

## SEARCH AND DIGITAL MARKETING IN

# 2019

20 points to focus on this New Year!

### ORGANIC SEARCH (SEO)



IT'S ALL ABOUT EAT  
(EXPERTISE,  
AUTHORITY AND  
TRUSTWORTHINESS)

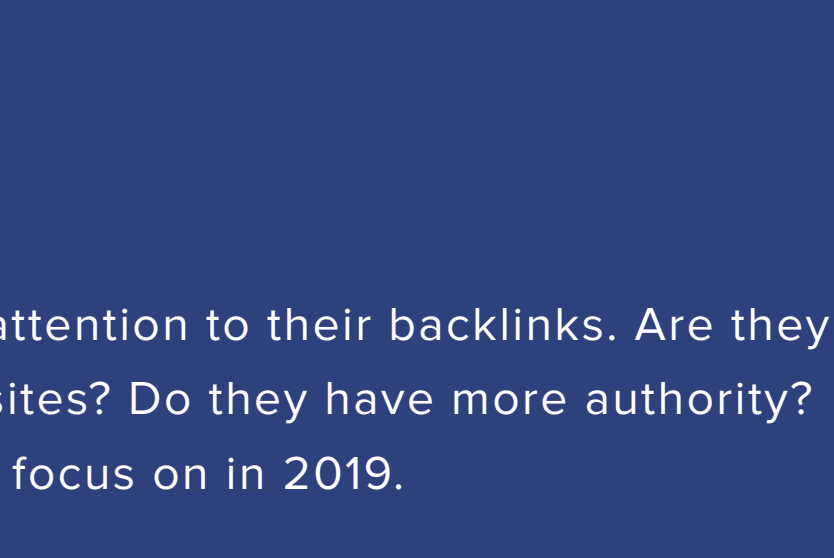
# 1

EAT extends beyond your website – with many recent updates focusing on quality and authority, it's important to build your reputation through quality content on site – but also across your industry.

# 2

#### NATURAL PAID LINKS

Paid-for links are generally bad, but links which have a barrier to entry can also add credibility. You pay for membership of a chamber of commerce, but they vet the sites they link to for quality, so payment does not automatically guarantee a link.



#### THE CIRCLE OF TRUST

Look at your competitors and pay attention to their backlinks. Are they getting more links from reputable sites? Do they have more authority? The 'circle of trust' is something to focus on in 2019.

# 4

#### SPEAK UP

Speakable markup is already available in the US and will likely roll out globally in 2019, so making sure you are ready to optimise for voice search is a must.



# 5

#### IMAGE SEARCH

**27% of all searches across ten major properties are for images.**

With Google rolling out the ability to search Google Image results on mobile, it's time to get savvy about optimising your images.

