

SEO WEB FIRST

Digital Marketing Trends In 2019

TIP 1: Omni Channel Marketing

This is a multi-channel marketing approach. The more channels you use, the better off you will be.

- | | |
|-----------------------|-----------------|
| ✓ Growth Hacking | ✓ SEO |
| ✓ Social Media | ✓ SEM |
| ✓ Affiliate Marketing | ✓ Banner Ads |
| ✓ Content Marketing | ✓ Pay Per Click |

TIP 2 - Voice Search

Voice search is an emerging trend that you should definitely keep in mind.

- ✓ By 2020, 50% of all searches will be carried out via voice.
- ✓ Speech-recognition accuracy goes from 95% to 99%.
- ✓ Make your website and content is:
 - HTTPS
 - Loads fast
 - Keep your answers short and to the point



TIP 3 - Conversion Optimization

Increasing the percentage of visitors to a website that convert into customers.

- ✓ Establishing conversion metrics.
- ✓ Identifying areas to optimize.
- ✓ Use tools like Crazy Egg, and Hello Bar.



TIP 4 - Marketing Funnels

Visualization for understanding the process of turning leads into customers, as understood from a marketing (and sales) perspective.

- ✓ More popular than ever in 2019.
- ✓ Lifetime value of customer.
- ✓ “Flipping the Funnel” the future of digital marketing.
- ✓ Track all the way from visitor to conversion. Using tools like Click Funnels can help you achieve this.



TIP 5 - Blogging

Blogging is overpopulated with the same information being recreated. If you want to stand out with blogging you have to:

- ✓ Create new content people haven't seen before.
- ✓ Be in it for the long-term results.
- ✓ Optimize to a targeted audience that will convert your traffic into leads.



TIP 6 - Video Content

Video in content marketing is on the rise. And, it's certainly not a tactic to be taken lightly.

- ✓ FB, YouTube and LinkedIn give you more reach.
- ✓ It helps improve your SEO.
- ✓ Demand more consumer attention than any other medium.
- ✓ 65% of viewers watch more than $\frac{3}{4}$ of a video.

TIP 7 - Podcasting

Podcasts have become the new talk radio on mobile devices. In fact, the increased usage of mobile phones has led to the explosive growth of podcasting.

- ✓ Helps in building better relationships with the audience.
- ✓ 45% of people listening to podcasts have a household income of over \$75,000.
- ✓ It can help in building familiarity with a wide range of audiences.

SEO WEB FIRST BLOG

Interesting Reads & Ideas for Online Marketing