

## Welcome to Fall and Winter 2021

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## Insights and Data

Your customers are now firmly attuned to digital. More than three quarters of buyers and sellers say they prefer digital self-serve and remote human engagement over face-to-face interactions. That means big changes in how your buyers expect to be marketed and sold to.

This customer “digital” preference has accelerated rapidly and includes small and large transactions, retail sales and business to business activity.

Successful “virtually sellers” will end up with an advantage. Successfully selling mirrors what you do offline and incorporates the convenience of online.

And adapting to provide customers with the right information and remote human engagement, at the right time, during their digital sales cycle, is a tremendous opportunity you do not want to miss.

We encourage you to consider this transformation in your 2022 plans. And we hope you enjoy the topics in this edition that focus on customers accelerated adoption of digital. Have a good fall and winter season.

Joe Wozny and the Concentric team

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Show Specific Web  
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## DIGITAL STRATEGY

digitalroadmap®

*digitalroadmap® strategies are plans and processes for your online initiatives that create value and revenue for your business*

### digitalroadmap® Building Consumer Trust

A growing portion of your customers have moved away from traditional sources of expertise and turned to the web as a vehicle of verification. They trust peers more and look to the recommendations, reviews, and experiences of fellow shoppers to establish trust in a brand.

One of the most common reasons for customers not completing a form, pressing click to call, and purchasing or paying online is a lack of faith or veracity. The initial absence of human interaction due to “digital” does make it more challenging to establish that bond of trust for your brand.

So, how do you demonstrate that your brand can be trusted when often the first introduction to your business is through an app, an ad or your website? Ensure that trust becomes “a filter that your marketing team thinks about as a principle of conversion” to reassure and engage customers.

Tactics like “making a great first impression” and “security items” will assist with establishing and maintaining trust. These tactics (shown on the right) begin with the strategic “trust focus” you build with your team and your suppliers.

**Bottom Line:** Recognizing the need to emphasize trust implies placing yourself in the same drivers seat as your customers. Thoroughly test drive your digital products. Before undertaking the tactical, establish a “trust culture” and create a “safe” environment that values the “done wells and do better” for your digital products and services. Digital can have a positive organizational impact.

## Establish Trust on Your Digital Products

### #1 Make a Good First Impression

Ensure your online products look beautiful across all device types and sizes. Verify they are fast & have simple plus clear, functional navigation. Outline everything a customer might want to know about your topic including clear descriptions, delivery returns and guarantees.

### #2 Use Trust Signals

If your products or services are “not a household name” use clear signals like third party reviews, security seals and free returns. Provide a physical location on your contact pages to reduce any perceived risk.

### #3 “Show Off” Products

Rely on engaging visuals to help drive purchases. If you don't have the resources to set up elaborate photoshoots to showcase products or services, ensure the photos you use are clear, crisp, well-lit and “in situation”. Provide access to supporting information where it does not distract from the intent of the consumer visit and intended transaction.

### #4 Make Transactional Experiences Exceptional and Rememberable

Consumers only trust systems they understand so make forms and transaction pages easy to complete. Explain the steps to completing a “transaction” upfront. Provide help clues. Communicate clearly and boldly at the end of a transaction about next steps and who to contact with questions. Make your thank you and acknowledgements big and bold.



### JOE WOZNY

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Visit [joewozny.com](http://joewozny.com) for more.



## DIGITAL ADVERTISING

*Leveraging Internet technologies to deliver promotional messages.*

### What does Google's Infinite scroll on mobile mean for advertisers?

- 1) Advertisers may now see more mobile impressions and a lower CTR on Search, Shopping, and Local Ads
- 2) Organic search may be deprecated.
- 3) Google MyBusiness co-location with ads becomes more important.

Searchers using Google on their mobile devices are now seeing continuous scroll in search results, in the USA. (and coming soon to Canada) Instead of viewing a “See More” button after about ten results, searchers must continue scrolling through approximately four pages of search results to get to the “See More” link.

According to Google, this change does not affect how the ad auction works or the way Ad Rank is calculated, However there are changes in metrics.

**Ads at the Top and Bottom** Google is ‘redistributing’ the number of text ads that can show between the top and bottom of pages for mobile queries. Text ads will show at the top of the second page and beyond, while fewer text ads will show at the bottom of each page,” says Google Product Management. Shopping and Local ads will remain the same.

#### Ads Showing Multiple Time for a Single Query

Google notes that ads have always been eligible (based on Ad Rank) to show on a search results page and again on a subsequent page. Google Ad’s systems takes into account if your ad was shown on a

previous page when it calculates your Ad Rank for each page.

**How Metrics Will Change** - According to Google - “You may see more mobile impressions and a lower CTR on Search, Shopping, and Local Ads. We expect clicks, conversions, average CPC, and average CPA to remain flat. Search campaigns may see more impressions from top ads and fewer impressions from bottom ads.”

**How to Adjust Your Ad Campaigns** To understand your performance, based on where your text ads show on the search results page, consider segmenting your performance data by Top vs. Other” and reviewing your prominence metrics.



