

DECEMBER 2017

# NEWSLETTER



GET THE MAXIMUM BANG  
FOR YOUR BUCK BY  
AVOIDING THESE  
PPC MISTAKES

**TWITTER HAS  
DOUBLED ITS  
CHARACTER  
LIMIT**



GOOGLE HOME SERVICES IS NOW  
**GOOGLE LOCAL SERVICES**



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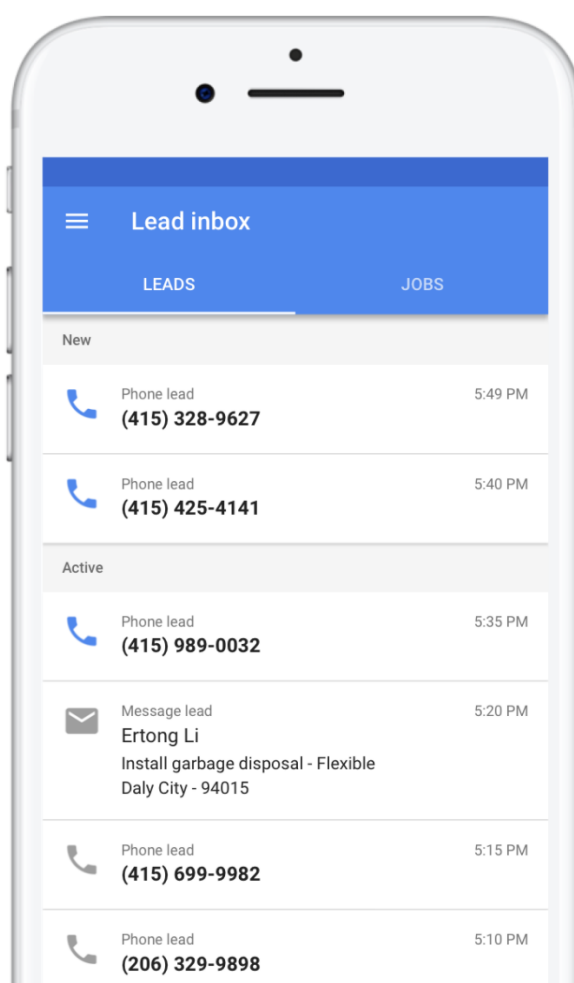
INSTAGRAM WILL NOW SOON LET YOU FOLLOW SPECIFIC HASHTAGS

# 1

## GOOGLE HOME SERVICES IS NOW GOOGLE LOCAL SERVICES

**Google Home Services** has been rebranded as **Google Local Services** and expanded to 17 states. Google has re-branded it for a reason — they are now including businesses that do not come under the “home services” like auto repairs & dentists. They are actively expanding it to other states and adding new categories.

People have witnessed a boost of up to 70% after joining the Google Local Service program. Google has launched a dedicated app using which you can accept bookings, respond to customer questions & track conversions. It also allows you to track calls and manage ad budget.



As of now, the Google Local Services is available in the following 17 cities:

1. Phoenix
2. Los Angeles
3. Riverside
4. Sacramento
5. San Diego
6. San Francisco
7. San Jose
8. Miami
9. Atlanta
10. Chicago
11. Boston
12. Detroit
13. New York
14. Philadelphia
15. Dallas
16. Seattle
17. Washington, D.C.

To see if a business is eligible to join, go [here](#). And to get the app, go [here](#). Here's where you can [sign up](#) and go [here](#) for Local Services Help.

## GOOGLE SHOWING KNOWLEDGE GRAPH INFO IN LOCAL PANEL

# 2

When you search for any local business on Google Mobile, the first thing you see is a local panel, followed by the company's website or related websites, social media sites, and then the Knowledge Graph. Although when we are searching for McDonald or KFC, we don't want any info other than the distance and business timings, it's not quite the same case while searching for new places or business.

We want to know more about that place or business. Till now we had to scroll far down the page but it seems like soon we will be getting all the info we need at the same place since Google is merging the knowledge graph and local panels in mobile search.

The image shows two side-by-side screenshots of a Google search for 'KFC' on a mobile device. The left screenshot displays the 'LOCAL PANEL' with a map showing two locations, 'A' and 'B', and their details. The right screenshot displays the 'KNOWLEDGE GRAPH' panel with detailed information about the company.

**Local Panel (Left):**

- KFC** (with logo)
- LOCATIONS** / **ABOUT**
- Map showing locations near Ring Valley, Palisades Center, West Nyack, and Nanuet.
- Filters: Within 5 mi, Open now, MORE FILTERS
- A KFC**: 286 W Rte 59, Opens at 11:00 AM. Includes CALL and DIRECTIONS buttons.
- B KFC**: Palisades Center, 1000 Palisades Center Dr, Opens at 10:30 AM. Includes CALL and DIRECTIONS buttons.
- More locations button (down arrow icon)

