



THE TOP 5
Digital Marketing Trends
FOR 2019



Welcome



Trend #1

Facebook Ad Competition

The increasing price of FB ads leads to the need for the development of more advanced FB ad strategies in order to see success and ROI.

Ad Manager Features to Explore

1. Split test your creative and audiences
2. Retarget the most engaged people
3. Diversify the channels and ad types

Read [The Best Facebook Ad Strategies for 2019](#) by Gary Vaynerchuk



Trend #2

Quantity VS. Quality

There will continue to be an ongoing struggle to balance content frequency with content quality.

Quantity + Quality

According to [ArticulateMarketing.com](https://www.articulatemarketing.com),

“content marketing is about the right quantity of quality content for your audience...all content marketing should be good quality...”



Trend #3

Link Building Ain't Easy

Brands continue to face the challenge of building website authority via links.

Brands must think beyond only sharing content on social media to see an SEO benefit.

3 White Hat Strategies

1. Create evergreen content.
2. Make sure your website is included in resource pages and roundup posts.
3. Position your brand to take advantage of PR opportunities.



Trend #4

Stories - the Future of Social Media

Across SnapChat, WhatsApp, Facebook, and Instagram, nearly one billion accounts are using the Stories format daily, and people now post more than one billion Stories every day. Read [Life after the News Feed](#) on Buffer

More than 400 million people use Stories daily on Instagram. Read about [Instagram Stories' birthday](#)

The News Feed Is Losing Popularity

At its annual flagship conference, [F8](#), Chris Cox, Facebook's chief product officer, also noted that “the Stories format is on a path to surpass feeds as the primary way people share things with their friends sometime next year.”

And Zuckerberg recently added that “it looks like Stories will be a bigger medium than [news] feed has been.”

Read [Life after the News Feed](#) on Buffer

People Want Real Connection

The future of social media will no longer be about sharing only the “perfect” moments.

It'll no longer be about retweets and how many people like your content. It's about going deep, not wide: how many people are tuning into your stories each day; how many people share your content directly with their friends and close-knit groups; and how we use storytelling to create empathy through shared experiences.

Read [The News Feed is Outdated](#) on Buffer



Trend #5

Redefining the Marketing Funnel

According to [ThinkwithGoogle.com](https://www.thinkwithgoogle.com),
“Today, people are no longer following a linear path from awareness to consideration to purchase. They are narrowing and broadening their consideration set in unique and unpredictable moments. People turn to their devices to get immediate answers. And every time they do, they are expressing intent and reshaping the traditional marketing funnel along the way.”

Other Important Trends

Micro-influencers

As opposed to major influencers, micro-influencers exist in every marketing niche. They have followings of fewer than 10,000 people, but most followers are genuinely interested in what they have to say, and they're very engaged. Micro-influencers are often considered experts in their niche.

Chatbots

Over the next 5 years, approximately 80% of communications businesses have with their customers will be done using chatbots, with an estimated 40% by the end of 2019. This is mostly due to an increasing number of people using messenger apps more than they are social media.

Other Important Trends

Voice Search

It is estimated that by 2020, 30% of web browsing will be done without touching a screen, and an estimated 50 percent of searches will be conducted through voice commands. For nearly everyone, speaking is easier and quicker than typing.

Messaging

According to [Meeker's report](#), the top 5 messaging applications—WhatsApp, Facebook Messenger, WeChat, Instagram and Twitter—total 5 billion monthly users. Hootsuite also cited a survey which found that 9 out of 10 respondents like to use messaging apps to communicate with businesses, as well as a study by Facebook IQ finding that 61% of U.S. respondents had used a messaging app to contact a business in the past 3 months. 69% said directly messaging a company gives them more confidence in the brand.



Learning Opportunities

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- ★ February 2019 Cohort starts Feb. 18, 2019

Contact Genna genna@jbmediagroupllc.com for more info.

[Intro to Content Marketing course](#) \$79 per month

[Intro to Tourism and Local Marketing course](#) \$79 per month

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Thank you!

Questions?