

Week of MAY 2

SUMMARY & UPDATES OF THE WEEK



MANY UPDATES COMING



IG IS TESTING 90 SECOND REELS

IN THE EFFORTS TO BECOME A VIDEO-BASED PLATFORM. INSTAGRAM HAS STARTED TESTING 90-SECOND REELS. ADDING 30 EXTRA SECONDS CAN GIVE CREATORS ROOM TO DELIVER LONGER AND BETTER QUALITY CONTENT.



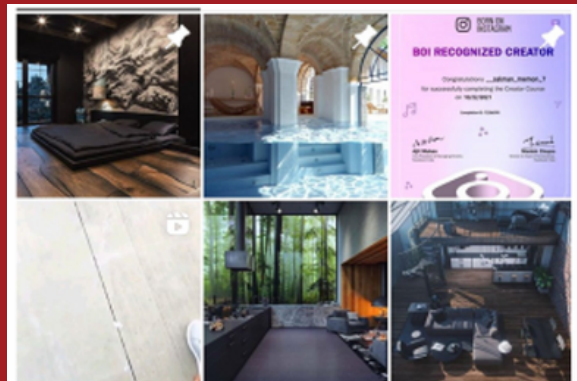
META RELEASED A LANDING PAGE GUIDE FOR BEST PRACTICES

AFTER ANALYZING OVER 500 LANDING PAGES, META HAS PUT TOGETHER A 33-PAGE GUIDE FOR LANDING PAGE BEST PRACTICES. META WAS ABLE TO GATHER QUALITY DATA AND PROVIDE QUALITY INFORMATION AND INSIGHTFUL TIPS TO ELEVATE YOUR LANDING PAGE CONVERSIONS. HERE ARE SOME BROAD TOPICS THAT THEY COVER:

- 1 ENSURE YOUR DESTINATION PAGES LOAD IN LESS THAN 3 SECONDS.
- 2 HAVE CONTINUITY BETWEEN THE AD AND DESTINATION PAGE.
- 3 REVIEW YOUR AD-TO-DESTINATION EXPERIENCE USING THE SCORECARD AT THE END OF THE WHITEPAPER.

IG WILL SOON ALLOW YOU TO PIN POST TO THE TOP OF YOUR PROFILE

INSTAGRAM IS TESTING THE OPTION TO PIN FEED POSTS SIMILARLY TO WHAT YOU CAN ALREADY DO WITH IG STORIES AND STORY HIGHLIGHTS. THIS FEATURE WILL BRING A LOT OF BENEFITS SINCE YOU CAN USE THIS AS A PROMOTION TOOL.



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