

# THE Client Corner

Articles, Insights, Tips and More



Hey there,

Our June edition of *The Client Corner* is hot with headlines. We're covering federal pressure to add social media warning labels, YouTube's debut "notes" feature, 4 new paid ad opportunities, and more. Let's dive in! 🌊

## THIS MONTH'S HEADLINES

Notable news for digital marketers and business leaders.



### Surgeon General says social media needs warning labels

What does Instagram have in common with a pack of Marlboro cigarettes? Not a lot right now, but those two things are coming closer together as Surgeon General Dr. Vivek Murthy [pushes Congress to put warning labels on social media](#). Citing evidence of significant mental health risks for minors, he hopes the advisory will lay the groundwork for regulation.

#### More on this topic

- The Surgeon General [defended his argument for warning labels](#) in a recent NYT guest essay.
- So far, [41 states have joined a lawsuit against Meta](#) claiming that Instagram and Facebook are purposely targeting young users.

### YouTube videos to feature "notes"

YouTube is experimenting with a [new feature called notes](#), designed to provide additional context to videos. This feature, currently in its pilot stage, will allow users to add background information, corrections, or clarifications. Expect to [see these](#) pop up under your videos soon. Eventually, viewers will be asked to rate the helpfulness of each note.

#### Our takeaways

- Like X's community notes, this feature will give YouTube audiences a **fact-checking responsibility**.
- Brands with YouTube channels may soon need to monitor their video notes.
- This could be a helpful feature. [A study on X's notes](#) found they provided accurate responses to vaccine misinformation.

### 4 new paid ad opportunities to watch for 🗣️

These new ad formats are set to shake up the digital advertising landscape this year, and we'll be watching them as they roll out:

- Reddit introduced **free-form ads** for engaging niche communities with interactive Megathreads. [Learn more.](#)
- Reddit is also debuting **dynamic ads** that offer real-time personalization. [Learn more.](#)
- Spotify launched **video ad slots** through video takeovers, opt-in videos, and sponsored sessions. [Learn more.](#)
- Meta's new platform (and X competitor), [Threads](#), will soon offer ad placements. [Learn more.](#)



### Influencer marketing industry headed to \$24 billion

A new report by [Influencer Marketing Hub](#) suggests the Influencer industry will continue to boom. Why? Audiences continue to crave authentic, relatable content, and digital creators deliver it well, whether that's sports commentary streams or career tip vlogs. TikTok (used by 70% of surveyed brands using influencer marketing) is by far the most popular influencer channel.

#### Our takeaways

- A steadily-rising market tells us influencers are a **worthy investment**, not a marketing gamble. Consider it an opportunity worth exploring.
- Small and mid-sized brands should get in on the action, too. [Reach out](#) if you need help connecting.

What else do you want to learn from us each month? [Let us know!](#)



### New Faces 🙌

Since our last edition, our welcome wagon's been busy! 🍷! Students from Coe College stopped by for a tour through the office and Business Growth Specialist Whitney DeLancey joined the team.

Work-wise, we debuted a new [testimonial video](#) from Covenant Workplace Solutions, and built captivating video ads for Hames Homes and Second Story Promotions (stay tuned!). Our Digital Marketing Team is kicking off new relationships with [Tanager](#) and ecomm company [AEDLand](#), and our Web Team just polished up a new site for the National Systems Contractors Association (NSCA). [Check it out!](#)



Ready to take your marketing or website to the next level? [Reach out today!](#)

