

MARCH 2021

# THE SOCIAL SNIPPET

**Your free guide**  
to the latest  
developments  
in social media  
and online  
marketing





# THE SOCIAL SNIPPET

There are many changes that happen in the online world each month, and the GU Crew are here to help keep you on top of the latest developments with our monthly bulletin.



    **#socialsnippet**

To find out more about us and meet the team, visit: [green-umbrella.biz/about](http://green-umbrella.biz/about)



# **INSTAGRAM**

## **INSTAGRAM LAUNCHES NEW PROFESSIONAL DASHBOARD, HELPING CREATORS MAKE A LIVING**

Instagram has decided to launch its new Professional Dashboard as a support service for creators.

With all the resources and tools that already exist on Instagram, the dashboard helps bring all that information together in a centralised “home” location.

## **INSTAGRAM ADDS ‘RECENTLY DELETED’ FOLDER TO SAFEGUARD AGAINST MISTAKEN POST REMOVAL**

This will make many Instagrammers very happy - the platform has added a new ‘Recently Deleted’ folder that will enable users to restore any feed posts that they’ve deleted for 30 days after the fact.

It’s worth noting, though, that deleted stories will still only remain available for 24 hours.

## **YOU CAN NOW SHARE A TWEET DIRECTLY TO YOUR INSTAGRAM STORY**

So long as you are logged into both your Twitter account and your Instagram account, you can now share a (public) tweet directly to your Instagram story. It’s not yet available on every Twitter account, but it’s rolling out now, so keep a look out if you don’t have it yet

## **INSTAGRAM HAS MADE A RICHER STORY INTERFACE FOR DESKTOPS**

Instagram is making its Stories feature more complete on the desktop. In a small interface refresh, the company is updating its Stories feature so that it opens up to show a carousel of videos, which previews what’s cued up next and the content that just played.

From this interface, viewers can click on whatever story they want to watch.



# FACEBOOK

## **FACEBOOK NEWS LAUNCHES IN THE UK**

Facebook has launched “News” in the U.K., Facebook’s first market outside of the U.S. for its dedicated, curated news portal — accessed, like the U.S. version, through a tab in the Android or iOS app menu.

The portal will launch with content from hundreds of local and national media organisations including Channel 4 News, Daily Mail Group, DC Thomson, Financial Times, Sky News and Telegraph Media Group. The Economist, The Guardian, The Independent, STV, as well as “lifestyle” titles GQ, Cosmopolitan, Glamour, and Vogue.

# PINTEREST

## **PINTEREST INTRODUCES STORY PINS FOLLOWING STREAMS**

Pinterest has now officially launched Story Pins following streams, a place for Pinners to see new Story Pins from the creators they follow, right at the top of the home feed. In this immersive stream, Pinners can find fresh Story Pins and even find new creators to follow through the “Discover creators” icon.

# LINKEDIN

## **LINKEDIN LAUNCHES SALES INSIGHTS TO PROVIDE REAL-TIME DATA ON BUSINESS OPPORTUNITIES**

LinkedIn has launched a new data analytics platform designed to give sales teams real-time insights into potential opportunities based on data generated by more than 700 million members on the social network.

Called LinkedIn Sales Insights, the product is part of LinkedIn’s sales solutions unit, which includes Sales Navigator, a tool that helps sales teams find prospects by harnessing the vast swathes of business and engagement data on LinkedIn.





# YOUTUBE

## **YOUTUBE LAUNCHES UPDATED SPORTS PLATFORM TO CATER TO RISING DEMAND FOR SPORTS CONTENT**

With interest in sports content rising on YouTube, the platform has announced that it's updated its YouTube Sports platform, while it's also expanding its connected TV ad offerings to help brands reach sports fans on the platform.

# GOOGLE

## **GOOGLE ADDS NEW VIDEO EDITING FEATURES TO GOOGLE PHOTOS**

Google has announced a new update to its video editing features within Google Photos, including new cropping options, the capacity to 'change perspective', apply filters and enhance specific video elements (brightness, contrast, etc.)



