

18<sup>th</sup> April- 24<sup>th</sup> April



ace  
the digital  
space

# living through the pandemic



To adapt our marketing during COVID-19, the way we do business and marketing is changing including the digital space which is now evolving faster with new updates.

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41% marketers intend to make use of the momentum to maintain or increase their presence in the media.

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Stay updated with the digital universe.



# simply social



Facebook pulls back on the Campaign Budget Optimization mandate, giving relief to the advertisers on their spends.

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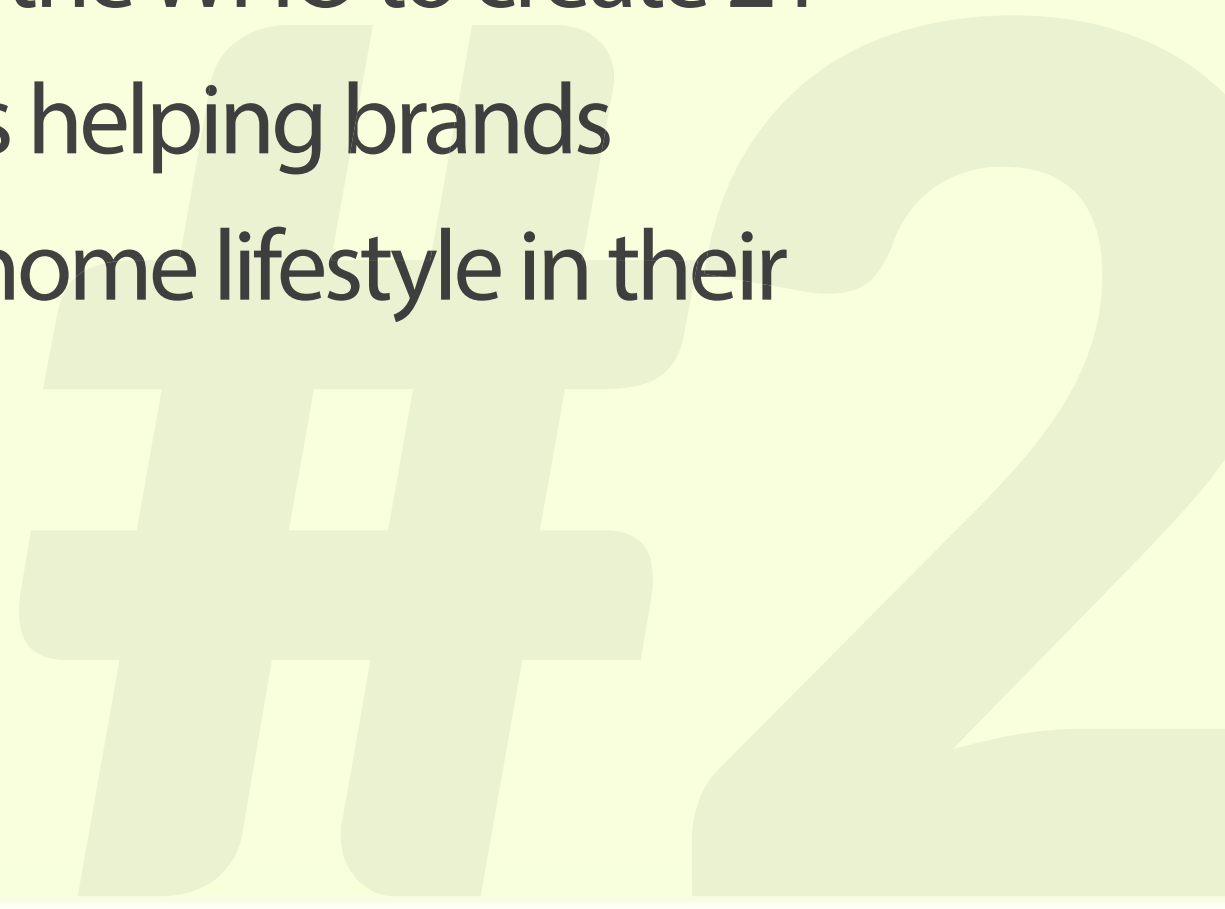


Twitter published a list of 20 tweet prompts to help brands come up with new content ideas and leverage on the growing conversations.

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WhatsApp partnered with the WHO to create 21 'Together at Home' stickers helping brands integrate the new stay-at-home lifestyle in their communication.



# generous google



Google has waived off its Ad Manager fees for the next five months for publishers, making publishing the content more feasible.

