

Digital Trends Report



FEBRUARY 2021

Welcome to February's Digital Trends report. What's been happening this month and what does this mean for your business?

NEWSLETTERS ON TWITTER

01

TWITTER ADDS NEWSLETTER FEATURE

Following Twitter's acquisition of the Dutch newsletter platform company Revue, the social media giant has unveiled its newsletter feature on its web app. The new option helps users to compose and schedule newsletters, embed tweets, import email lists and earn money from paid subscribers.

When users click on the newsletter feature for the first time, they receive an offer to create an email campaign for free. A new paid tier will allow users to access more advanced options to manage multiple newsletters and customise themes.



What this means for your business:

If your business currently uses content to engage your customers, this is yet another great way to hook new fans. Businesses can earn money from paid subscribers and analyse engagement using this new feature.

It's worth noting that Twitter hasn't been overly successful with acquisitions in the past, with the platform previously discarding Vine and Periscope. However, with up to 330 million potential customers, we think this is worth testing out to see whether your company can reach brand new audiences.

Source: TechCrunch, Oberlo

STOP THE PRESS!

02

FACEBOOK NEWS ARRIVES IN THE UK

Facebook News is now available in the UK, featuring over 500 publications including Channel 4 News, Daily Mail Group, DC Thomson, Financial Times, Sky News and Telegraph Media Group. The platform selects personalised and relevant news for the user, whilst allowing them to take control of what they want to see.

The company has said they will pay publishers for content that is not already on the platform to help prioritise original content. The feature is currently only available on the mobile app or it can be found on the Facebook toolbar.

What this means for your business:

According to the BBC, only 4% of all users' timelines contain news, and so this feature will provide outlets with a designated space on the platform. This is great news for brands who are looking to increase their PR presence.

Companies may start focusing on digital media to reach wider and more targeted audiences. With Facebook's aim to show news that is relevant to each user, it could have the potential to grow your company's leads and customer base. Watch this space...

Source: [About Facebook](#), [BBC News](#)



NEW GOOGLE FEATURE

03

GOOGLE LAUNCHES NEW FEATURE THAT EVALUATES WEBSITES BEFORE CLICKING

Google now shows short snippets of texts that briefly describe the website before users click on it. Here, users can see “the most up-to-date verified and sourced information available on Wikipedia”, but also whether the search result is paid or organic, or if the site uses a secure connection.

This new feature is currently in the beta phase and only available in the U.S. on desktop and Android. However, Google plans to expand it worldwide, and improve it according to users' feedback.



What this means for your business:

This is certainly a UX improvement, helping users cut through the noise and carefully select the website that matches their search intent. Moreover, it increases browsing security by showing which websites are secured and which are not.

This means that users will become more sceptical when accessing websites that do not use HTTPS protocol. Therefore, if your website is not yet secured, it needs to be because users will likely avoid clicking on unsecured websites.

This new feature from Google might bring a new change in algorithms that could influence websites' SEO ranking. Therefore, there's definitely a challenge to keep publishing high-quality and relevant content on your website in order for Google to continue recommending it to users.

Source: [The Verge](#)

THE NEXT BIG APP

04

CLUBHOUSE IS IN DA HOUSE

Live podcasts with an air of exclusivity - that's Clubhouse in short.

Clubhouse is a new social media platform, for which you need an invite to create an account. It is currently available on the App Store, so Android users will have to wait to see what all the buzz is about. Until then, we can tell you that this app is a combination of a radio show, conference call and HouseParty. It's a voice-note platform only, so there's no eye contact to worry about. You can listen to interviews, discussions, or even gossip, or you can be invited as a speaker in a conversation room.

Elon Musk did it, hosting an audio-chat with RobinHood's CEO Vlad Tenev. Will you do it too?

What this means for your business:

Unlike other social media platforms, Clubhouse creates more personal connections thanks to its voice-note feature, meaning you can have a more insightful interaction with existing users.

As it's still in its incipient phase, you can gain great reach while hosting an audio-chat in Clubhouse. This is an excellent opportunity to increase your network by connecting with top business leaders and entrepreneurs. Journalists often pop in, therefore Clubhouse is a PR source too. So if you're an Apple user, don't wait too long to get your hands on a Clubhouse invite, and start networking.

Source: [The Guardian](#)



INCREASE YOUR LEADS

05

LINKEDIN STORIES ADD A VITAL NEW FEATURE

In January, LinkedIn launched a brand new feature allowing users to add links to their stories. The new option will appear at the bottom of the story, prompting users to "See more".

Creators can edit or remove the link once the story has been published. The analytics will also reveal the number of link clicks and unique users from each posting. The feature is currently only available to LinkedIn pages and individual members who have over 5,000 connections or followers.



What this means for your business:

This is a great tool to experiment with, allowing businesses to direct users to useful resources that might transform followers into leads. Stories can promote new whitepapers, blogs, social media posts - you name it, the possibilities are endless.

According to Social Media Today, Stories are currently more popular with younger users, who are preferring it to the traditional news feed. We recommend using it to showcase your company's culture with bright and attractive visuals to bring a human touch to your brand.

Source: Social Media Today.



GUERRILLA
OggaDoon
COMMS

Want to talk to us about the latest stories facing business owners?

We're game! Get in touch with us via email: elena@oggadoon.co.uk

