NCN Technology

TWITTER HAS DOUBLED ITS CHARACTER LIMIT

GET THE MAXIMUM BANG FOR YOUR BUCK BY AVOIDING THESE PPC MISTAKES

PPC

GOOGLE HOME SERVICES IS NOW GOOGLE LOCAL SERVICES

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5 INSTAGRAM WILL NOW SOON LET YOU FOLLOW SPECIFIC HASHTAGS

1 GOOGLE HOME SERVICES IS NOW GOOGLE LOCAL SERVICES

Google Home Services has been rebranded as Google Local Services and expanded to 17 states. Google has re-branded it for a reason — they are now including businesses that do not come under the "home services" like auto repairs & dentists. They are actively expanding it to other states and adding new categories.

People have witnessed a boost of up to 70% after joining the Google Local Service program. Google has launched a dedicated app; which you can use to accept bookings, respond to customer questions & track conversions. It also allows you to track calls and manage ad budgets.
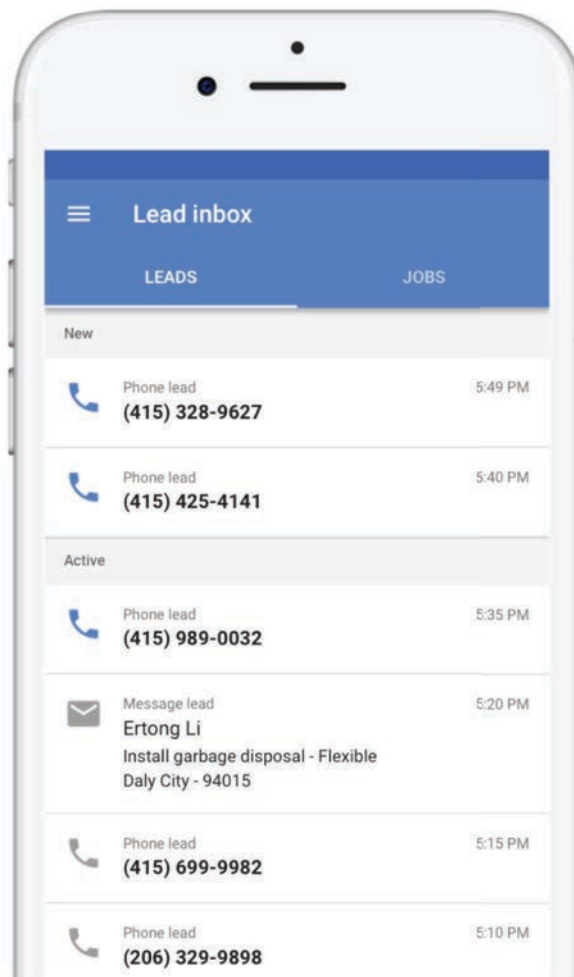
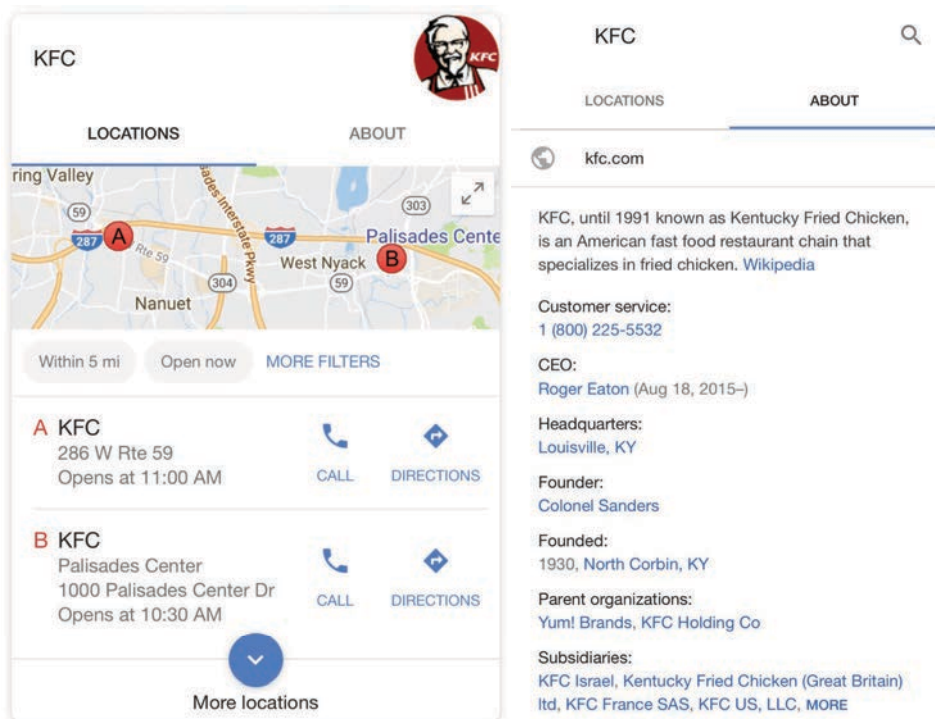As of now, the Google Local Services is available in the following 17 cities:

1. Phoenix
2. Los Angeles
3. Riverside
4. Sacramento
5. San Diego
6. San Francisco
7. San Jose
8. Miami
9. Atlanta
10. Chicago
11. Boston
12. Detroit
13. New York
14. Philadelphia
15. Dallas
16. Seattle
17. Washington, D.C.

