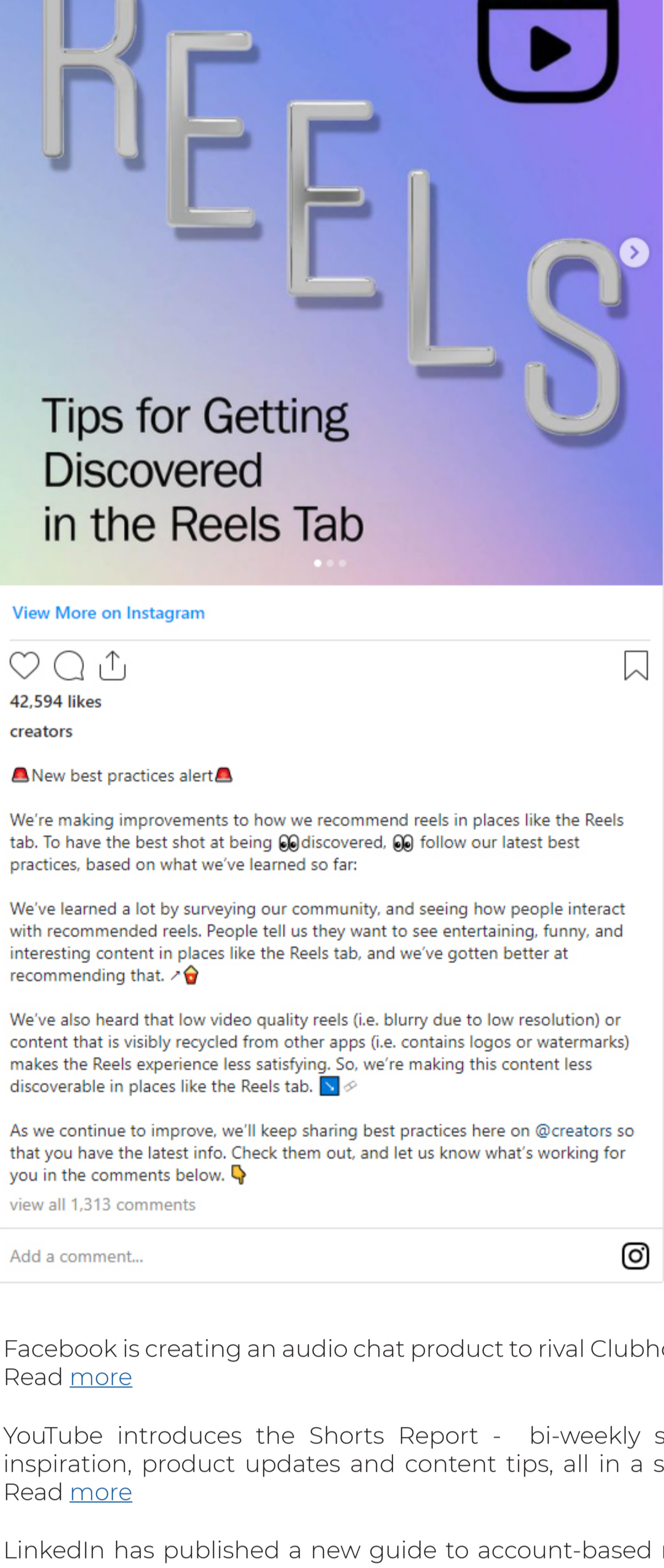
G Google will stop serving Showcase Shopping ads and remove Showcase Shopping ad groups. Read [more](#)

Social Media

Instagram Instagram's developing a TikTok-style vertical feed for Stories. Read [more](#)

Instagram Instagram rolls out Recently Deleted, a feature to help users manage their content. Read [more](#)

Instagram Instagram posts some new Reels advice.



Facebook Facebook is creating an audio chat product to rival Clubhouse, report says. Read [more](#)

YouTube YouTube introduces the Shorts Report - bi-weekly source of Shorts inspiration, product updates and content tips, all in a scrollable format. Read [more](#)

LinkedIn LinkedIn has published a new guide to account-based marketing. Read [more](#)

Twitter Twitter explores subscription fee for Tweetdeck, unique content: Report. Read [more](#)

G Google introduces an updated video editor. It's also bringing more photo editing features previously only available on Pixel to Google One members. Read [more](#)

YouTube YouTube launches new destination for sports fans and expands its YouTube Select CTV offering. Read [more](#)

YouTube YouTube is testing a new applause feature that allows fans to show support for their favorite YouTube channels; YouTube is beta testing a new integrated shopping experience that allows viewers to tap into the credibility and knowledge of trusted creators to make informed purchases directly on YouTube + more updates from YouTube. Read [more](#)

