

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 December. 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 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**

Market Availability | Competitor Analysis | Digital Strategy & Roadmap

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

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## Digital Advertisement

 LinkedIn tests Stories Ads. Read more [here](#)

 Discovery ads now offer two new immersive layouts to help you spark consumer interest across Discover, YouTube, and Gmail, plus a revamped audience workflow that makes it even easier to connect with the right shoppers as they scroll for holiday inspiration. Read more [here](#)

 Google makes App campaigns for engagement available to all eligible advertisers globally to help them reach their users with relevant ads on Google Search, Play, YouTube and over 1 million apps in our network. Read more [here](#)

 Google introduces Google Ads Editor v15. The [announcement](#) read

You can now check your ad strength in Google Ads Editor, making it easier for you to optimize your responsive search ads at scale. In addition, you can also review your ad strength in a new column in line with your ads.

To help you improve your campaigns' performance at scale, we're adding support for six additional recommendation types. These include ways to help improve your responsive search ads, adopt Target ROAS bidding, and more.

Editor now supports image extensions. This makes it easy for you to expand your ad with additional information like call buttons, location information, website links, and more.

 Google Ads makes it easier to see your campaign goals in optimization score. Read more [here](#)

 Explanations expands to Target CPA campaigns on Google Search. Read more [here](#)

 Video ad length is not a proxy for ad effectiveness. Today, both :06 and :15 second ads can drive persuasion metrics. Planning should be based on more than ad length alone. Download report [here](#)

 Google makes the estimated list size available directly in the Audience Manager in Google Ads. Read more [here](#)

 Mixed campaigns are rolling out to all Microsoft Advertising users. Read more [here](#)

 Microsoft Advertising: UET can now retain data for up to 390 days/13 months (up from 180 days). Read more [here](#)

 Share of Voice now available for the Microsoft Audience Network. Read more [here](#)

 Twitter says frequency caps will be available within ad group details for our Reach, Engagement, Video Views, and Pre-Roll Views objectives by default. Read more [here](#)

## Search

 Google pilots a search feature that aggregates short-form videos from TikTok and Instagram. Read more [here](#)

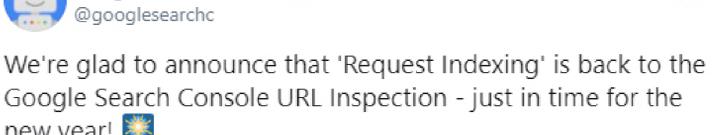
 Google working on an AR-powered cosmetics try-on experience on Google Search. Read more [here](#)

 Google shares insights on top searched terms of 2020. Read more [here](#)

 Microsoft announces the integration of Microsoft Clarity and Bing Webmaster Tools. Read more [here](#)

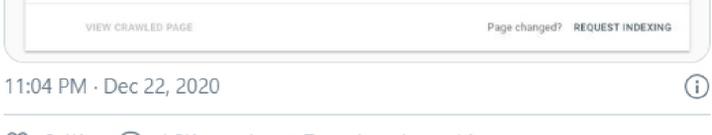
 Google announces updates to the Google Search Console API. Read more [here](#)

 'Request Indexing' is back to the Google Search Console URL Inspection.



We're glad to announce that 'Request Indexing' is back to the Google Search Console URL Inspection - just in time for the new year! 🌟

Read more about how to use this feature in our Help Center [support.google.com/webmasters/ans...](#)



11:04 PM · Dec 22, 2020

2.4K likes, 1.2K people are Tweeting about this

## Social Media

 WhatsApp brings carts to make buying and selling even easier. Read more [here](#)

 Facebook testing a new feature within its Creator Studio dashboard which would provide a calendar overview of your Instagram post activity: Report. Read more [here](#)

 LinkedIn introduces LinkedIn Product Pages. The [announcement](#) read

With Product Pages you can spotlight product endorsements and testimonials by your users, gather ratings and reviews from current users, and generate leads with a custom call-to-action button, such as a demo request or contact sales form. In the new "Products" Tab, you can add new products you want to feature and include rich media like videos or product screenshots, descriptions and more.

 Instagram is adding some new additions to your creative options in both Reels and Stories: Report. Read more [here](#)

 Facebook makes it easier for dealers of all sizes to list, manage and promote their vehicle inventory across Facebook's apps and services. Read more [here](#)

 Instagram launches its first shoppable Christmas catalogue in the UK. Read more [here](#)

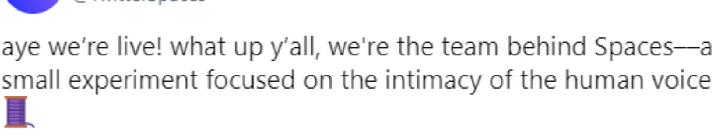
 Facebook expands Brand Collabs Manager to include eligible Public Groups so that they will be able to partner with brands and monetize their engaged communities. Read more [here](#)

 Facebook publishes the sixth Global State of Small Business Report, and the last of 2020. It shows that business conditions have improved since the first survey, but not everywhere, and not for all small businesses. A substantial number remain closed and a majority continue to report reduced sales and employment, even as the economy as a whole shows signs of improvement. Read more [here](#)

 Facebook says Messenger Desktop will begin to be upgraded to include features developed specifically for desktop, including AR effects, filters, and immersive 360-degree backgrounds. Read more [here](#)

 Facebook says their free plan, Workplace Essential, will cease to be available from February 10, 2021. Read more [here](#)

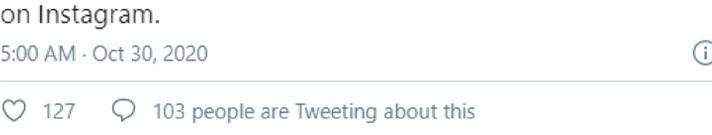
 Twitter has launched an early beta version of its audio Spaces feature.



aye we're live! what up y'all, we're the team behind Spaces—a small experiment focused on the intimacy of the human voice

12:03 AM · Dec 18, 2020

1.8K likes, 464 people are Tweeting about this



As we near the U.S. elections, we're making changes to make it harder for people to come across possible misinformation on Instagram.

5:00 AM · Oct 30, 2020

127 likes, 103 people are Tweeting about this



Oh snap! 📸

Sharing Tweets directly to your Snapchat Stories is now easier than ever. Rolling out today on iOS!



11:32 PM · Dec 10, 2020

7.9K likes, 2.1K people are Tweeting about this

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