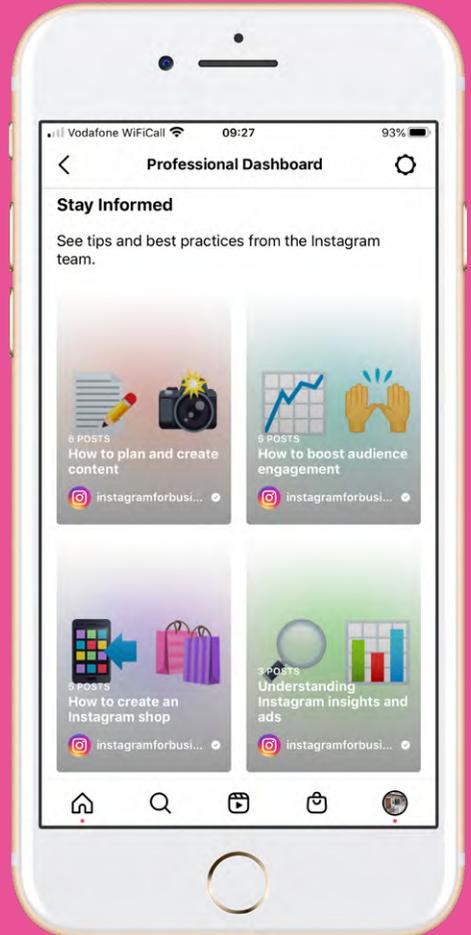
# EMILY'S BR INBOX



## EMILY'S TOP TIP THIS MONTH...

### DO YOU HAVE AN INSTAGRAM BUSINESS ACCOUNT?

I have mentioned previously about using the Instagram Insights, but now there is something even better, the Professional Dashboard! Described by Instagram as "A new central destination to help you turn your passion into a living on Instagram", it includes Insights, but it also has other tools to help users maximise and monetise the platform. The "Grow Your Business" section is divided into four categories, "Promotions", "Branded Content Approvals", "Set Up Instagram Shopping", and "Set Up Saved Replies". However, my favourite part is the "Stay Informed" section, which is more educational and offers advice from the Instagram team. Topics like "How to plan and create content" and "How to create an Instagram shop" are all covered. Obviously, this is a very new development within Instagram; however, I love the new angle and recommend that you all use the educational resources. After all, who is more qualified to advise on Instagram than Instagram themselves?



# DATA DAVIES



## AMANDA'S TOP STATS THIS MONTH...

There is definitely some data around this month to put a spring in your step! And that's not just falling R-rates and significant dates to get us out of lockdown. Hopefully, we'll be welcoming back hospitality, retail, gyms and hairdressers, amongst other services very soon.

Whether you're reopening or continuing business, here are some juicy stats to help drive customer engagement, sales and customer loyalty.

### Let's talk about Instagram:

- 📈 95 million posts are shared every day on Instagram
- 📈 More than a billion (yes, a billion) people use the platform each month
- 📈 18 - 34-year-olds are the most active age group
- 📈 More than 25 million businesses are on Instagram
- 📈 As a platform, it is streets ahead of its rivals for engagement. With more than 14 x the engagement on Facebook and 27 x higher engagement than Twitter!
- 📈 In 2020, advertising revenue for Instagram was \$13.86 billion. The addition of the Shop function has helped drive ad revenue further. What could you be promoting and selling via Insta?

### Tell me more about selling via social media

- 📈 55% of people claim to have bought products through social media
- 📈 87% claim that social media has influenced a purchase decision
- 📈 Video plays a big part in this, with 68% of people using video to help make buying decisions

Above all, make sure your content is relevant and engaging – over two-thirds of consumers don't think companies share exciting content.

# FIVE BEST PRACTICES FOR EMAIL MARKETING CAMPAIGNS

WITH CHRISTINA

**Email is not dead. Apparently, the average person receives 121 emails a day, so have we reached saturation point yet? The answer is no, we have just learned how to manage it better. But I am not here to talk about whether email is dead or not, I would just like to share with you some tips as to how you can cut through the noise. How do you keep out of junk folders? How do you get people to click the link to buy your product or attend your event? The following five tips may help steer you in the right direction!**

## **1. USE A "PERSON" AS THE SENDER'S EMAIL**

Please avoid using email addresses such as info@ or sales@. These are impersonal and will often end up in spam folders. One of the worse sins of email marketing is to use no-reply@ email addresses. This simply gives out the message "I am emailing you but please don't email me back" – no wonder people click the delete button!