Facebook Shop Pay expands to Facebook and Instagram. Read [more](#)

Survey 62% of consumers say they're more likely to buy a product if they can see customer photos and videos first: Survey. Read [more](#)

LinkedIn LinkedIn introduces new features on Pages. The [announcement](#) read

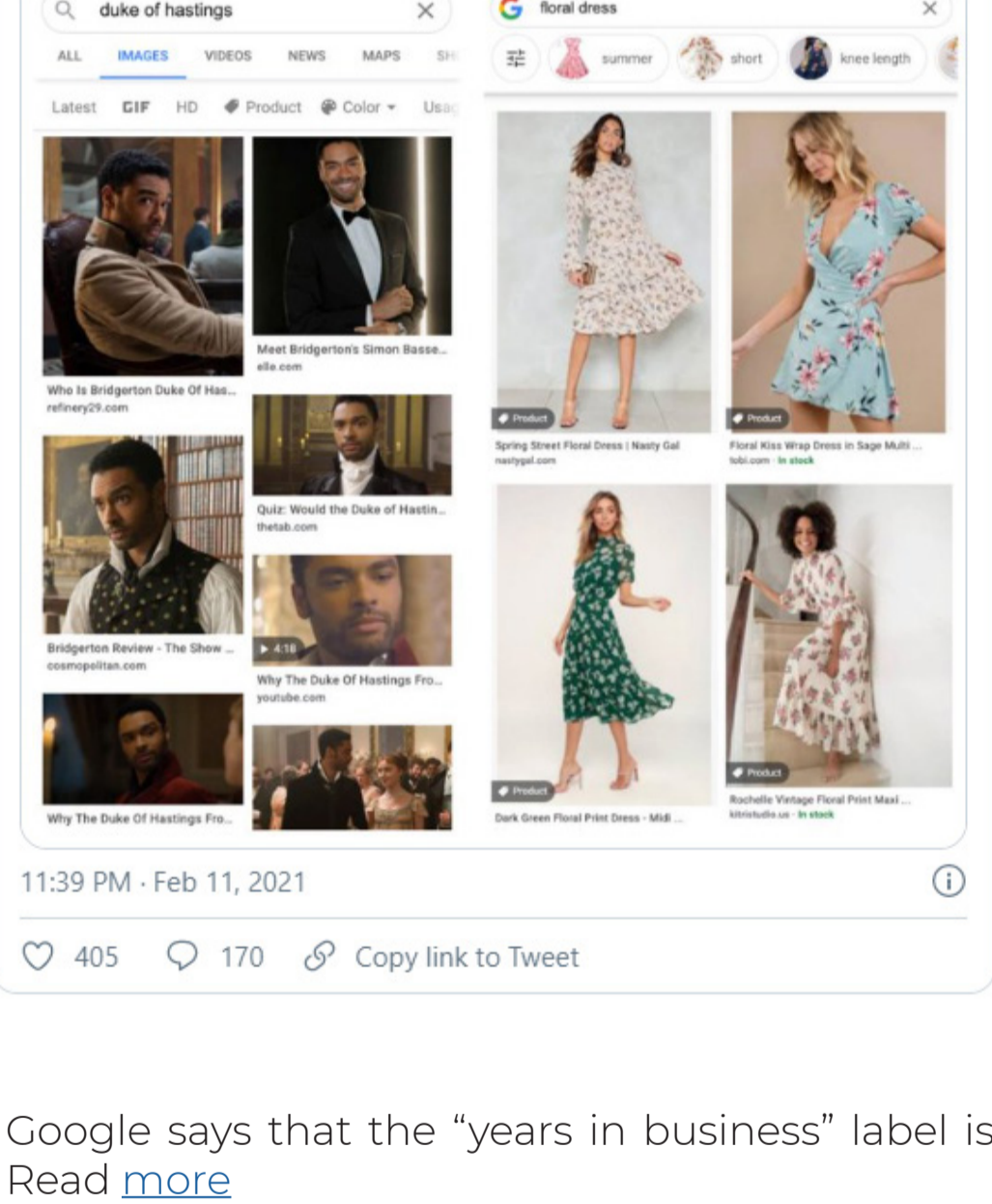
Page admins can now curate organic content through a new "Recommend" tool and suggest trending articles for employees to reshare through a new "Content Suggestions" tool. We've also added a new Analytics feature to help you measure the reach and impact of your employee advocacy program. What's more, current Elevate customers can access employee verification, which will be available for free on all Pages with more than 10 employees in the coming months.

