

May 22nd, 2020 - The Friday Surge: But I Can't Trace Time



The Friday Surge

Hi there! I'm [Joy Levin](#). You are receiving this email because you opted in to receive information from me. The Friday Surge is a bi-weekly newsletter with tips, information, and tools for marketers, especially as they pertain to research, data, insights, and general marketing trends. Thanks for reading!

*Note: If this newsletter was forwarded to you by a friend or a colleague, you can [subscribe here](#) to get your own copy in the future.

In this issue:

How consumption is continuing to evolve

Marketing impact measurement

A tip to make the most of Twitter

Words of wisdom from Bill Gates

A song for our current times of change

The survey says...

- While earlier in the year, nearly 7 in 10 marketers were expecting to increase the number of marketing technology providers they used, chatbots, podcasts, and AI were regarded most often as over-hyped technologies. However, the spread of COVID-19 has almost certainly changed this perception. For example, at the beginning of the pandemic, podcasting rates had declined as people were not commuting, one of the major podcasting use scenarios. However, as new habits have taken root, there has been a recent growth in both listeners and consumption, and these dynamics will likely continue to increase. Changes like these will likely impact acceptance of these technologies as mainstream methods that facilitate both brand awareness and customer experience.
- In an era where convenience is important to consumers, 71% are interested in an app to purchase products using self-checkout. Given the need for contactless purchasing, interest in this capability is likely to increase further.
- While TikTok had relatively low penetration prior to the pandemic, evidence was suggesting that it was experiencing significant growth among GenZ. In fact, a new report shows that unique visitor count to Tik Tok grew by 43.8% between January and March of this year. However, marketers still need to determine if usage of this channel still makes sense for them given their own target audience and business model.

business model.

In the news

How do you know if you are wasting marketing spend, and what are the best ways to measure marketing impact? [Forbes recently interviewed Mark Stouse, CEO of Proof Analytics](#) about these issues:

- Stouse believes that funding cuts in marketing ultimately result in waste. These cuts contribute to a loss in momentum, and when the business later wants to increase spend, there is great expense incurred in the rebuild.
- According to Stouse, it is harder to measure marketing impact in B2B companies because the sales cycle is typically much longer than in B2C. Additionally, marketers miss opportunities to measure impact if they are not continuously measuring awareness, confidence and trust more frequently than once or twice a year.
- The best marketers are narrowing the gap between spending and impact measurement by being actively engaged with other members of the C-suite to understand what success will look like to these other executives. Listening to other leaders in the business is critical to knowing what analytics to deliver, and using those analytics to create a comprehensive understanding of how marketing affects the bottom line.

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Helpful tools

You can get a lot more traction out of your content if you pin tweets to the top of your Twitter profile. Here's [a step-by-step process](#) on how to do that!

Marketing musings

"Your most unhappy customers are your greatest source of learning." - Bill Gates

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A [song](#) for the current times of change.

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