



**\*Kind request - Can everyone please update your WhatsApp to show your full name so that everyone in the group knows who you are when you are contributing to WhatsApp discussions - Many thanks\***



**Movers & Shakers: Debbie Morrison**

Debbie Morrison has joined National Express LLC as their new Head of Performance Marketing.

## New Members



**Matt Cadwallender**

Head of Ecommerce at ECATERING



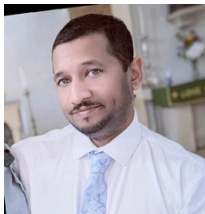
**Katie Berry**

Head of Brand at Fuel Hub



**Serena Fortuna**

Head of Ecommerce & Digital at Temperley London



**Donald Rajaratnam**

Head of Digital at Firstrate



**Isabel Graham**

Head of Ecommerce at Abbott Lyon



## **Rachelle (Thompson) Denton**

Global Director of Social Media at the LEGO Group

### **Trending Insights**

[Cut through with creativity on TikTok](#)

[How Amazon is helping to prepare young people for a digital future](#)

[How HSBC unified the banking sector to fight domestic abuse](#)

[How O2 overtook rivals with thanks to a festive purpose push](#)

[Cyber-physical infrastructure: Towards a more digital built environment](#)

[It's time The Body Shop became exciting as well as ethical](#)

**The latest blog posts by Endless Gain**

Endless  
Gain

**Optimisation isn't  
just about web,  
test your app too!**



Loyalty among app users can lead to a false sense of optimism about your app performance. Although it can be difficult don't neglect the value that can be gained from testing your app experience, just as you do the web.

**[Read the blog](#)**



## The Latest News

[Tech hiring and pay rises plummet](#)

[HSBC shares digital accessibility training](#)

[Google's new tools help discussion forums and social media platforms rank higher in search results](#)

[Vodafone UK Chief reaffirms commitment to rural communities](#)

[Asos plans to spend its extra £30m marketing pot doing 'cooler' work](#)

[Brand value grows just 5.7%, suggesting continued economic woes, per Interbrand](#)

[Google readies for account purge](#)

[Digital themed networking event popular with Somerset businesses](#)

[Lloyds digital shift puts thousands of jobs at risk](#)

[£400k funding to support voluntary and community sector projects that prevent digital exclusion](#)

[Guidelines for secure AI system development: National Cyber Security US, UK and a dozen more countries unveil pact to make AI 'secure by design'](#)

[Nearly 80% of British teenagers have used generative AI](#)

[ESG falters as firms chase profit](#)

[£16bn Adobe takeover could harm competition in digital design market – watchdog](#)

[UK consultancies to build talent pool for digital success](#)

[GP practices will receive funding to upgrade inadequate digital phones](#)

[Environmental messages do not impact ad effectiveness, data finds](#)

[Digital skills brand to attract top tech talent to Civil Service](#)

[BT partners with Digital Realty to help customers unlock data value](#)

[BBC News announces savings and digital reinvestment plans](#)

[New digital inspiration channel: TUI informs via WhatsApp](#)

[Competition watchdog to open investigation into supermarket loyalty schemes](#)



## Ecommerce news

[Spike in fake online stores](#)

[Merchants' Black Friday Was Good Despite Missing Sales from Failed Payments](#)

[The UK has the third largest eCommerce market in the world](#)

[Temu expands European delivery network](#)

[TikTok Shop: three retailers nailing social commerce](#)

[Adobe say UK shoppers spend £3.45 billion online over Cyber Weekend](#)

[UK retailer The Very Group embarks on GenAI push with AWS](#)

[Halfords B2B sales grew by 37% helping first-half revenue hit £873.5mn](#)

## Social Media news

[TikTok Launches New 'Creative Cards' to Provide Content Inspiration](#)

[Nearly 95% of internet users use social media platforms](#)

[How the OpenAI drama could affect social media](#)

[TikTok owner ByteDance cuts gaming division jobs](#)

[TikTok creators are increasingly tapping into food-centric content – and brands are following](#)

[LinkedIn Shares New Insights into the Impacts of Generative AI on the Workforce](#)

[Snapchat's next lockscreen integration could be with Samsung](#)

[How Meta Is Planning for Elections in 2024](#)

[TikTok and Instagram battle for social commerce dominance](#)

[Brits turn off Twitter, although teens and tweens keen on generative AI](#)

## Event: Social Media Creator/Economy Supper Club



Our Social Media Creator/Economy Supper Club on the 28th of November at Enrica Roca was a huge success!

Thanks to our brilliant speakers:

- **Pete Dick**
- **Ashleigh Auckland**
- **Rachelle Denton**

The talk focused on how Social Media can have on ROI and how critical it is as part of the overall Marketing strategy.



# BIG NEWS!



We are thrilled to announce that our Digital Leaders Club has just hit a significant milestone - 300 amazing members and counting!



<https://www.linkedin.com/feed/update/urn:li:activity:7135945584846213120>

## Recent Polls

# 33%

of LinkedIn respondents say Marketing and Branding is the most critical factor when it comes to Ecommerce success.

[View Poll](#)

# 40%

of LinkedIn respondents say Tripplewhale is their favourite tech tool.

[View Poll](#)

# 42%

of LinkedIn respondents say revenue pick up was still behind of their revenue last year in the lead up to Black Friday 2023.

[View Poll](#)