

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

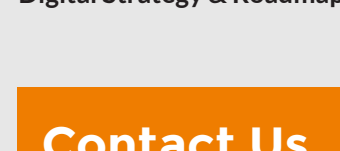
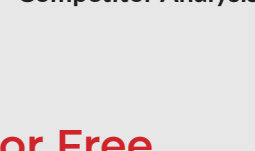
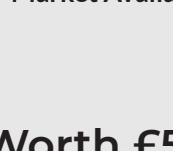
A STEP TOWARDS DIGITALLY EFFECTIVE 2021

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.

Contact Us

Digital Advertisement

Google Delays Privacy Sandbox Initiatives. Read [more](#)

Facebook announces new ways to discover and purchase products across their apps by:

a. Bringing shops to more places and making it easier for shoppers to discover and consider new products and brands

b. Building new ad products to help personalize the shopping journey

c. Investing in forward-looking technologies to power the shopping experience of tomorrow Read [more](#)

Google introduces Ads Creative Studio, a unified home for Google's creative advertising tools, to help you build compelling experiences for video, display and audio ads. Read [more](#)

Instagram launches Reels ads to the world. Read [more](#)

Facebook tests in-headset VR ads. Read [more](#)

Starting in late July, advertisers will no longer be able to create new BMM keywords with the +keyword notation. Read [more](#)

Financial services advertising in the UK: Advertisers must meet Google verification requirements by August 2021. Read [more](#)

Microsoft Advertising develops a new ad format called Tours and Activities Ads. The [announcement](#) read

These intent-driven, feed-based ad types, are visually engaging premium placements, which are triggered when people are looking for activities of a particular type in a certain location. Due to their contextual relevancy, they've proven to be highly effective in increasing awareness for advertisers and driving bookings.

Google says it is evolving TrueView for action and scaling its best features to more places on and off YouTube with Video action campaigns. Read [more](#)

Google announces v8 of the Google Ads API. Read [more](#)

Google to release new Partner badge for those already meeting Feb 2022 requirements. Read [more](#)

Google announces its own version of App Tracking Transparency. Read [more](#)

In August 2021, Google will update the Financial products and services policy to clarify the scope and requirements to allow the advertisement of cryptocurrency related business and services. Read [more](#)

Microsoft Advertising rolls out Similar Audiences in the US market. Read [more](#)

Search

Google introduces a new experience called Search Console Insight. The [announcement](#) read

Here are some sample questions that this experience will help you answer:

- What are your best performing pieces of content, and which ones are trending?
- How do people discover your content across the web?
- What do people search for on Google before they visit your content?
- Which article refers users to your website and content?

Google will display a new prompt on trending searches that do not have enough reliable sources. The [announcement](#) read