## **2. HAVE A CLEAR, ATTENTION-GRABBING SUBJECT LINE**

According to a MailChimp article, a subject line of 50 characters or less has the best open rates. Make your subject line short and sweet and straight to the point. At Green Umbrella we use a few tools to help us achieve good results for our clients' emails, and we use the same tools for blog headlines.

Book - Advertising Headlines To Make You Rich by David Garfinkle  
Google Chrome extension - Headlinr

## **3. IS YOUR BRAND CONSISTENT?**

Have a look at your email design. Are you using the right font? The correct colour pallet? Do recipients know who the email is from just by seeing your brand? Saying that, there is an awful lot to be said for plain text emails as well.

In fact, accordingly, to a survey conducted by Hubspot, the unbranded emails actually had an open rate of 35% more than the branded emails. I suggest split testing and see what works best for your audience.

## **4. PERSONALISE THE CONTENT**

Never start an email campaign with the words Dear sir or madam. It is impersonal and shouts to the world that you have sent the same email to a lot of people and that you are simply "blitzing" a database. That's no way to sell! Use merge tags and personalise the content. Be warned, please do

**For more more best practices for your email campaigns visit:**  
[www.green-umbrella.biz/email-marketing-campaigns](http://www.green-umbrella.biz/email-marketing-campaigns)

not go overboard with the personalisation. Recipients are not stupid and they know that it is an automated system, therefore overkill of personalisation will have the opposite effect.

## **5. CONTENT – VALUE, PROPOSITION AND CONTEXT**

Your email content should immediately address what your offer is. Do not waffle on, just get right to the point in the opening paragraph. Lists, numbers, and bullet points work well as they are quick and easy to digest. Try to keep the content clean and clutter free as much as possible and add links to your offer more than once in the email.

I am reminded of a story from the book "Insanely Simple", which is the story of how Steve Jobs managed his marketing team. They were all in a meeting talking about the various USPs of a particular product. All of the team were trying to decipher how to get these messages into their marketing strategy. Steve Jobs was sitting quietly in the corner rolling up paper into small balls. He stood up, threw the balls in the air and shouted "catch" – the team tried catching the balls but only a few were caught. Steve then said "this is your marketing USPs". If I just threw one ball at you, you would catch it and that is what we need to do with our strategy for this. We just need to decide which message is the strongest. (Great book if you have not read it!).

So keep your content clutter free and only ask your recipient to do one thing.

## **SUMMARY**

Email continues to be one of the most effective online marketing solutions out there. It is much more powerful than social media (yes, I said that out loud!) and a solution that is overlooked as being 'old-hat' by many.

If you're not implementing an email marketing strategy in your business - we need to have words!



@ChristinaMc80



# TIK TOK

## **TIKTOK ADDS NEW RECIPE INTEGRATION, POINTING TO THE NEXT STAGE FOR THE APP**

TikTok has started rolling out a new integration with recipe app Whisk, which enables creators of food videos to post a link to the relevant recipe, which is then overlaid on the video clip via a 'See full recipe' CTA.

# TWITTER

## **TWITTER LAUNCHES 'BIRDWATCH,' A FORUM TO COMBAT MISINFORMATION**

Twitter unveiled a feature meant to bolster its efforts to combat misinformation and disinformation by tapping users in a fashion similar to Wikipedia to flag potentially misleading tweets.

The new system allows users to discuss and provide context to tweets they believe are misleading or false. The project is a standalone section of Twitter that will at first only be available to a small set of users, largely on a first-come, first-served basis.

# CLUBHOUSE

## **CLUBHOUSE LOOKS TO SUPPORT CREATORS WITH NEW PAYMENT FEATURES**

Clubhouse has secured a second round of funding and is looking to support its creator community by building features that will help creators get paid directly through tipping, tickets, or subscriptions.

A part of the newfound funding will also be used to roll out a Creator Grant Program to further support "emerging Clubhouse creators."

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