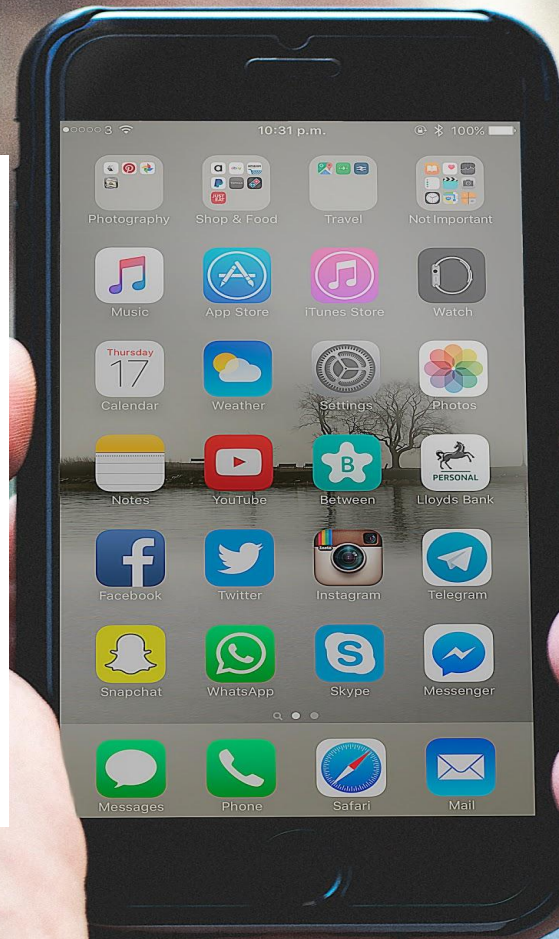


08.01.2018

# DIGITAL NOW

SIX"

strategy | idea | xperience



**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

## 90% Of Consumers Trust Peer Recommendations

As a marketing norm, 50% of User Generated Content is more trusted by consumers than direct brand messages.



## Creating the Omnichannel Shopping Experience

For a complete marketing experience brands must leverage from Instagram Livestreaming to LinkedIn business marketing to Facebook content.



## Integration of Direct Messages with Instagram

More than **375 million** people now use Instagram DMs each month - almost half of the entire user base of Instagram, as per sources from the company.



## Twitter releases January Event Calendar To Help Strategic Planning



Twitter started publishing their monthly events calendars to highlight key discussions likely to generate significant attention on the platform.



## Making More Automated Emails



Brands creating automated emails are generating more conversations, as customers look forward to for personal customisation.

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## Credits :-

INFLUENCER MARKETING

<http://bit.ly/2IEPPml>

OMNIPRESENT MARKETING

<http://bit.ly/2IEPPml>

INSTAGRAM

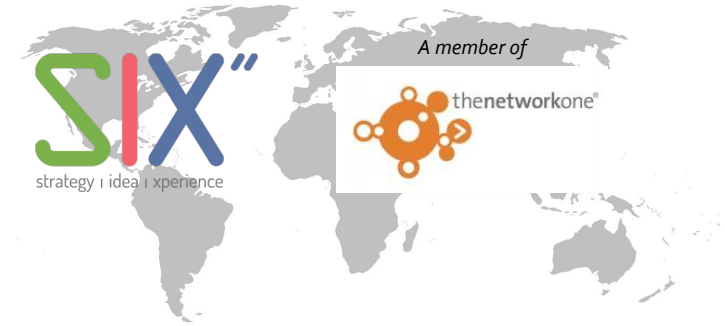
<http://bit.ly/2BJEKdg>

TWITTER

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EMAIL MARKETING

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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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