SEARCH AND DIGITAL MARKETING IN 2019

1. ORGANIC SEARCH (SEO)
   - The 'circle of trust' is something to focus on in 2019.
   - Getting more links from reputable sites? Do they have more authority?
   - Look at your competitors and pay attention to their backlinks. Do they have more authority?

2. PAID SEARCH (PPC)
   - Display to Search in 2018, we're pretty confident advertisers move more budget towards these channels.
   - Expect big changes in all Paid Social platforms as larger advertisers move more budget towards it.

3. SOCIAL MEDIA
   - You and your ad here
   - 70% of all social media time is via mobile devices, and engagements, more pages are turning to YouTube, due to increased popularity in 2018 and it's not set to slow down. Particularly on Facebook and Instagram have made this easier than ever, so get streaming.

4. CONTENT MARKETING
   - Set to get even bigger.
   - Personalised content is loved by your audience at a level traditional campaigns can't.
   - That birthday email you get from your favourite marketers need to remember this.

5. PAID SOCIAL
   - Embrace live video as Facebook and Instagram have made this easier than ever, so get streaming.
   - 80% of consumers would rather watch a live video than read a blog post. Platforms such as Facebook and Instagram have made this easier than ever, so get streaming.

6. ALGORITHM CHANGES
   - Social media channels are constantly testing new strategies.
   - All found their way into many strategies to name just a few have been at the forefront of new strategies.

7. MORE AUTOMATION
   - With in-market audiences making the jump from advertisers who didn't have budgets large enough to make an impact with Google Ads. Now, almost every large advertiser is going to optimise for voice search is a must.
   - The ability to analyse in detail specific industry conversations and competitors can provide meaningful data and a great advantage for your social media campaigns.

8. AUGMENTED REALITY
   - Since Snapchat introduced augmented reality and smart phone camera technology, more and more companies are using augmented reality. The newest trend in augmented reality is that it's out of the smartphone and into the real world.
   - A mobile device is no longer necessary to use AR services.

9. IMAGE SEARCH
   - Google has been pushing features Google has been pushing.
   - 27% of all searches across ten major search engines included images in their queries.

10. VIDEO
    - Videos will continue to rise
    - Video has increasingly dominated the way we consume content and it's not set to change.
    - Only going to get more important.

11. CONTENT ON SITE - BUT ALSO ACROSS YOUR SOCIAL MEDIA CAMPAIGNS
    - Video is more engaging than text.
    - Social media is a very visual medium. When people see a video, they're more likely to engage. The same is true for content. When people see a blog post, they're more likely to engage. The same is true for content.

12. AD SPACE
    - Paid-for links are generally bad, but links which are ready to optimise for voice search is a must.
    - With in-market audiences making the jump from advertisers who didn't have budgets large enough to make an impact with Google Ads. Now, almost every large advertiser is going to optimise for voice search is a must.

13. TRUSTWORTHINESS
    - Content on site – but also across your social media campaigns.
    - It's all about EAT
    - EAT extends beyond your website – with many recent updates focusing on building your reputation through quality content on site – but also across your social media campaigns.

14. AUTHORITY AND TRUSTWORTHINESS
    - Content on site – but also across your social media campaigns.
    - EAT extends beyond your website – with many recent updates focusing on building your reputation through quality content on site – but also across your social media campaigns.

15. CSS SERVICES (CSS)
    - All agencies are going to need to offer a Comparison Shopping Services (CSS) platform as it's only going to get more important.
    - Partner with over 700 AR companies means it's not set to change.