

DIGITAL

MARKETING

WHAT TO FOCUS ON IN 2019


SEARCH ENGINE ADS



Search engine advertising can be a great way to *put your name ahead of the competition*, but it pays to be clever about how you implement them.

If popular search terms prove expensive and difficult to win, think about whether you can do **“more with less”** and get a bigger slice of the pie for less popular search terms that still bring in meaningful numbers of relevant customers.

As with anything in the digital realm, ***search engine ads is constantly evolving.*** Even if you outsource the process of placing ads to an external expert, it pays to stay on top of the latest changes in the market yourself.



Display advertising as a category also includes things like *video ad units* and *'native' advertising* that is designed to integrate naturally into a website's design.

Display ads are much more than just banner ads on websites. And a good thing too; banner ads are suffering a long, steady decline as we go into 2019.



DISPLAY ADS

These kinds of ads can be expensive to produce and place, and are often more about brand awareness than driving a direct sale straight away. As such, they're more suited to *big businesses with a large marketing budget*.

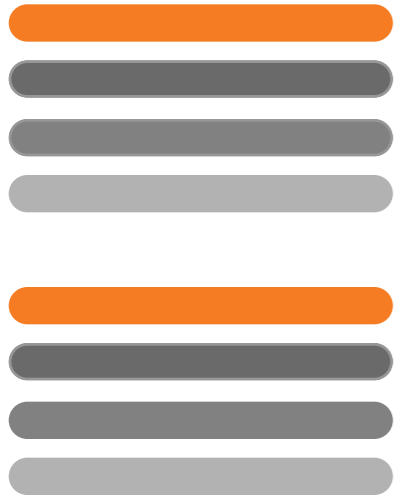


SOCIAL MEDIA ADS

It's no surprise that social media will continue to be an invaluable marketing tool in 2019. This is particularly true of **Facebook**, which offers powerful tools to help you reach exactly the right members of its **2.23 billion-strong monthly user base**.

Instagram, which topped **1 billion monthly active users in summer 2018**, is also a great place to advertise, if you can tell a strong visual story about your product or service.

Don't be fooled into thinking it's impossible to go wrong with social media ads, though. Just because you can **target a specific audience**, doesn't mean you're **targeting the right audience**, or that the audience you want to reach responds well to social media ads.



SEO

Search engine optimization is one of the most *important forms of marketing* for many small businesses.



The *SEO market evolves all the time*. For example, the second half of 2018 saw the Google Speed Update, which penalizes slow websites on Google's search rankings.

Over the years, *Google* has become better at bringing *exactly what each user wants* from its search results right to the top. This makes it harder to blatantly game results in quite the way some **SEO professionals used to**.

Still, it can really pay off to find a skilled SEO pro who's on top of the latest developments in the field, to improve your website's layout, language, speed, and design in ways you'd never have considered. When it's done well, the results can be incredible.





CONTENT

In recent years, content marketing has skyrocketed in popularity. From *company blogs*, to *research reports*, to *podcasts* and *YouTube shows*, businesses have seen the benefit of becoming a publisher.

The secret is to *put the audience first. What is useful to them?* If you don't know, find out. But *don't just rehash* what other people have said in their own blog posts elsewhere. That will do nothing to persuade people you're a company worth caring about.

When it's done well, content marketing can show you're an *expert in your field* and give prospects a good reason to keep coming back to your website. When it's done badly, it can be a drain on your resources that delivers very little in the way of return.

SOCIAL MEDIA

There was a time when *social media marketing* often meant just getting an intern to sit on the company Twitter account all day and crack jokes that might get a few retweets to help boost awareness of your brand.



Nowadays, there's a whole lot more to it. There are a dizzying number of platforms and strategies you can adopt. Should your company have an *ephemeral 'story' on Instagram or Snapchat?* Should you be engaging with influencers? Is it worth investing time and effort in *live video streaming?*

There's no space here to answer all those questions. Suffice to say that you should *focus only what you can do well,* and that will reach your target audience in a meaningful way. In the world of social media, there's always a novel new feature to try. *Experiment frequently,* but don't fall into the trap of doing something trendy that will have no impact with your target audience at all.



Chatbots are convenient, quicker to answer **data-related questions** than any human, and, most importantly, have an infinite amount of patience.

CHAT BOTS

It's always a good idea to give prospects *as many contact options as possible*. This minimizes the chance of alienating a chunk of them who may not like phone calls or emails.

You can even program them with some **on-brand personality** and humour.

This will preserve the **personal touch**, while still enjoying the efficiency of an AI-based solution.



VOICE SEARCH

According to comscore, *by 2020 half of all web searches will be done by voice.* But what does this mean for your digital marketing strategy?



If you're a B2B company, this shouldn't impact you too much. The **majority of voice searches take place in the home**, so your potential customers will be continuing with screen-based searches.



Hey Cortana



amazon alexa



Google Assistant



For B2C companies, the **main impact of the voice search trend will be on SEO.**

Voice searches tend to be phrased more conversationally, so **prioritising long-tail keywords** (“What is the best Thai restaurant in Manchester?”)

over short-tail keywords (“Thai food Manchester”) may be worth considering.

THANK YOU FOR GETTING THIS FAR...

I hope you've enjoyed reading this guide as much as we enjoyed creating it. We'd love to hear how you get on implementing these tips - or if you have any tips of your own for us! Please feel free to tweet @CANDDi.

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