



**Green Ginger**  
Digital

# **The Digital Down-low**

June 2020 Edition

# What is the digital down-low?

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“ A monthly-update reviewing the key changes and innovations in digital marketing. Highlights from the big social media platforms and search engines. ”

# What were June's major updates?



**Paid Advertising:**  
Google introduce  
Covid-19 relief ad  
credits



*Phased throughout June*



**Paid Advertising:**  
YouTube launch  
Shoppable Ads  
Launch



18<sup>th</sup> June



**Marketing  
Technology:**  
Microsoft Launches  
Search and Social  
Technology



24<sup>th</sup> June



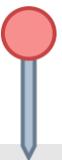
**Paid  
Advertising:**  
TikTok for  
Business  
Launches



26<sup>th</sup> June



**SEO:**  
Bing Updates  
Webmaster  
Guidelines



30<sup>th</sup> June

# Google gives back to small-medium businesses



## What is it?

Announced March 20<sup>th</sup> and available to use throughout July 2020  
Credit has a value of up to \$1000 USD to invest in Google Ads  
Eligible small-medium sized businesses are selected by Google  
To be eligible you need to have been live on Google Ads for 10 months or more between Jan '19 – Feb '20



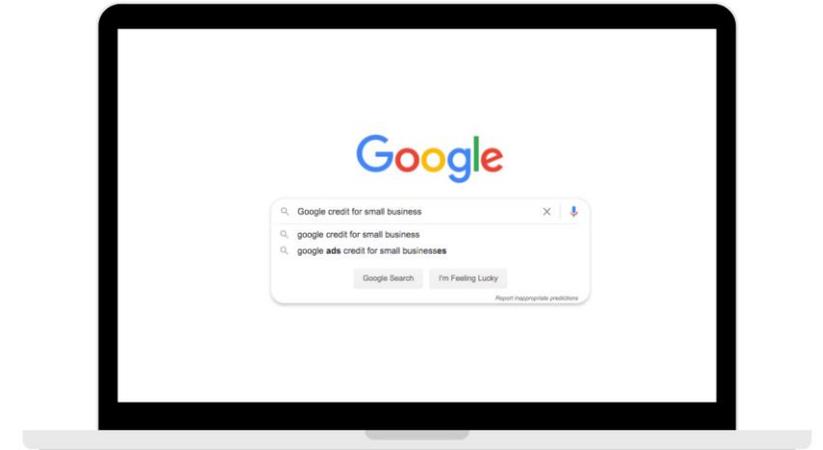
## Why is it important?

You can re-invest credit into Google Ads to promote your business  
Test new strategies such as responsive search ads, dynamic search ads or boost a promotion with the credit



## What do you need to do?

Automatically credited to your account  
Able to invest throughout July 2020  
Look out for a banner appearing in your Google Ads account



**Additional Resources:**  
[Google official announcement and FAQ's](#)

# YouTube launch shoppable ads



## What is it?

YouTube announced their new feature, allowing viewers to shop products related to the brand advert being shown  
In a very similar move to Facebook with their Shops announced in May

## Why is it important?

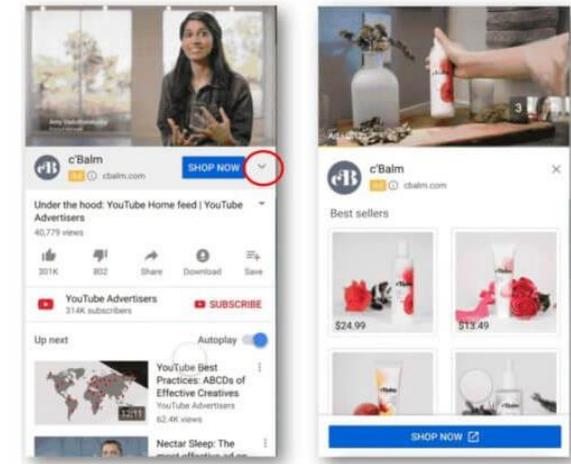


Video views up +33% during covid-19 as consumers find new ways to view products in detail  
Create awareness and educate customers about products and brand

## What do you need to do?



Speak to your Google team or use the help functionality in Google Ads to see if you are eligible  
The format utilises your product feed and Google's merchant centre so ensure you are all set-up



## Additional Resources:

[Search Engine Land launch announcement](#)  
[TechCrunch](#)  
[Social Media Today](#)

# TikTok take big step in monetising the platform



## What is it?

TikTok for business announced in June  
Intuitive campaign management platform, in a similar style to Facebook  
TikTok's tag line for businesses is 'Don't Make Ads, Make TikToks'  
TikTok are keen to preserve the fun nature of the platform



## Why is it important?

Significant increase in adoption by brands exploring the platform  
Downloads of the app continue to grow with 75.5 million in March alone  
Marketeers are poised to understand if the platform will generate a strong return-on-investment for their clients



## What do you need to do?

Visit TikTok business and set-up an ad account, link below

<https://www.tiktok.com/business/en/>

TikTok are currently offering a \$300 USD towards your first ad campaign



### Additional Resources:

[Search Engine Land launch announcement](#)

[TikTok announcement](#)

[TechCrunch](#)

# Bing follow Google's lead with a webmaster update



## What is it?

Bing has updated their SEO guidance on what is rewarded by the search engine to gain strong rankings  
This follows Google's Core Web Vitals update in May 2020

## Why is it important?

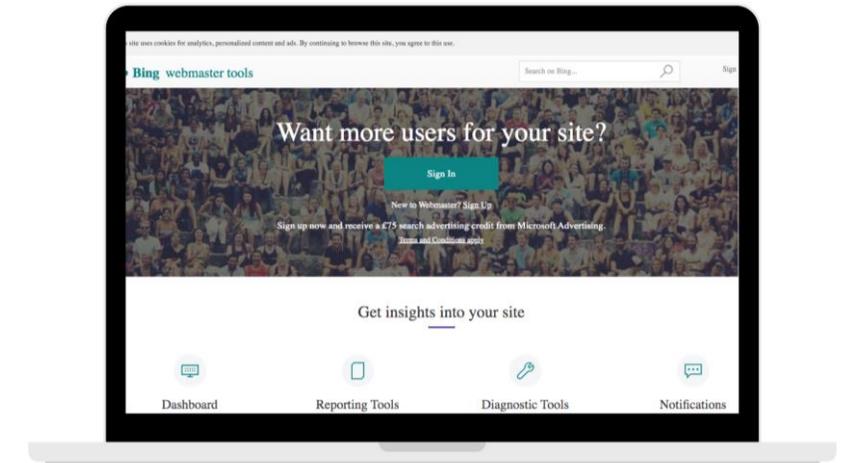


Like Google, Bing are rarely transparent about their ranking factors  
Bing guidelines are very similar to Google's  
It's very important that you submit your sitemap to Bing's Webmaster Tool, not just Google's Search Console to gain additional traffic

## What do you need to do?



Ensure [Bing Webmaster Tools](#) is set-up and your sitemap has been submitted to ensure you are ranking well on Bing



### Additional Resources:

[Search Engine Land launch announcement](#)  
[Bing Webmaster Guidelines](#)

# Any questions?

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If you've got any questions on these latest updates feel free to send us a message and we'd be happy to have a chat, details below



[hello@greengingerdigital.com](mailto:hello@greengingerdigital.com)



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Thank-you