Search

G Google rolls out a feature to help searchers learn more about the search result listing. The [announcement](#) read

Starting today, next to most results on Google, you'll begin to see a menu icon that you can tap to learn more about the result or feature and where the information is coming from. With this additional context, you can make a more informed decision about the sites you may want to visit and what results will be most useful for you.

G Google announced that it had released an update to Google Image Search that reduces duplicative images in the image search results.



G Google says that the “years in business” label is now live for businesses. Read [more](#)

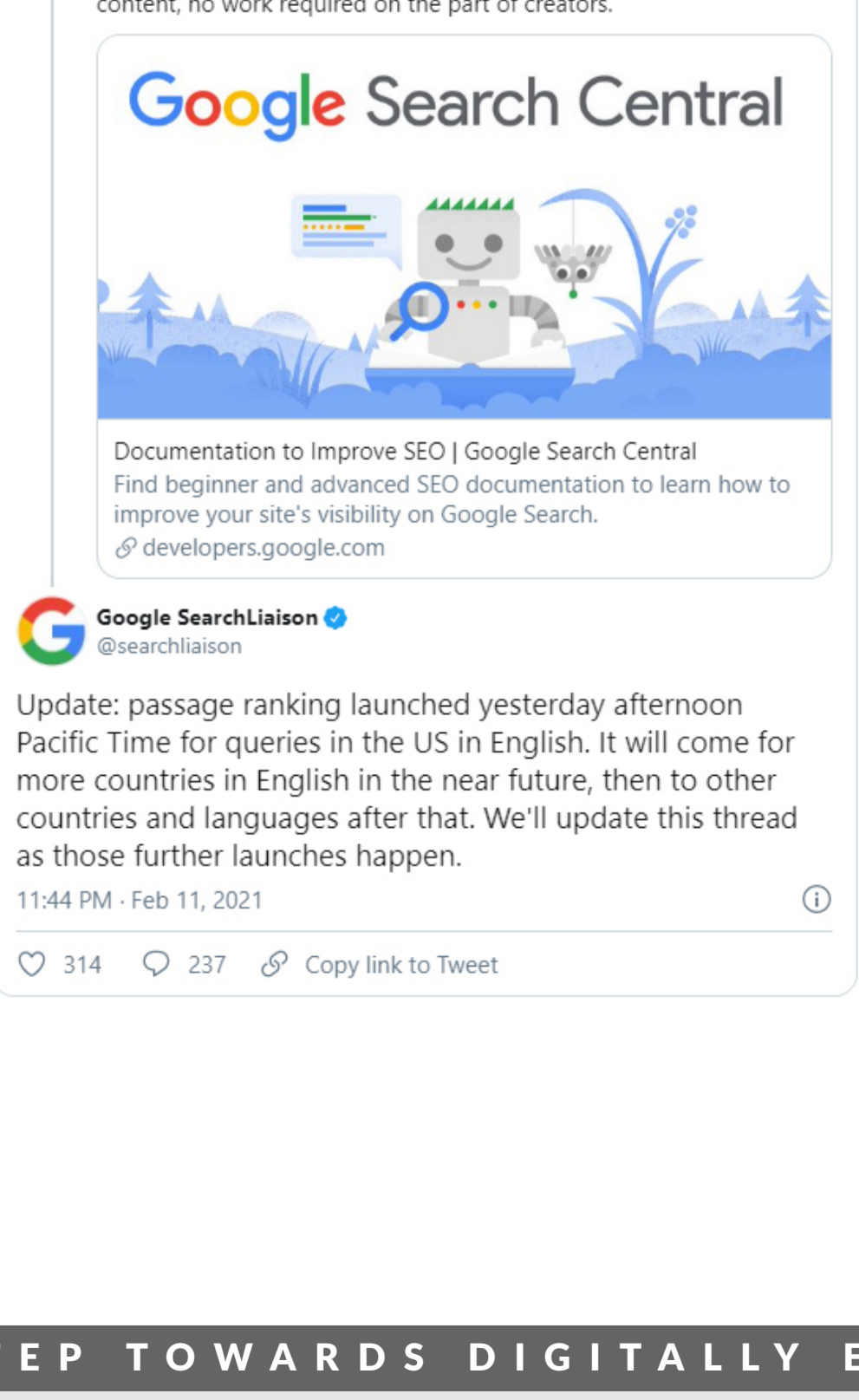
G Google My Business adds messaging to desktop interface. Read [more](#)

G Google Search Console has now an enhanced Association page. Read [more](#)

G Google may treat press releases different from other types of content in search results. Read [more](#)

G Google now provides a single place in Search Console to see all your site's Discover impressions and click stats, including from Chrome. Read [more](#)

G Google rolls out passage ranking for queries in the US in English.



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