To see if a business is eligible to join, go here. And to get the app, go here. Here's where you can sign up and go here for Local Services Help.

GOOGLE SHOWING KNOWLEDGE GRAPH INFO IN LOCAL PANEL

2

When you search for any local business on Google Mobile, the first thing you see is a local panel, followed by the company's website or related websites, social media sites, and then the Knowledge Graph. We want to know more about that business. Currently we have to scroll far down the page but soon we will get all the info we need at the top as Google is merging the knowledge graph and local panels in the mobile search.

They haven't fully rolled it out but they expect to in the near future.

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3 GET THE MAXIMUM BANG FOR YOUR BUCK BY AVOIDING THESE PPC MISTAKES

PAY PER CLICK
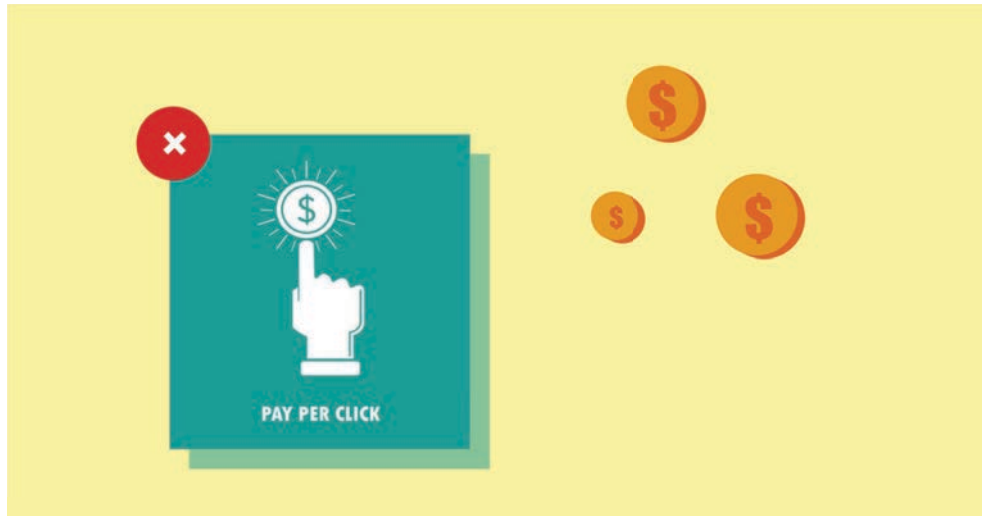
Neglecting your daily spend

Recently Google has allowed the advertisers to go over their daily spend budget. Although Google says that they will even the overspending over a 30-day period, we do not recommend it. Closely track the conversion level and spending and avoid exceeding the daily limit.

Using the same ad copy

PPC is all about experimenting. You will have to keep trying something new to get better results. Using the same ad copy will make your ads monotonous and drastically reduce the click-through rate. Spend time in crafting engaging & original ad copies. Include numbers, geographies and other factors into the ad text.

Landing pages not reflecting the holiday offers

Matching content is an absolute must. If you notice that your bounce rate is way too high, it's probably because your landing page is not in sync with the ad copy. Suppose you are offering a 40% discount on some products and that product is nowhere to be found on your landing page, then the visitor will feel frustrated and leave the site immediately.

Ignoring your Google merchant feed

If you are using product listings ads, make sure to push the latest feed with the most precise product attributes. The price, color, model and everything else should be pitch perfect.

Re-targeting carelessly

Re-targeting is considered one of the most profitable marketing practices. But overdoing it can do more harm then good because people are already bombarded with ads

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TWITTER HAS DOUBLED ITS CHARACTER LIMIT

4

Ever thought of some hilarious joke and wanted to tweet it, only to realize that it can't be cramped up into 140 characters? Or wanted to share some intellectual thought, your opinion on politics or wanted to comment on trending topics, but then struggled to fit your thoughts into 140 characters and eventually dropped the whole idea? We have all been there.

The level of frustrations drastically increases when you are handling a company's Twitter account, because then you have to convey the message "effectively" and in an "engaging" manner, but again in just 140 characters.

Taking the users frustration into account, Twitter actually did something about it. They have expanded the character limit from 140 to 280, changing the very format that made Twitter popular in the first place. However, contrary to the expectations, only 5% of tweets were longer than 140 characters and only 2% over 190. Guess the Twitter users are accustomed to the 140 format & they have learned the art of keeping things short.

5 INSTAGRAM WILL SOON LET YOU FOLLOW SPECIFIC HASHTAGS

Instagram is testing a new feature which will allow users to follow specific hashtags, along with profiles.

The new feature will help you to view top posts and follow stories of your interest and relevance. All you need to do is follow the specific hashtag of your interest and fill your feed with the posts you want to view.

The feature is very useful when searching for relevant content. For example, if you are in search of #fitspo, but don't know who to follow, just follow the hashtag and get your daily dose in your feed.

The option could help marketers to increase brand visibility. Though hashtag has proven to be the most effective Instagram strategy to boost reach, its increased use has made it difficult to attract the attention of target audiences because of overcrowding of similar posts. Hence, marketers are now looking for more niche tags for target audiences or creating our own.

Currently, only a few users have access to this feature, as it is in testing mode. There is no announcement at this time from Instagram about the timeline for launching this feature.