

23.02.2018

# DIGITAL NOW

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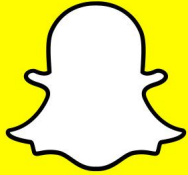
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**DIGITALNOW** curates and delivers crisp, short and essential digital happenings for ambitious leaders.

**DIGITALNOW** is a weekly curated report from Six inches with 5 big trends of Digital Media

## **Snapchat Adds GIF to New Design To Improve User Interactions And Begins Brand Partnerships**



Snapchat users can now add animated GIFs to their snaps. It also showed its ambitions in brand partnerships by new collaboration with Jordan Brand.

## Twitter Releases Major Remarketing Plan To Assist With Strategic Planning



The “Monthly Lineup” Calendar by Twitter to announce Tweet worthy dates for [March](#) is released. These lists also include a list of previous tweet stats for each.

## Brands Raising Revenues On Digital Video Spends

In 2017, marketers spent as much as 2x as much on online videos as on television. Brands are working on 90 second videos to evoke emotions of customers.



## Remarketing Impacts in Boosting Marketing Performance



Remarketing improved conversions of businesses by 300% as it directly targets the brand audience who are already purchasing in the same market.

## Accelerating On The Real Time Social Media Approach



Superbowl, Olympic games, political debates, award ceremonies and the likes demand an after-game plan and a on-time social media plan for real time marketing.

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## *Credits :-*

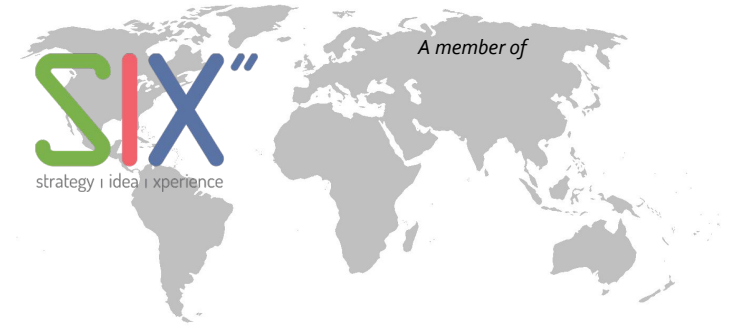
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TWITTER  
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VIDEO BRANDING  
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REMARKETING  
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REAL TIME ANALYTICS  
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*World Largest Independent Creative Network*

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*Presence in 91 Countries.  
Partnership with 1000+ agencies worldwide.  
Global execution*

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