# SECTEBRIST

## Digital Marketing Trends In 2019

## TIP 1: Omni Channel Marketing

JOCIAL

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



## 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.



#### 🧹 👘 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.

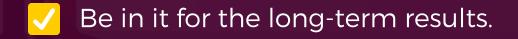
- More popular than ever in 2019.
- Lifetime value of customer.
- "Flipping the Funnel" the future of digital marketing.
- Track all the way from visitor to conversion. Using tools like Click Funnels can help you achieve this.

## 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.



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.

 $\checkmark$  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.

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