Use Segments to view Google Ads tables to see how top and bottom ads perform. For mobile activity, you will have to compare information over periods of time and click type, to gauge how to adjust to this change. [This Google Ads article](#) explains how to use Segments.

**Why You Should Care** - This is an important change to communicate to anyone invested in the minutiae of campaign metrics. Google recommends reviewing your advertising goals and “monitoring your campaigns and continuing to optimize them based on your business objectives.” This change is only for U.S.-based queries right now but will roll out to Canada and additional countries and languages in 2022.

**Bottom Line:** Experience indicates that this could be a convenient change to support better usability for consumers. However, it’s not clear that this change benefits advertisers. Our initial assessment is that it may increase the competition focus for listings at the top of a page and continue to push advertisers to be more aggressive on bid strategies. This could mean an increase to advertisers daily budgets in order to maintain ad/brand placement experienced in 2021.





## YOUR MARKET

*Insights into ever changing consumer and business marketplaces*

### A Look At Changing Consumer Behaviour Trends

It's safe to say that COVID-19 has changed the way we live our daily lives, at least for now. It's also changed our perception of risk and vulnerability. And it's certainly changed the way we and your customers shop.

The days of casual in-store browsing are less frequent - shopping is now a quick, anxious, and targeted experience. Eighty-three percent of North American shoppers say their in-store shopping behaviour has changed since the coronavirus hit according to a recent survey from [Field Agent](#).

Meanwhile, the online marketplace has been booming as the public adopts a more targeted shopping experience. Pure ecommerce platforms in the Americas have seen an 80% increase in demand since January 2021, according to [emarsys](#).

There is no crystal ball to tell how long or if this consumer shift will last but these insights can assist in understanding what a "new normal" could look like in the future.

**Flattening Curve of Confidence** - Consumers acclimation to the current situation is strong with the expectation for things to improve.



**Four Types of Shoppers** - a) Retirees whose lives now have limited social contact b) the work-from home set c) those laid off d) those who have not changed.

**Online is the New Normal** - There's a consumer expectation that most needs can be met digitally and that consumers are more comfortable in doing so.

**Pivoting to Meet Demand** - Retail pivoting to meet demand is the new normal under restrictions. In some cases this pivot will be permanent.

**Customers OK with being Marketed to and Researched** - Shoppers are more responsive to well-targeted online advertising and are starting to pay more attention to marketing messages.

**Some Demand Will Recede** - Not all online demand will continue to be strong as social distancing measures lift.

**Ramped Up Virtual Service** - Sales and customer service associates should be prepared to provide virtual service just like they have provided service in-person.

**Substitution** - Brand loyalty may take a back seat to newer, less-known products. Substitution is more common place. Manufacturers may leverage brand loyalty to provide direct to consumer opportunities currently fulfilled by franchises or distributors.

**Virtual Shopping Experiences** - There's more opportunities for virtual shopping whether it be showroom tours linked to commerce, virtual tours of vehicles or new behaviour on clothing shopping.

### AD CREATIVE BEST PRACTICES

Think with Google - Get insights on how to drive better results for your performance campaigns using text, image, and video from this Google Guide. Free for download. [Read More](#).



## CONTENT & MARKETING

*Insights to create, manage and market content.*

### Grammars Effect on Your Digital Reputation

Many people say their perception of a company changes when they notice that there are grammar mistakes on their digital products, according to recent research from Tidio.

In fact, ninety-four percent (94%) of North American respondents and 86% of respondents from the rest of the world say they are attentive to grammar. However, when shown sentences that included seven common grammar mistakes, only 2.8% of people who say they are attentive spotted ALL the issues.

The aspects of a company's image that are most influenced by grammar usage include:

- Professionalism (52%)
- Credibility (35%)
- Expertise (8%)
- Authority (3%)
- Relevance (2%)

People also say that correct grammar usage shows a) whether a company cares about details b) shows how high the standards are within a company and c)

can influence a company's professional level and creditability at the same time.

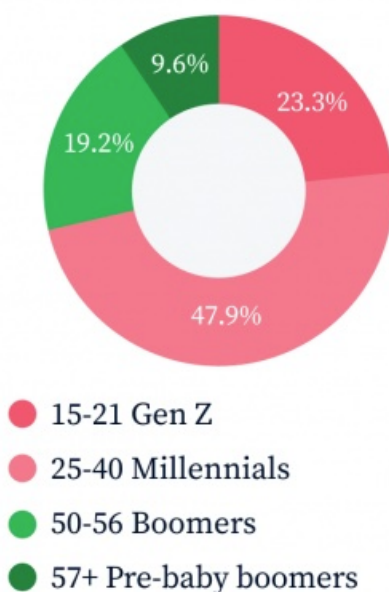
Respondents in the Tidio survey noted that they are bothered by some grammar mistakes more than others. For example, respondents gave using the incorrect context of a word a higher irritation score than that misplacement of commas and punctuation.

