

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 May. To stay updated on the latest updates from the digital landscape, read our [Digital Marketing Apple Page](#).

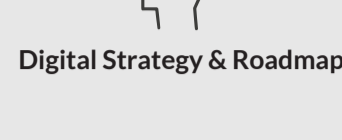
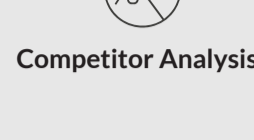
## A STEP TOWARDS DIGITALLY EFFECTIVE 2021

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**



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

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## Digital Advertisement

New announcements from Google Marketing Livestream 2021. Read [more](#)

Google Ads rolls out new bidding features to help you reach your goals. The update [read](#)

Get more insights with top signals for Target ROAS and Maximize conversion value  
Apply seasonality adjustments at the manager account level  
Implement Maximize conversion value bidding with recommendations  
Predict performance with Target Impression Share simulators

Instagram is now moving to expand Reels ads into more nations. Read [more](#)

Facebook breaks down their ad review process to further explain topics like: what constitutes an ad, how the ad review system works, how we evolve our systems and more. Read [more](#)

LinkedIn rolls out new marketing features : Give your posts a “Boost”, maximize event attendance and measure impact, plus more. Read [more](#)

Google Ads makes image extensions available globally. Read [more](#)

Yelp introduces new features and updates such as Custom Location Targeting and a modernized budget editing experience. Read [more](#)

## Search

Google expands its partnership with Shopify. The new collaboration with Shopify will enable merchants to become discoverable to high-intent consumers across Google Search, Shopping, YouTube, Google Images and more. Read [more](#)

Google is updating the Translate filter in Lens so it's easy to copy, listen to or search translated text, helping students access education content from the web in over 100 languages. The [announcement](#) also read

This month, we'll start rolling out About This Result to all English results worldwide, with more languages to come. Later this year, we'll add even more detail, like how a site describes itself, what other sources are saying about it and related articles to check out.

Retailers on WooCommerce, GoDaddy and Square will soon be able to integrate with Google easily and for free. Read [more](#)

Google rolls out News Showcase for desktop users of Google News. Read [more](#)

Google is retiring the generic rich results search appearance on Search Console. Read [more](#)

Video SEO best practices for ecommerce: Insights by Google Search Central Blog. Read [more](#)

How to prevent portions of your site from being abused by spam: Insights by Google Search Central Blog. Read [more](#)

How Google worked towards a safe and spam-free Search experience in 2020. Read [more](#)

Schema.org rolls out its schema markup validator tool. Read [more](#)

Google page experience update will come to desktop pages. Read [more](#)

Bing Content Submission API is now in beta. Read [more](#)

## Social Media

Instagram introduces new insights for Reels and Live. The [announcement](#) read

For Reels, we will be showing new metrics including Plays, Accounts Reached, Likes, Comments, Saves, and Shares. For Live, we will be showing Accounts Reached, Peak Concurrent Viewers, Comments, and Shares. We will also be including these metrics in Account Insights to provide a broader picture into how Reels and Live shape an account's performance.

Instagram is currently testing a new feed posting option from the desktop version of the app. Read [more](#)

Pinterest introduces Idea Pins globally and launches new creator discovery features. Read [more](#)

Snapchat launches Public Profiles for Businesses. Read [more](#)

YouTube's updated terms of service, explained. Read [more](#)

Instagram gives its users the option to hide like counts on all posts in their feed. Read [more](#)

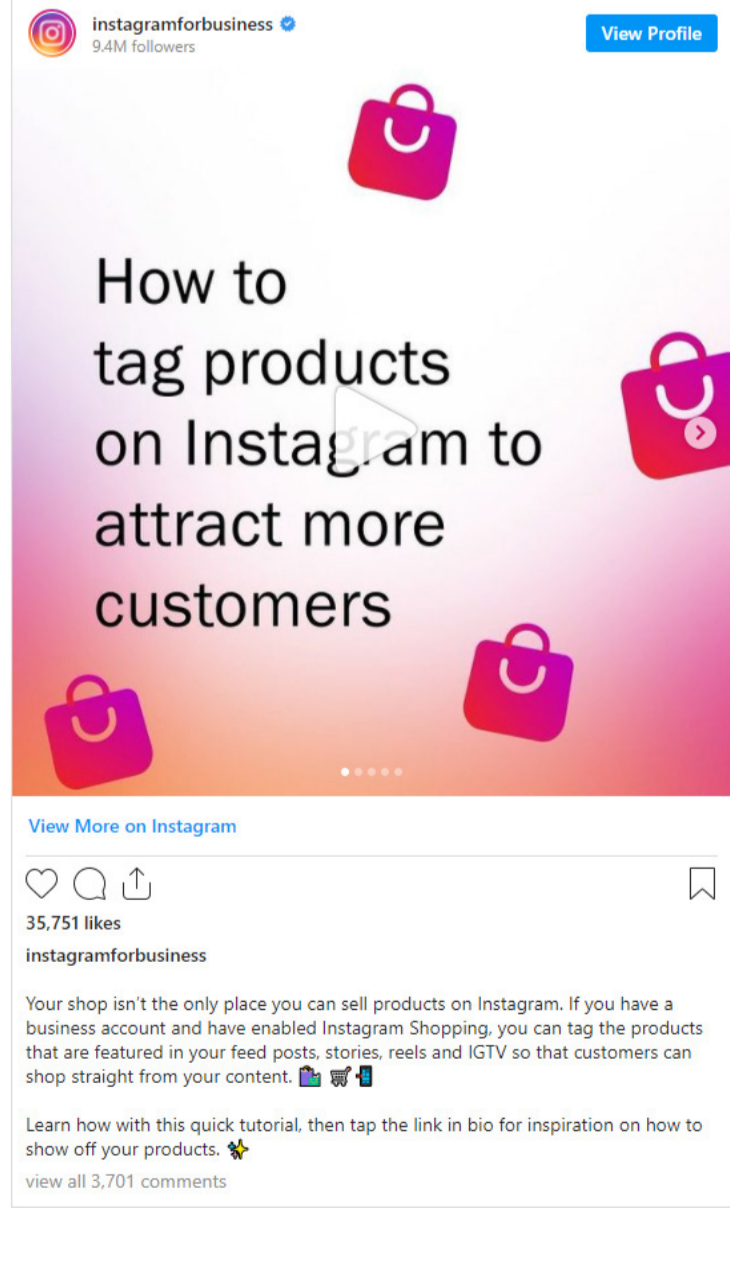
Instagram launches a new section for shopping product drops. Read [more](#)

YouTube shares some insights into upcoming updates for its Creator Studio. Watch [here](#)

Facebook launches new ways to inform people if they're interacting with content that's been rated by a fact-checker. Read [more](#)

Pinterest to test livestreamed events. Read [more](#)

Instagram shares a handy overview of how to tag products in your Instagram posts, including Stories, Reels and IGTV.



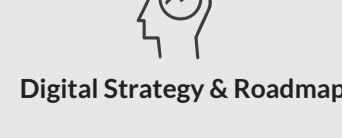
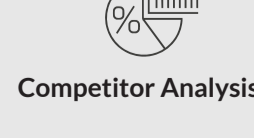
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