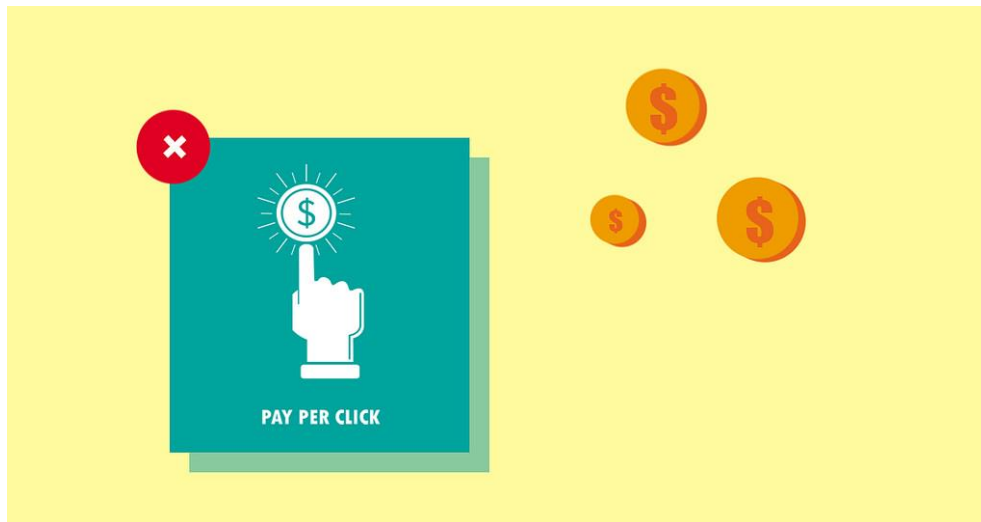
**Knowledge Graph Panel (Right):**

- KFC** (with search icon)
- LOCATIONS** / **ABOUT**
- kfc.com
- KFC, until 1991 known as Kentucky Fried Chicken, is an American fast food restaurant chain that specializes in fried chicken. [Wikipedia](#)
- Customer service: 1 (800) 225-5532
- CEO: Roger Eaton (Aug 18, 2015–)
- Headquarters: Louisville, KY
- Founder: Colonel Sanders
- Founded: 1930, North Corbin, KY
- Parent organizations: Yum! Brands, KFC Holding Co
- Subsidiaries: KFC Israel, Kentucky Fried Chicken (Great Britain) Ltd, KFC France SAS, KFC US, LLC, MORE

You will be getting all the info at one place. Although they haven't fully rolled it out, they might in the near future though.

# 3

## GET THE MAXIMUM BANG FOR YOUR BUCK BY AVOIDING THESE PPC MISTAKES



The holiday season is here. Although you may have planned it several months in advance, it's important to review your PPC campaigns to make sure that you are not making any silly mistakes and hindering yourself from achieving your Goals.

### **Neglecting your daily spend**

Recently Google has allowed the advertisers to go over their daily spend budget. You can almost double the spending. Although they say that they will even the overspending over a 30 day period, it's not recommended. Closely track the conversion level and spending and avoid exceeding the daily limit.

### **Using the same ad copy**

PPC is all about experimenting. You will have to keep trying something new to get better results. Using the same ad copy, again and again, will make your ads monotonous and drastically reduce the click-through rate. Spend time in crafting engaging & original ad copies. Include numbers, geographies and other factors into the ad text.

### **Landing pages not reflecting the holiday offers**

Matching query intent to content is an absolute must. If you notice that your bounce rate is way too high, it's probably because your landing page is not in sync with the ad copy. Suppose you are offering a 40% discount on some products and that product is nowhere to be found on your landing page, then the visitor will feel betrayed and leave the site immediately.

### **Ignoring your Google merchant feed**

If you are using product listings ads, make sure to push the latest feed with the most precise product attributes. The price, color, model and everything else should be pitch perfect.

### **Re-targeting carelessly**

Re-targeting is considered one of the most profitable marketing practice. But overdoing it can do more harm than good because people are already bombarded with ads during the holidays season, and if you are not carefully crafting your re-targeting campaign then you are annoying them instead of convincing them.

## TWITTER HAS DOUBLED ITS CHARACTER LIMIT

## 4



Ever thought of some hilarious joke and wanted to tweet it, only to realize that it can't be cramped up into 140 characters? Or wanted to share some intellectual thought, your opinion on politics or wanted to comment on trending topics, but then struggled to fit your thoughts into 140 characters and eventually dropped the whole idea? We have all been there.

The level of frustrations drastically increases when you are handling a company's Twitter account, because then you have to convey the message "effectively" and in an "engaging" manner, but again in just 140 characters.

Taking the users frustration into account, Twitter actually did something about it. They have expanded the character limit from 140 to 280, changing the very format that made Twitter popular in the first place. However, contrary to the expectations, only 5% of tweets were longer than 140 characters and only 2% over 190. Guess the Twitter users are accustomed to the 140 format & they have learned the art of keeping things short.

## 5

## INSTAGRAM WILL NOW SOON LET YOU FOLLOW SPECIFIC HASHTAGS



Instagram is testing a new feature which will allow users to follow specific hashtags, along with profiles. Pippa Akram, a social media consultant, is the first person to report about Instagram testing the new feature and letting some users follow hashtags.

The new feature will help you to view top posts and follow stories of your interest and relevance. All you need to do is, just follow the specific hashtag of your interest and fill your feed with the posts you want to view.

The feature is very useful if you don't want to bother yourself, searching for relevant content and browsing different profiles every day. For example, if you are in search of #fitspo, but don't know whom to follow to get daily updates or want news sources, just follow the hashtag and get your daily dose in your feed.

The option could help marketers to increase brand visibility. As, though hashtag has proven to be the most effective Instagram strategy to boost reach, its increasing use has made it difficult to attract the attention of target audiences, due to the overcrowding of similar posts and streams. Hence, marketers are now looking for more niche tags for target audiences, or few of them are creating their own hashtags to promote their brand.

The new feature will serve marketer's purpose to promote their brand with niche specific hashtags, boost visibility and engagement of their posts.

Currently, only a few users have access to this feature, as it is in a testing mode. But, we think it will be soon rolling out, as it seems to be very useful for users and marketers both. Still, there is no announcement from Instagram about testing the new feature or launching it anytime soon.