### PAID SEARCH (PPC)



# 1

#### CSS

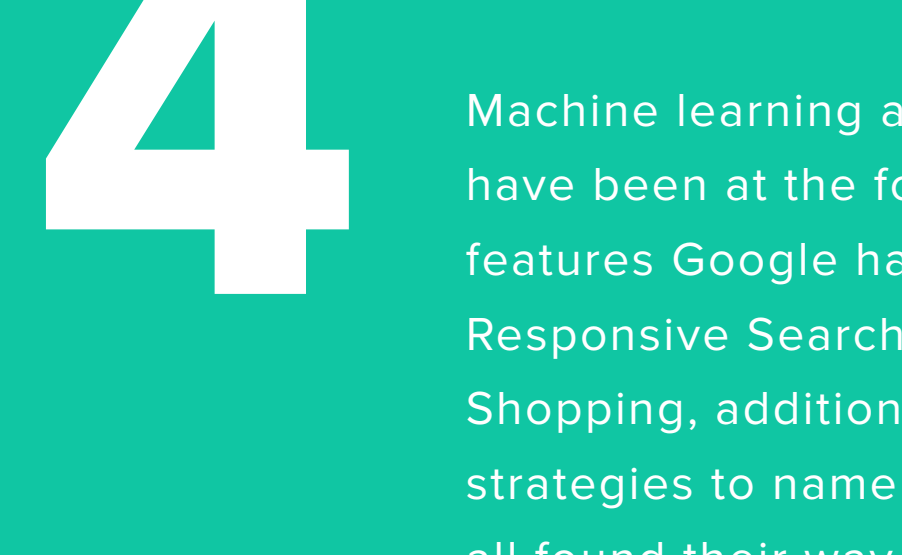
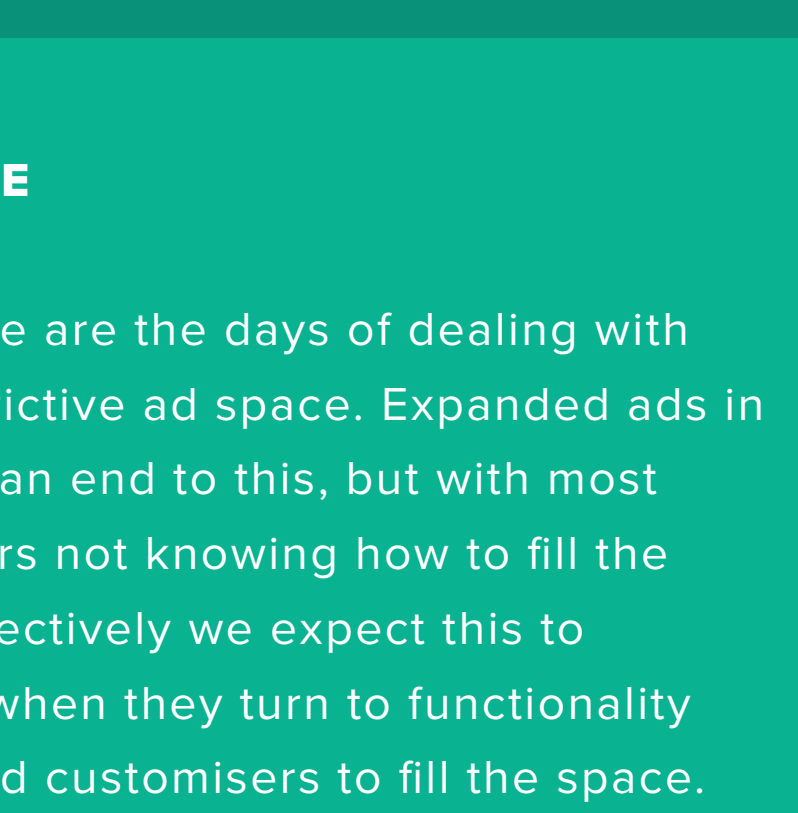
All agencies are going to need to offer a Comparison Shopping Services (CSS) platform as standard to compete. However, a curveball will be if the EU decides that the way Google has gone about sidestepping the ruling will continue to be tolerated.

Obviously being that cheeky means that we probably haven't heard the last of it.

# 2

#### NEW BID MODIFIERS

With in-market audiences making the jump from Display to Search in 2018, we're pretty confident that a number of other interest category sets will follow suit. Affinity interest categories must also surely be in the pipeline for becoming a search bid adjustment soon.



# 3

#### AD SPACE

Long gone are the days of dealing with very restrictive ad space. Expanded ads in 2016 put an end to this, but with most advertisers not knowing how to fill the space effectively we expect this to improve when they turn to functionality such as ad customisers to fill the space.

# 4

#### MORE AUTOMATION

Machine learning and automation have been at the forefront of new features Google has been pushing. Responsive Search Ads, Smart Shopping, additional bidding strategies to name just a few have all found their way into many strategies.

Expect more advertisers to argue the case for increasing automation, but full visibility on what has worked, and being able to add value at every stage.