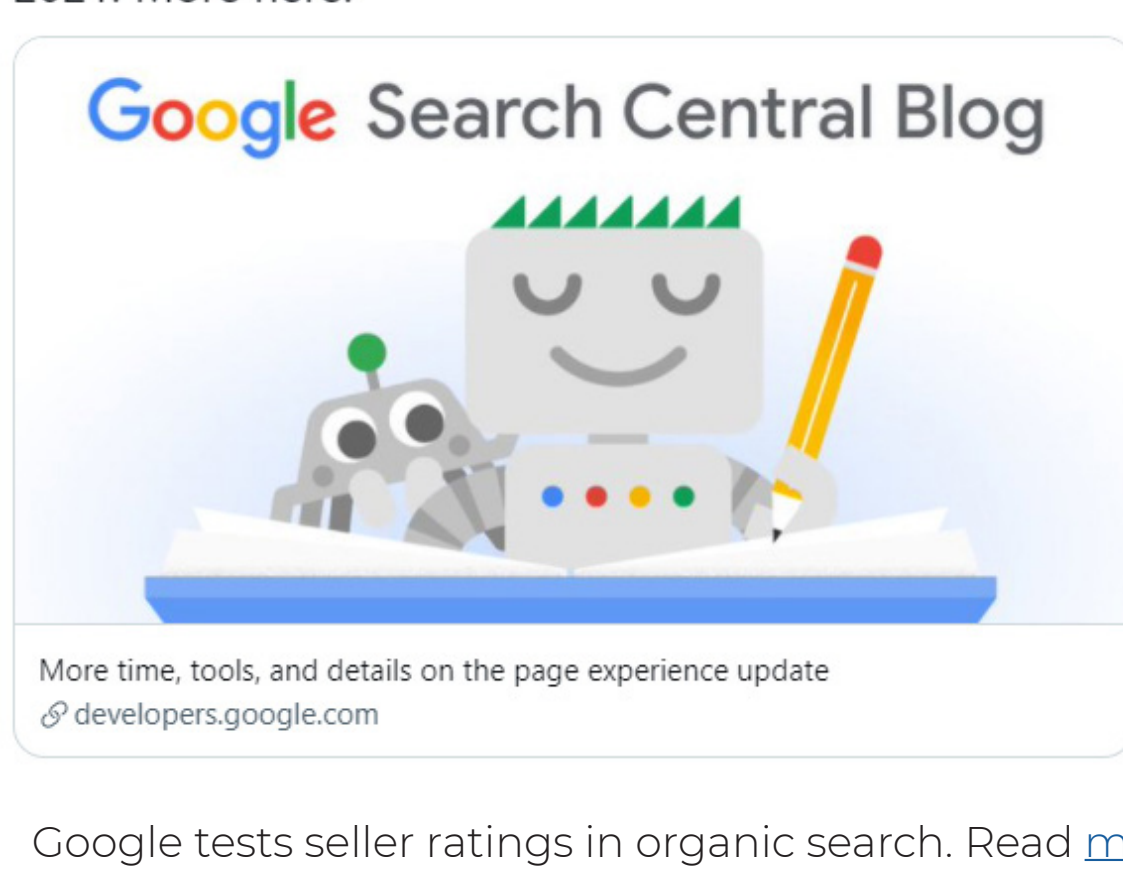
While Google Search will always be there with the most useful results we can provide, sometimes the reliable information you're searching for just isn't online yet. This can be particularly true for breaking news or emerging topics, when the information that's published first may not be the most reliable.

To help with this, we've trained our systems to detect when a topic is rapidly evolving and a range of sources hasn't yet weighed in. We'll now show a notice indicating that it may be best to check back later when more information from a wider range of sources might be available.

The page experience update is rolling out to all users globally. It will be complete by the end of August 2021.



The page experience update is now slowly rolling out (Top Stories will begin using this new signal by Thursday). It will be complete by the end of August 2021. More here:



Google tests seller ratings in organic search. Read [more](#)

Google adds more ways for you to update your Business Profile — all directly from Search and Maps. The [announcement](#) read

Starting next week, you'll also be able to create Posts about upcoming events including when and where they're happening — whether you're throwing a reopening party or hosting an online tasting.

How MUM improved Google Searches for vaccine information? Read [more](#)

Shopify lets stores edit their robots.txt file. Which means you have complete control over how search engine bots see your store. Read [more](#)

Google limits FAQ rich results to a maximum of two per snippet. Read [more](#)

Google publishes a guide on how different HTTP status codes, network errors, and DNS errors affect Google Search. Read [more](#)

Social Media

Facebook introduces Bulletin, a platform for independent writers. Read [more](#)

YouTube hosts small-business shopping event in e-Commerce push. Read [more](#)

Facebook rolls out Live Audio Rooms and podcasts, as part of their plans to bring social audio experiences to Facebook. Read [more](#)

Head of Instagram says Instagram is no longer a photo sharing app. Read [more](#)

Google says over 20 million Web Stories are already online, with 100,000 new Stories being added daily. And people on 6,500 new domains have published Web Stories since October 2020. Read [more](#)

Content that's heavily shared on Reddit has a high likelihood of becoming evergreen: Study. Read [more](#)

Instagram launches live test of image and video uploads from the desktop version of the app. Read [more](#)

Twitter lets all iOS users share tweets direct to Instagram Stories.



Pinterest collaborates with American Express on a digital Shop to support small businesses this summer. Read [more](#)

YouTube says unlisted videos uploaded before 2017 will be made Private starting on July 23, 2021. Read [more](#)

YouTube adds new control options for shorts remixes, tests shorts analytics in the main app. Read [more](#)

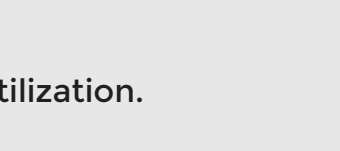
A STEP TOWARDS DIGITALLY EFFECTIVE 2021

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.

Contact Us