

MARKETING TRENDS FOR
2020

Market Your Socks off!



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- Serial Entrepreneur
- Over 35 Years Experience
- Associate Contributor to The Six Figure Coach Magazine



Market Your Socks off!



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SCORE Bucks County, PA



Buckscounty.score.org

215.943.8850

Bucks County

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Personalize It!



Offering your audience a more personalized experience.

- Email
- Social Media
- Blog Posts
- Conversations

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Instagram

Instagram feed changes:
hiding of likes
(which people are up in arms about)



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Instagram (and Facebook)

- Native scheduling with Creator Studio
- Must have Facebook page and Business Instagram profile
 - [Business.facebook.com/creatorstudio](https://business.facebook.com/creatorstudio)

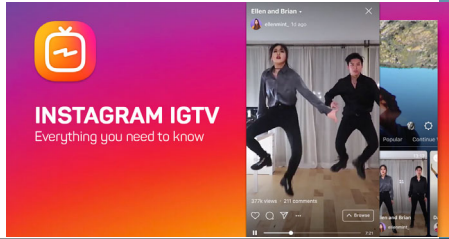


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Instagram

IGTV expands

Instagram rolled out the ability to add IGTV previews into the feed. They also support 16x9 video.



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Facebook

Facebook Campaign Budget Optimization

Facebook's AI system takes over the heavy lifting for your ad budgets so those out-of-control costs can be better managed.



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Tik Tok

TikTok rolls out self-service ads: The growing platform makes it easier to get in front of their audience.

[Ads.tiktok.com](https://ads.tiktok.com)

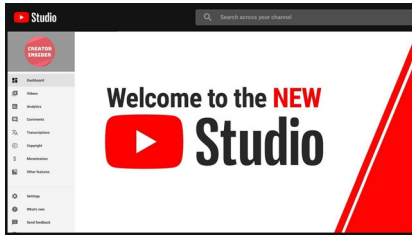


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YouTube

YouTube Studio

Finally rolling out of beta
Advanced analytics to anyone using YouTube.



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LinkedIn

Live Video

It's about time...



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Facebook

Facebook Groups

- FB added group badges
- the ability to format posts
- Events
- Watch parties
- group analytics
- the ability for pages to post in groups



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Content! Content! Content!

- Create a Content Strategy Plan
- Integrated Plan across multiple digital channels
- What direction do you want to go in 2020?
- Who do you want to speak to?



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Content: Authenticity

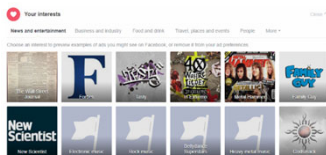
- Consumers distrust advertising and marketing: 86% of consumers state authenticity as an important factor when making decisions on who to support
- User Generated Content (UGC): Content created directly by a user of your product and posted to social media.



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Personalization and Authenticity

- Personalized messages using information from the person
- Guided messaging based on the individual's likes, wants, desires, etc.



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Automation to the Rescue! Chatbots

- Help to create more authentic Helpful interactions – touchpoints happen on customer’s terms
- Creating conversations with your audience
- Give insight into what your audience is looking for
- Makes it easy to deliver information to your audience



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More About Chatbots

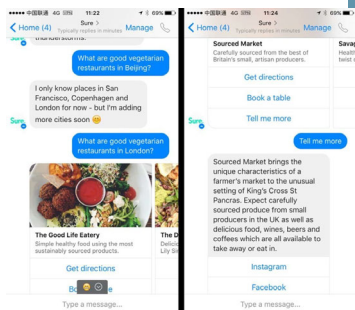
Great for data collection



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Chatbots: Just the “Tip of the AI Iceberg”

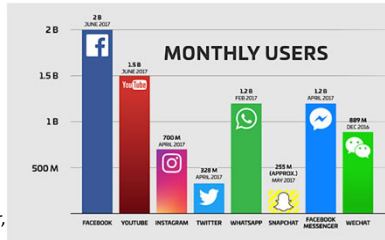
- AI = artificial intelligence
- A greater opportunity to deliver the right message to the right person



