



Green Ginger
Digital

The Digital Down-low
July 2020 Edition

What is the digital down-low?

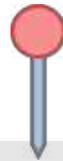


“ A monthly-update reviewing the key changes and innovations in digital marketing. Highlights from the big social media platforms and search engines. ”

What were July's major updates?



WhatsApp for business announce new QR codes



9th July



Google announces new features for responsive search ads



15th July



New **Google Ads** editor launched with recommendations



21st July



TikTok facing ban in the US alongside other Chinese-owned tech



31st July

New options to connect with businesses via. the WhatsApp Business app



What is it?

Announced on July 9th customers can now connect with businesses instantly by scanning QR codes on packaging, receipts or storefronts to initiate a chat via. WhatsApp



Why is it important?

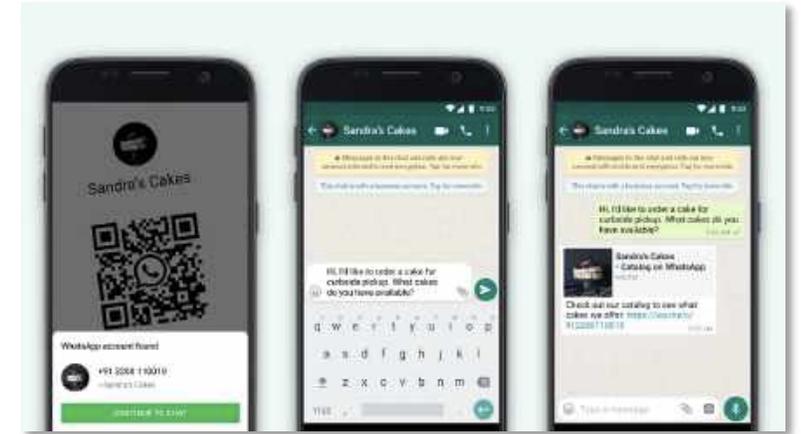
Businesses can quickly provide product information or help with customer support queries without needing a giant customer service team
Providing an additional information source for customers and improving customer satisfaction rates



What do you need to do?

Visit the WhatsApp Business website and download the app now

<https://www.whatsapp.com/business/>



Additional Resources:

[WhatsApp introduces QR codes for businesses](#)

Google adds new features to its responsive search ads



What is it?

A responsive search ad allows you to test up to 15 different headlines and up to 4 description lines to find out quickly what call-to-actions resonate with your customers. Google have now announced you will be able to insert location and countdown timers into these ads.



Why is it important?

Location insertion allows the user to display the city, state or country that a user is searching from increasing the personalisation of the ad Countdown timers allow you to create urgency for an upcoming sale launch or final sale date



What do you need to do?

Read through the guides below and start your set-up:

[Countdown timers for RSA](#)

[Location for RSA](#)



Additional Resources:

[New features for RSA](#)

Google Ads Editor now includes customised recommendations



What is it?

Released on **21st July** the new editor includes personalised recommendations for each campaign which can be applied in bulk and aid the optimisation score of the account when implemented. Local campaigns are also now available in the editor and combined audiences can be applied (although still not built)



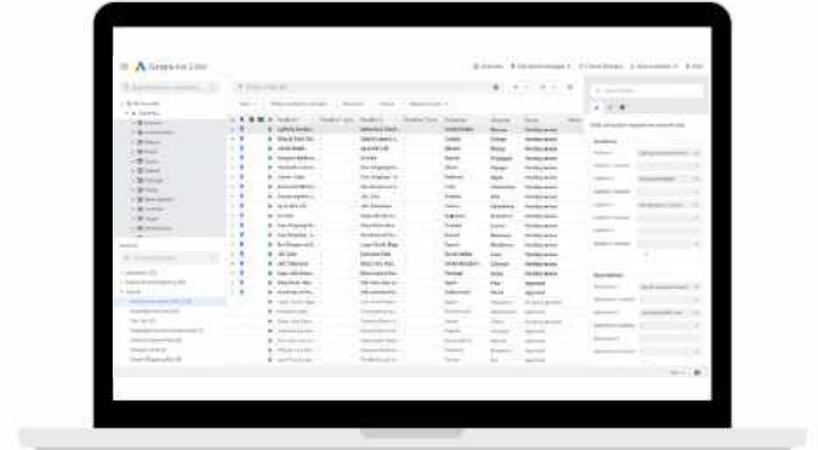
Why is it important?

Many marketers believe that the optimisation score is directly related to how well your ad performs on Google. Although recommendations can be helpful, it is important to review them closely and ensure they are relevant to your account strategy.



What do you need to do?

Download [V1.4 of Google Ads Editor](#)
Review the recommendation tab



Additional Resources:
[Google Ads Editor 1.4 has arrived](#)

Microsoft in talks to buy US operations of TikTok



What is it?

On Friday **31st July** the US government announced they were taking action to address "national security risks presented by software connected to the Chinese Communist Party" including the short-form video app TikTok



Why is it important?

In the US TikTok has over 80 million active users per month who engage and post content with the app. By purchasing the app Microsoft would acquire a lot of data which would make them much more competitive with YouTube and Facebook and enhance their current services



What do you need to do?

Listen out for updates from Microsoft over the coming days and weeks. Many other countries are poised to follow suit depending on the outcome in the US



Additional Resources:

[Why does Microsoft want to buy TikTok? Microsoft & TikTok talks continue after Trump call](#)

Any questions?

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



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Thank-you