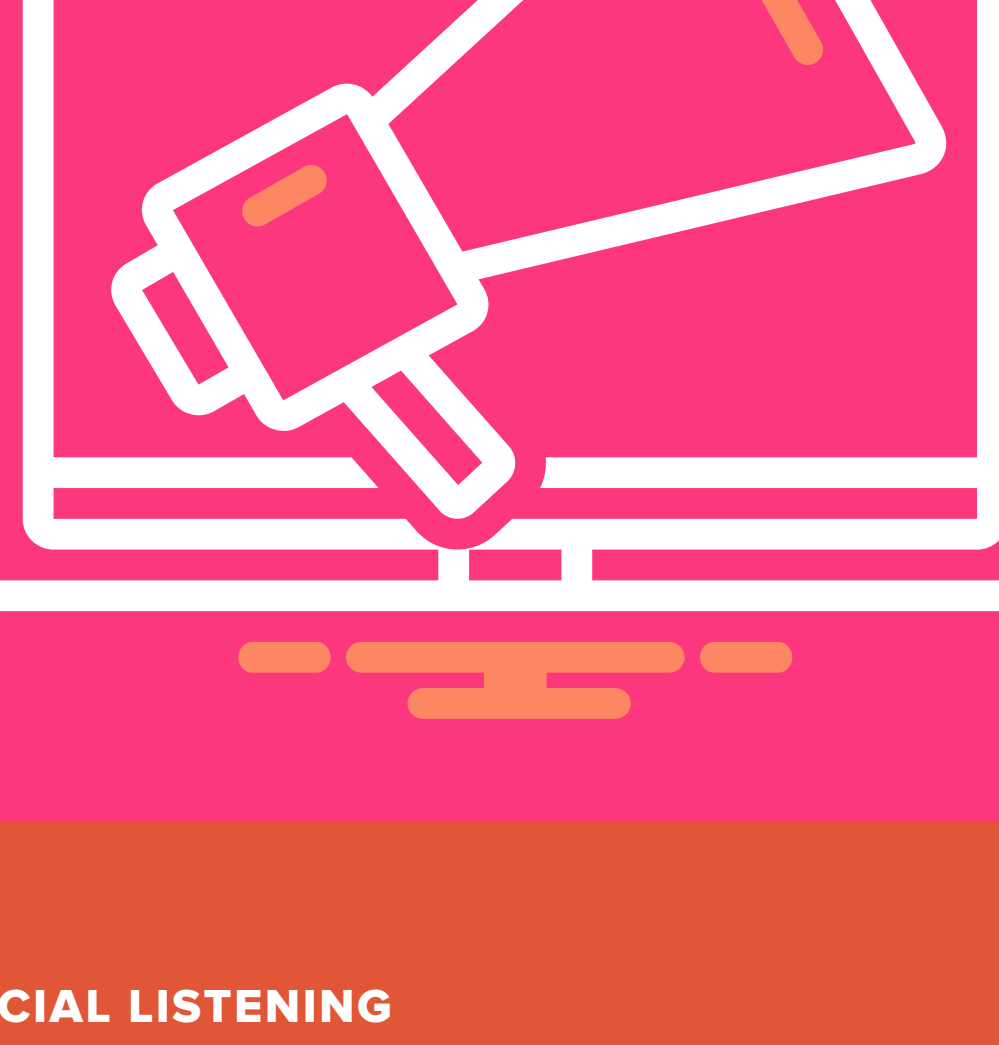


### SOCIAL MEDIA

# 1

#### LIVE STREAMING / RE-BROADCASTING

Live streaming has grown even more popular in 2018 and it's not set to slow down. Particularly on Facebook and YouTube, due to increased engagement, more pages are turning to live streams for everything from line-up announcements to product launches.



# 2

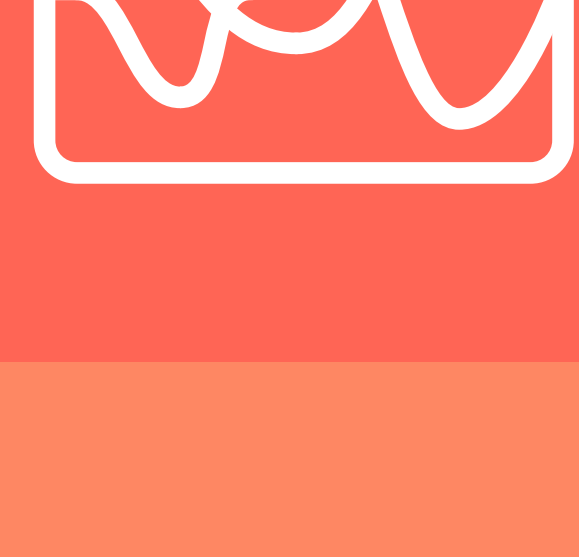
#### SOCIAL LISTENING

The ability to analyse in detail specific industry conversations and competitors can provide meaningful data and a great advantage for your social media campaigns.

# 3

#### ALGORITHM CHANGES

Social media channels are constantly testing algorithm updates. Twitter introduced the option of a chronological feed and rumours of Instagram and Facebook implementing further changes to their algorithm in 2019.