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Social Messaging

- 1.3 billion monthly users are active on Facebook Messenger
- 2 billion messages are sent between people and businesses on Facebook Messenger every month
- WhatsApp has 1.3 billion monthly active users
- 55 billion messages are sent via WhatsApp *every day*
- WhatsApp, Facebook Messenger, and WeChat have more combined users than Facebook or YouTube



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Content: It's All About Video

Keep your eye on details:

- Subtitles
- video length
- Titles
- high-quality sound



What you should remember is that your videos need to be tailored to the **platform, audience and the campaign.**

There are already too many brands who share two-minute long videos about nothing, hoping they will engage users.



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Video: Go LIVE!

- Not just video, but **LIVE**
- Deserves your attention
- Online streaming is **BIG** and bound to increase

Where to go live:

Facebook, Twitter, Instagram, YouTube, LinkedIn



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Social Media

How People Share Life Milestones With Their Friends & Family
Q4 2017

- Social Media has taken over
- If you're not on social media, you don't exist

Method	Percentage
Social Media	79%
In Person	75%
Text Message	72%
Phone Call	71%
Video Call	38%
Mail	30%
Other or None	3%

sproutsocial.com/index

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Pay to Play

- It's not all bad
- Awesome at Audience Targeting

You can have the best campaign in the world but without the right targeting, it won't bring you expected profits.

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Micro-Moments

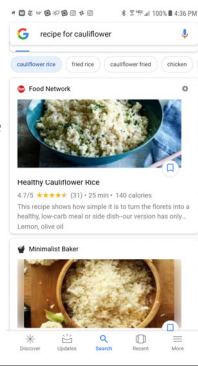
A "new consumer behavior" termed by Google based on the instantaneous decisions made by consumers

- I-want-to-know moments
- I-want-to-go moments
- I-want-to-do moments
- I-want-to-buy moments

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Alternative Search Formats

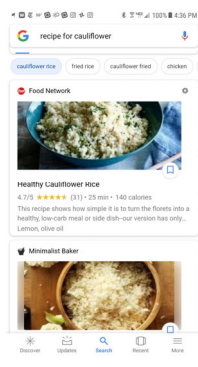
- Voice Search: almost one-third of the 3.5 billion searches on Google everyday are voice searches
- Google: Plans to make visual content more useful in search
- More people using Alexa, Siri, Google Assistant
- Visual Search using your camera



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Alexa and Friends

- Smart Speakers on the rise – 65% of people say they could not live without them now
- Note that ads are likely to come soon (Alexa could answer your question, then say: "And now a word from our sponsor")
- That means you could purchase voice ad space for home speakers



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Security and Data Privacy will be Major Concerns

- May 2018: EU rolled out their General Data Protection Regulation (GDPR)
- Trust in media is declining
- We need to be sure to help our audience trust that we are protecting the information they give us.

To build and maintain consumer trust you need to both put in place proactive data security and privacy measures, and engage in a transparent, ongoing dialogue with consumers on data privacy.



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Privacy

California Consumer Privacy Act

Went into effect January 1st

More Information:

<https://oag.ca.gov/privacy/ccpa>



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Email Marketing

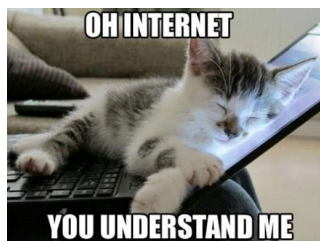
- Most techniques are well established
- Trend towards improving relevance
- Smartphone interactivity



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Timeliness

- Real-time communication
- Trends towards 24/7 customer support
- Constant monitoring for a potential social media crisis
- Social Media Never Sleeps



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Less is More

- Don't follow trends (ha!)
- Do what's best for YOUR audience
- Make a plan and measure its success



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Questions?



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