

At Goodman - The Response Agency, we don't just brand - we sell! We specialise in driving immediate, sustainable and, above all, profitable responses for our clients. We work with corporate and SMEs as well as small businesses and start-ups – whatever your advertising requirements – [We'll get it done!](#)

Marketing has changed more in the last 5 years than in the last 50. This curated list is prepared to help you stay updated on all the latest & important digital marketing updates and insights from August. We have cut through all the digital marketing noise (by scanning over 1000 pages of news/content every day) and covered the month's most relevant digital marketing news for you.

I trust you'll find this useful and look forward to discussing any thoughts you might have about Digital Marketing.

Clive Goodman, Director  
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**A STEP TOWARDS DIGITALLY EFFECTIVE 2020**

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**

**G** Google introduces the new AdSense reporting page. The announcement [read](#)

**What's new**  
Simpler to use: We've redesigned the interface to make it easier to select date ranges, filters, breakdowns, etc. We've also removed metric families and added a new metrics picker.  
Easier to visualize: We've improved the charts and more closely integrated them with the table. Each data series now has a control that lets you display it on the chart with a single click.  
Better experience on mobile: We've mobile-optimized the new reporting page, which means you get the same improvements on desktop and mobile devices.  
More supportive: We've added more in-product help. You can now hover over the information icons in the interface to get explanations of metrics.

**Microsoft Advertising Editor** rolls out new features designed to help advertisers optimize campaign performance and make bulk campaign management easier. Read more [here](#)

**G** Google's Performance Planner now supports shared budgets in Search campaigns. With this update, you can create, modify, and download forecasts for your shared budget campaigns. Read more [here](#)

**G** Google rolls out the shopping\_ads\_excluded\_country attribute which will allow you to exclude individual countries for certain products. Read more [here](#)

**G** With new lead form extensions in Google Ads, you can now show a lead form directly in your ad. The [announcement](#) also mentioned other important updates

This seamless flow can help you find high-quality leads in a more efficient way. Right now, this works with ads on Search, YouTube and Discovery and is available globally. Later this year, we'll begin rolling these out across Display campaigns.  
We're making it easier to import offline conversions just by using the information people already give you in your lead form. As a result, it will take less time to integrate with your customer relationship management (CRM) system. Look for this feature to roll out later this year

**Social Media**

**f** Facebook launches paid online events for businesses, creators, educators and media publishers to earn money from online events on Facebook. Now page owners can create an online event, set a price, promote the event, collect payment and host the event, all in one place. Read more [here](#)

**60%** of multi-location marketers agree that local ratings and reviews and social media have a direct impact on their customers' decisions to visit a store and make a purchase: Survey. Read more [here](#)

**Search**

**G** Google officially launches 'licensable' image label and filter in Image search. Read more [here](#)

**50%** of Google users click on their result within 9 seconds of searching: Survey. Read more [here](#)

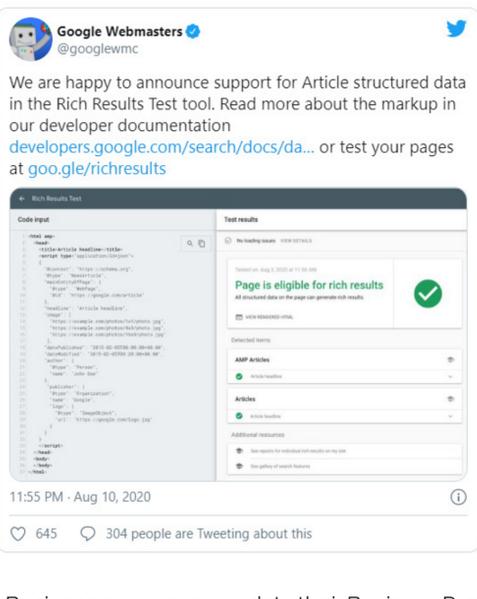
**G** Google announces that sites implementing SXG for their AMP pages will be able to understand if there are any issues preventing Google from serving the SXG version of their page using the Google AMP Cache. Read more [here](#)

**G** Google introduces people cards: virtual visiting cards on Google Search. Read more [here](#)

**G** Google updates Search Console API infrastructure. The [announcement](#) read

Below is a summary of the changes:  
Changes on Google Cloud Platform dashboard: you'll see a drop in the old API usage report and an increase in the new one.  
API key restriction changes: if you have previously set API key restrictions, you might need to change them.  
Discovery document changes: if you're querying the API using a third-party API library or querying the Webmasters Discovery Document directly, you will need to update it by the end of the year.

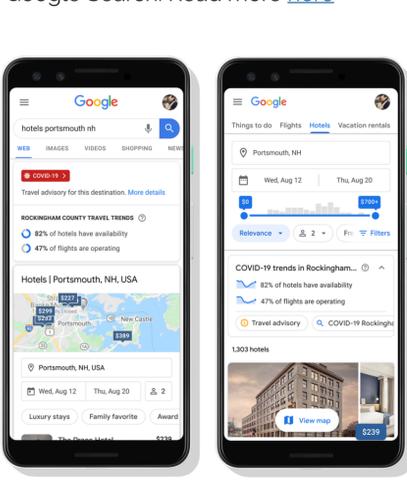
**G** Google announces support for article structured data in the Rich Results Test tool.



**G** Business owners can update their Business Profile directly from Google products they already use. The [announcement](#) read

Now you can create posts, reply to reviews, add photos and update business information right from Google Search and Maps.  
To start, make sure you are signed in with the Google account used to verify your business. On Google Maps, simply tap your profile picture on the top right corner of the mobile app and select "Your Business Profile" to access these tools. On Google Search, you can look up your business by name or search for "my business" to update your profile. The "my business" functionality is currently available in English and will expand to other languages over the coming months.

**G** Google adds information about travel resuming in a specific destination on Google Search. Read more [here](#)



**G** Google rolls out a new experience to beta testers called Search Console Insights.



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