### Irritating Grammar and Spelling Mistakes

Here's a short list of the most irritating grammar and spelling mistakes from the Tidio survey. The list is based on a scale of 1 to 7 where 1 is not irritating and 7 is very irritating) and included the following:

- There vs. Their (6/7)
- Their vs. They're (6/7)
- Then vs. Than (5.6/7)
- Yours vs. You're (5/7)
- Weird vs. Weir (4.5/7)
- Less vs. Fewer (4.5/7)
- Misplaced Comma (4.1/7)

Attention to grammar across generations.



When it comes to age, pre-baby boomers consider themselves the most attentive to grammar (95.5% said so).

Millennials considers themselves very grammatically conscious. 94% of Millennial respondents noted they pay attention to grammar and spelling mistakes. This measures against the common belief that the current-“texting culture” that includes abbreviations and emojis is not paying attention. They are!



### WHY TINY WORDS MATTER

Microcopy is short, contextual text that informs or guides users throughout your product. In this article, you'll see how the smallest bits of copy can have the biggest impact.. [Read More.](#)



## AD TECH AND DEVELOPMENT

*Create experiences that differentiate your brand.*



### Change to FB Ad Reach Data

The FB Social Network [has announced](#) that it will begin counting people who've not connected their Facebook and Instagram accounts as separate entities



### Top Performing Banner Ad Sizes

More about [most common ad sizes](#) that generate the most amount of impressions, clicks and sales together with stats about top performing sizes.



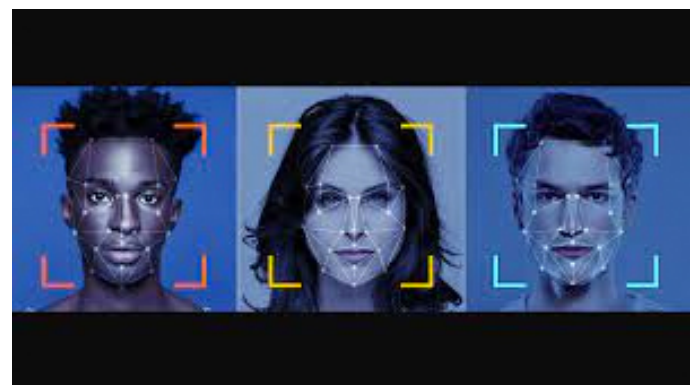
### Third Party Cookie Delays

Google is [pushing back its timeline](#) to deprecate third-party tracking cookies, giving more time to iron out plans for more targeted ads.



### Index Now Release

IndexNow is a new open protocol that can notify search engines [immediately about content changes](#) in a site. It's a great initiative designed to keep the internet fresh and up to date.



### Facial Recognition Shut Down

Facebook [announces](#) the gradual elimination of its decade-old facial recognition technology.



### Remove Your Image

In a bid to “give young people [more control over their digital footprint](#) and where their images can be found on Search”, minors, their parents or legal guardians can now request Google to remove their image from search results.



## DIGITAL DICTIONARY

*A glossary of digital terms for navigating 'Planet Internet' and featured in Digital Dollar books and Digital Doll\$rs and Sense.*

### New Digital Diction

**Canonical Links** A canonical link element is an HTML component that helps marketers and tech teams prevent duplicate content issues in search engine optimization by specifying the "canonical" or "preferred" version of a web page.

**Microcopy** is short, contextual text that informs or guides users throughout your product. You can find it all over the place - from CTA buttons and form fields, to success and error messages, to name just a few examples.

**Usability Metrics** are measurements found within analytics tools that show user behaviour. The metric can lead to a deeper understanding of the experience users are having on your site. Usability metrics are important because they come from "real" people's actions, versus assumptions made when creating or modifying a products design.

**You Tube Audio Ads** are a new ad format designed to connect audiences who used YouTube as an audio source. Audio ads use audio-based creative with the same measurement, audience and brand safety features as YouTube video campaigns.

**Walled Garden** is a closed ecosystem in which all the operations are controlled by the ecosystem operator. As third party cookies are depreciated in 2022 the concept of Walled Gardens is being used by publishers and platforms to create private advertising networks that deliver ad targeting to unique groups of opted in individuals. Look for more to come.

Can't find a term? Have one we should include? Send them to us at [Digital Dictionary](#). Access the full electronic version of the Digital Dictionary. [Visit Online](#). New terms are added regularly!

### About CONCENTRIC

We love creating visibility for marketing activities that contribute to favorable business change and positive social results.

We are a trusted partner and marketing collaborator for digital marketing strategies, advertising programs, content marketing activities, anything mobile, being found in search and social, and developing new digital ideas.

Deploy our trademarked [digitalroadmap®](#) process to amplify your voice, make your next project shine and standout from the crowd. Count on us to measure your performance and elevate your success.

### About Digital Dollars and Sense

*DIGITAL DOLL\$RS and Sense* is dedicated to distinctive insights, online business integration, featuring digital strategy, marketing and advertising acumen. Published Semi Annually. Copyright © Concentric 2021.

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