# 4

#### AUGMENTED REALITY

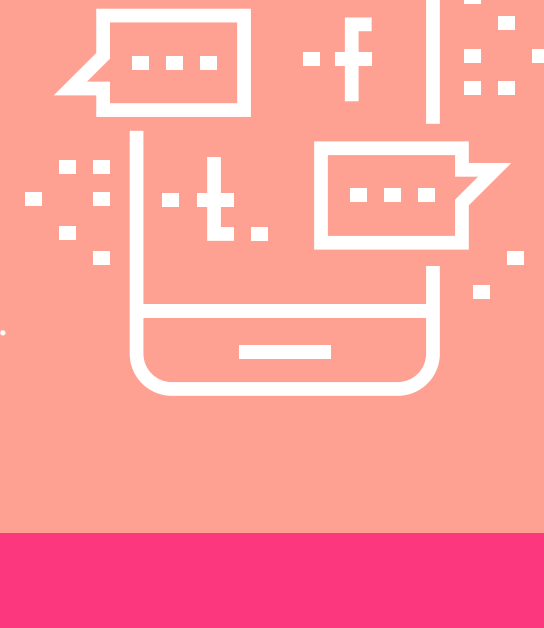
Since Snapchat introduced augmented reality options in 2015, it's grown in popularity across all social channels. However, with Facebook set to partner with over 700 AR companies means it's only going to get more important.

# 5

#### VERTICAL CONTENT

**70% of all social media time is via mobile devices, and marketers need to remember this.**

2018 launched IGTV, which we expect to grow, and YouTube introduced vertical functionality. Let your video stand tall in 2019.

