

Digital Trends Report

August 2019

Glow in the dark (or not)

Dark mode is in. With increased mobile users habitually using social networks in bed in the dark, it's no surprise that app developers are evolving with this behavioural trend. Jane Manchun Wong discovered some code linked to dimming options when combing through [LinkedIn's](#) and [Facebook's](#) Android code, suggesting that the platforms are adjusting their tailoring towards this sweet spot of 'pre- and post-bed time users'.

If your user is in bed, will they be making online purchases? Think about how your ads be received and whether it's worth adjusting your advertising time frame - and colour vibrancy.

Augment your reality!

[YouTube have announced plans to release an AR tool](#) that will allow users to apply makeup using AR on the YouTube app. Similarly, [the beta version of Google Maps AR walking directions is now available](#). But what does this mean for location based marketing? Will your shop's Google profile also be available in AR?

It seems that AR might finally be the present rather than the future.

Back at it with the Hashtags

Among Millennial and Gen Z generations hashtags have often been associated with a cringe factor so, although useful for gaining higher impressions, likeability is often sacrificed. This could be changing. Hashtags may be making a come back as [Twitter is set to release a feature](#) that allows users to follow interests as well as people. So keep an eye out for the return of the #Hashtag.

Start up with Snapchat

Snapchat is hoping to attract new advertisers with [the launch of a new tool](#) called 'instant create'.

Instant story ad creation makes it easier for small businesses to advertise on Snapchat as they won't need to have sophisticated branding assets and graphic design tools. This could be a game changer for startups with low marketing budgets, as Snapchat adverts are renowned for not using all you allocated budget and helping to keep the price down. If you're looking to break into a younger market and have no budget, this could be the answer to your prayers.

Tell us a Story

It's been a big month for Instagram and Facebook Stories, with announcements on [face filters](#) and a Slideshow feature. The millions of loyal Instagram fans can now create custom AR filters and publicly share them with their followers. Meanwhile, [Facebook has added Slideshow](#), a new feature that enables users to add streams of images in an effort to increase usage of their Stories function.

With the addition of these Story tools it's clear that Stories continue to dominate as the most popular function for mobile users. If Stories aren't already part of your marketing strategy, they should be.