

Digital Trends Report

July

Connected Commuting

[From next year London tube passengers will get 4G reception.](#) Not only is this a huge news for the thousands of commuters who dread the well trodden paths of London's underground, but it's also a game changer for digital marketers.

4G reception means a new surge of mobile using commuters, creating an unprecedented opportunity for digital marketers to target these consumers. Anyone who's seen the many print adverts on the tube will guess that advertising is competitive and expensive - 4G reception will blast open the market!

'Likes' are out, 'Insights' are in

[Instagram has expanded its 'no Likes' test to 7 more countries.](#) The test comes as a bold new move from Instagram in a bid to shift the focus from vanity metrics, such as likes and follower count, to content. But what does this mean for Influencer Marketing?

As the test continues to expand, Influencers' authenticity matters more than ever. The Instagram algorithm will still favour the most liked content, making business insights invaluable, but we'll also see an increase in businesses engaging with Influencers who are ethically on brand as the little number below the photo will no longer matter to the audience. Quality over quantity.

Voice note with caution

[A new WhatsApp feature](#) was spotted in a beta version of the app where users are able to listen to voice notes from push notifications. The feature could be coming sooner than we think in a new major update, although a release date is unconfirmed.

The new feature is significant as it could mean an increased number of accidental plays, leading to sensitive information leaks or simply a lot of embarrassed users! We think this update could add to a culture of voice commands and voice notes over manual commands.

There WILL be a next time

[LinkedIn's ad platform is about to become much more sophisticated](#) as they prepare to introduce retargeting options for ad users in the coming year. Despite the likes of Facebook and Google already including retargeting as an advertising option, LinkedIn has remained difficult when trying to narrow certain targeting options.

The new feature will mean if you've engaged with an advert you'll be pushed down the consumer pipeline and will almost definitely see it again. If you're not happy with the news, there's always LinkedIn Premium?...