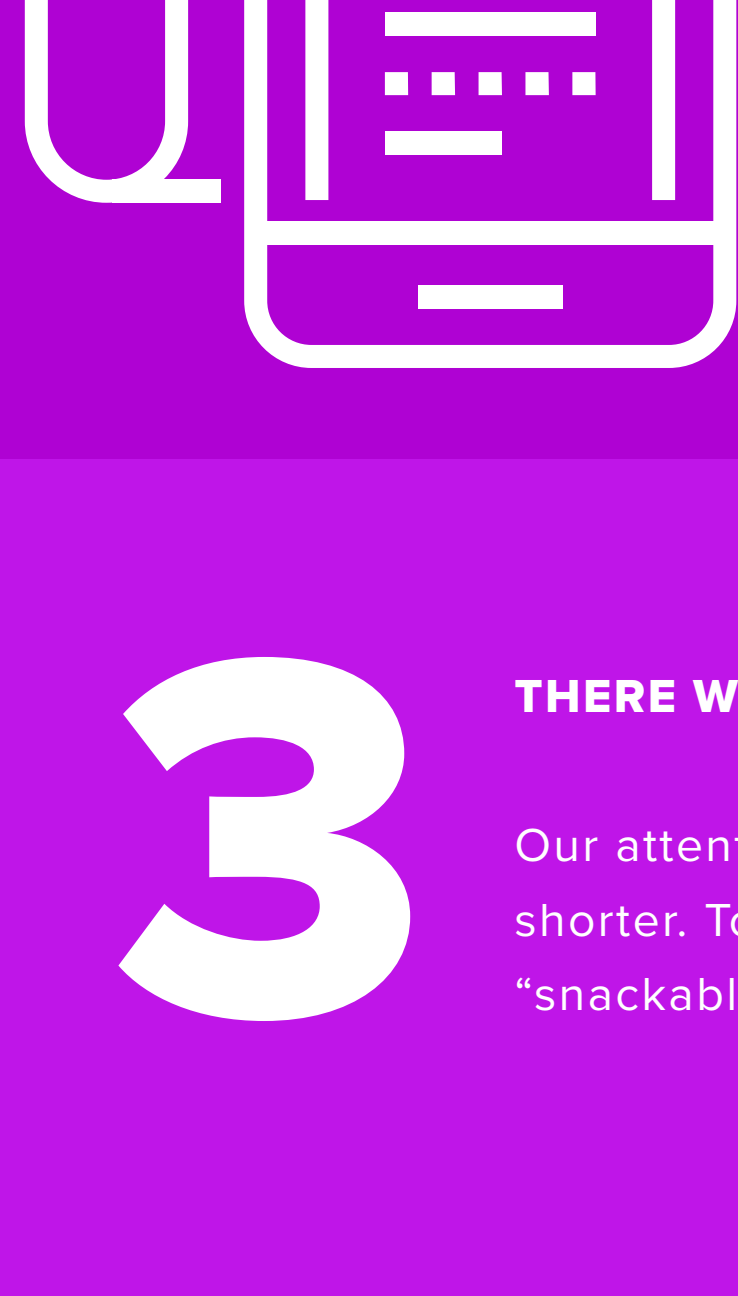


### CONTENT MARKETING

# 1

#### PERSONALISED CONTENT IS SET TO GET EVEN BIGGER.

Personalised content is the new norm. Think about that birthday email you get from your favourite restaurant giving you a special deal. When it comes to content marketing, personalisation engages audiences at a level traditional campaigns can't.



# 2

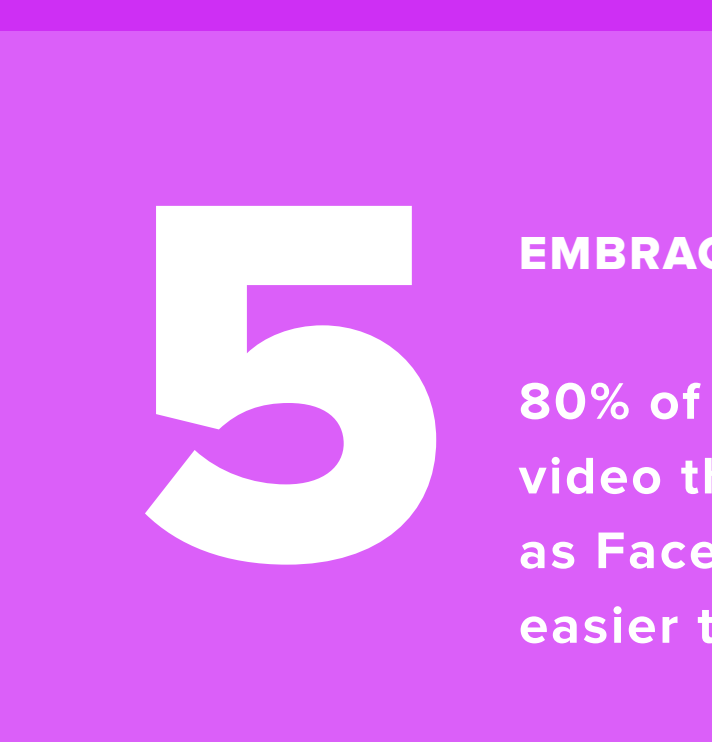
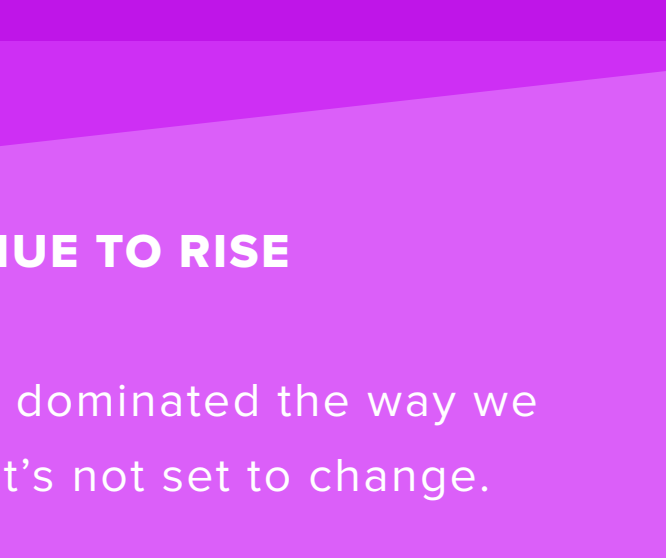
#### BRANDS NEED TO CREATE MORE SUPER NICHE CONTENT

The internet is saturated with the same repeated advice. To be heard, you need something different to say, and this will be crucial in 2019.

# 3

#### THERE WILL BE MORE BITE-SIZED CONTENT

Our attention spans seem to be getting shorter. To combat this, creating shorter "snackable" sized content is the way to go.



# 4

#### VIDEOS WILL CONTINUE TO RISE

Video has increasingly dominated the way we consume content and it's not set to change.

**Companies using video rose from 63% in 2017 to 81% in 2018 according to Wyzowl – this will increase in 2019.**

# 5

#### EMBRACE LIVE VIDEO

**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.**

