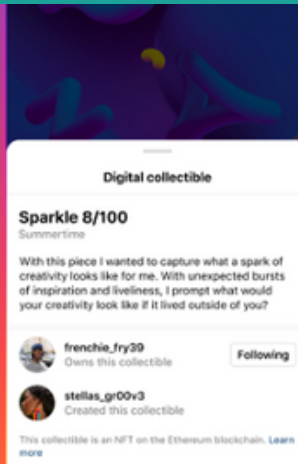
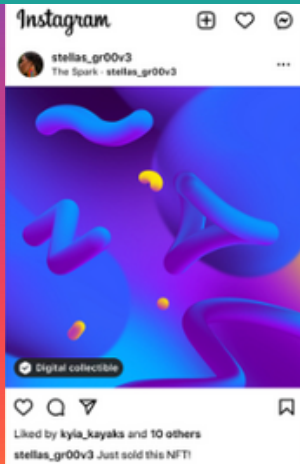


Week of MAY 16

NEWS & UPDATES OF THE WEEK



INSTAGRAM IS TESTING NFT INTEGRATION

Instagram started initial testing for new NFT features with selected creators. This feature will not only allow you to display your collectibles, but also promote them. IG is also working on the integration of some cryptocurrency and crypto wallets like Trust Wallet and MetaMask, which potentially will lead to the ability to trade NFTs on the IG platform.

5 KEY INGREDIENTS FOR A UNIFIED BRAND - LINKEDIN

LinkedIn has published a pocket guide that shows, according to them, the 5 key ingredients for a unified brand.

1. Unexpected Creative
2. Distinctive Consistency
3. Power of Emotion
4. Be Always-on
5. Balance Your Organic and Paid

All these ingredients are explained and expressed with graphs in the **full pocked guide**.



SNAPCHAT ADS BEST PRACTICES

The team at VidMob conducted a study where they analyzed over 14,000 snap ad campaigns, and they gather information to come up with a best practice guide for Snapchat ads. Here are some of the main highlights

- Get the messages across early and emphatically.
- State the brand name immediately, at the very beginning of the ad.
- When they display their brand name, they make it stand out.
- They don't hide the call to action until the end of the ad.

[VIEW FULL REPORT](#)