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Google's Shopping tool opens up to free product listings helping retailers showcase their products to millions

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Google launches Beyond Corp Remote Access to enable users to securely access their company's internal web apps remotely, without the use of a VPN.



# crack the communication for covid-19



Reckitt Benckiser launched the 'Disinfect to Protect' campaign to educate people on the need for keeping surfaces clean and disinfected.

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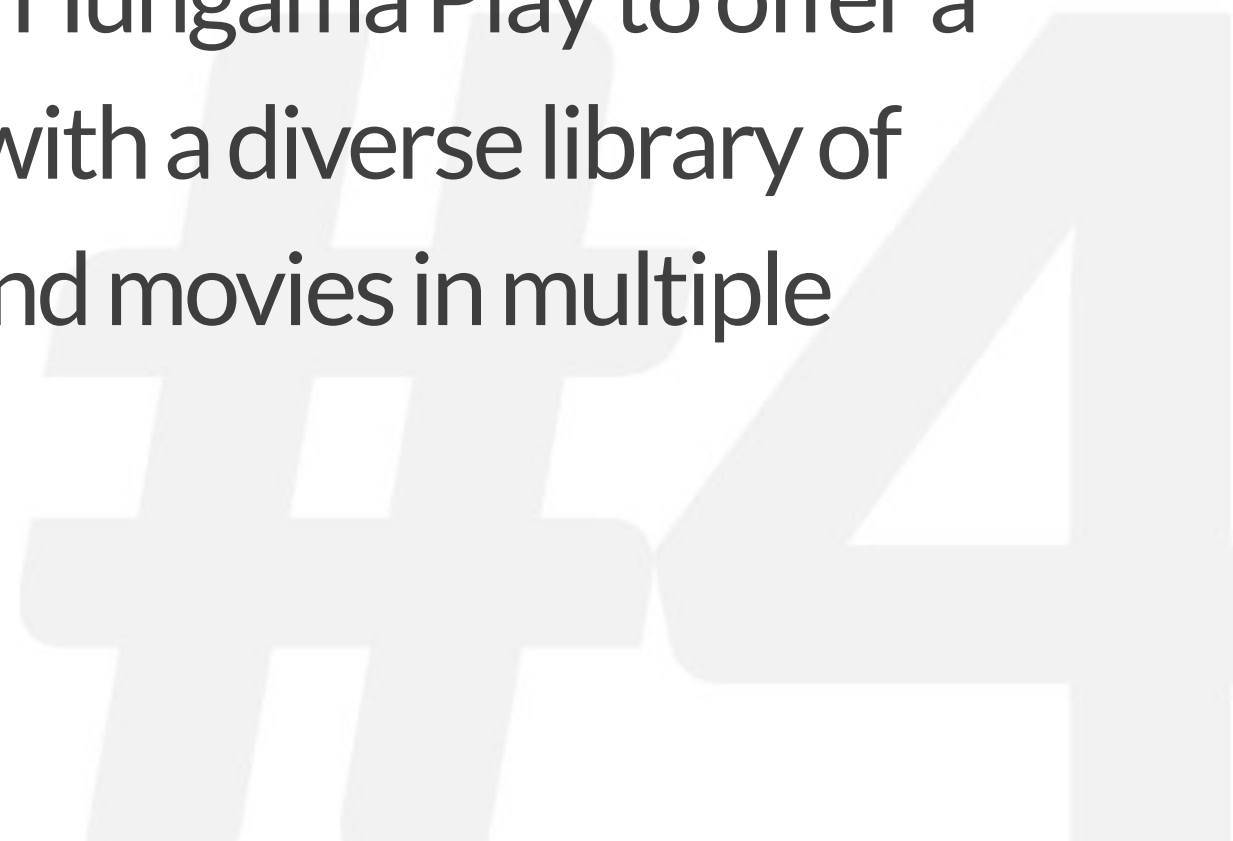


ICICI Prudential Mutual Fund is urging people to do digital investments under the 'Kuch Smart Karo SIP Start Karo' campaign.

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Snapdeal partnered with Hungama Play to offer a video streaming service with a diverse library of short videos, TV shows and movies in multiple



# strike conversations; get closer



Your audience is more available than ever to interact with you. Get closer, add value, don't get out of sight.

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Be sensitive, empathize, talk more but don't sell.

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The launch of various updates and features have made marketing in the digital space easier. It's time to leverage it.

# #5

# Digital Transformation Partner



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