



# Digital Marketing & AI Updates

October–November 2025:

Latest Social Media, Google, Meta  
& Ecommerce Changes



**DIGITAL MARKETING CONSULTANT**  
**TRAINER & MENTOR**

**TALK TO HEMANT**

+91 9811681687 (Mobile & SMS)

+91 9999610527 (WhatsApp)

mail @ hemant . co . in



# The Most Important Social Media, Google, Meta, TikTok, YouTube & AI Changes

Digital Marketing duniya 2025 mein lightning speed se evolve ho rahi hai. AI, social platforms, search engines, shopping tools, creators economy —sab jagah rapid transformations dekhne ko mil rahe hain. Is Hinglish guide mein aapko October 2025 se lekar Mid-November 2025 tak ke sabhi major updates date-wise aur structured format mein milenge.



# 1 October – 10 October 2025: Search & SEO Changes

## 1. Google AI Mode Usage Explosion

- Google AI Mode ne 75 million daily active users cross kiye.

## 2. Google Removes “Results Per Page = 100” Option.

- Rank trackers suddenly inaccurate ho gaye.
- “&num=100” parameter remove kar diya gaya.



# 11 October – 20 October 2025: Meta & Social Media Upgrades

## 1. Meta AI-Driven Ads Revenue Spike

- Meta ke AI ad tools ne annualised revenue \$60 billion tak reach kiya.

## 2. Meta Launches Ad-Free Subscription (UK)

- Result: CPMs increase ho sakte hain due to lower inventory.
- Facebook + Instagram ad-free plan ~£3–£4/month.



# 21 October – 28 October 2025: Instagram, YouTube, TikTok Updates

## 1. Instagram Fixes Stories Reach Drop

- Stories posting frequency bug fix ho gya.

## 3. TikTok Upgrades Search + AI Feature

- AI stickers

## 2. YouTube “Made on YouTube 2025” Launch

- AI video creation tools



# 29 October 2025: Google Pomelli AI Launch

## Google's Pomelli (AI Marketing Assistant)

- Website scan karke Business DNA derive karta hai.
- SMBs ke liye free beta in select regions.
- Campaign ideas + creative assets generate karta hai.
- Automation + AI-based branding = Major shift for small businesses.



# 1–6 November 2025 Updates

## 1. TikTok Ads Get Major Overhaul

- TikTok Smart+ upgraded

## 2. Snapchat Introduces Inbox Ads

- WhatsApp ke baad Snapchat bhi native ads laaya.

## 3. Google SpamBrain Update Impact

- Low-quality AI content de-indexed.



# 7–12 November 2025 Updates

## 1. AI Video Tools Boom: Sora 2 & Veo 3.1

- OpenAI Sora 2
- Google Veo 3.1

## 2. TikTok Study (Buffer): Posting Frequency Sweet Spot

- More posting = More effort, not proportional results.
- TikTok SEO: Captions + Keywords essential.



# 13–17 November 2025 Updates

## 1. Meta Wins Antitrust Case (Major Update!)

- US Federal Court dismisses FTC lawsuit challenging Instagram & WhatsApp acquisitions.

## 2. Google AI Overview CTR Drop Confirmed

- Create content AI loves: FAQs, How-Tos, Comparisons.
- Google AI Overviews hog all attention.



# 18–20 November 2025 Updates

## 1. ChatGPT + Shopify + PayPal Commerce Explosion

- ChatGPT now supports:

## 2. Amazon Rufus AI Assistant Growth

- AI buying guide integrated into shopping.

## 3. Target Integrates ChatGPT Into Shopping

- Real-time inventory checks



# 20–21 November 2025 Updates

## 1. Pew Research: Social Media Landscape 2025

- Half adults → YouTube or Facebook daily.

## 2. Vibe-Based Searches Are Growing

- “Cozy winter outfits under 1000”
- “Aesthetic home office ideas small room”

## 3. Google Ends 3 SERP Features

- Practice Problems



# FINAL STRATEGIC TAKEAWAYS

1. AI + Commerce = New Normal
2. Multi-Platform Social Strategy Required
3. Human Content Wins
4. SEO = CITATIONS + BRAND MENTIONS
5. Privacy + Compliance Priority





# Let's Connect

Ready to Unlock New Opportunities?

Let's Connect & Grow Together!

WhatsApp, Call or Visit [[www.hemant.co.in](http://www.hemant.co.in)]

 **+91-9811681687**

 **team@hemant.co.in**

Let's build your growth network—together

