

10 DIGITAL MARKETING TRENDS

1 DELIVER PERSONALISED CONTENT AND UNIQUE CUSTOMER EXPERIENCES

Personalisation is rapidly gaining traction in the world of digital marketing. 75% of marketers have increased their investment in personalised content marketing for 2018.



2 EMBRACE THE MARRIAGE BETWEEN SEO AND CONTENT

97% of digital marketers now believe that SEO and content are converging into one function. In fact, organic search drives 51% of content consumption. Trawl through your SEO data to learn how prospects are consuming and engaging with your content to get better results.



3 MASTER THE MICRO-MOVEMENT

Focus on delivering your marketing message clearly and concisely in a way that is of interest to consumers – all within a span of seconds. Businesses that offer users immediate answers/solutions have a much better chance at forging strong, long-lasting relationships.



4 GET ONBOARD WITH VIDEO MARKETING

Videos are a great way of building trust in your business and are a powerful tool for engaging consumers' emotions. 63% of businesses say they already use video, and with 43% of consumers wanting more video content, it's an absolute must. Remember to hook your audience in within the first 3-5 seconds!

5 SHARPEN YOUR BRAND MESSAGING IN SOCIAL MEDIA

Channels like Facebook are often the go-to for users who want to research a brand before deciding to engage with it. Be clear about who you are and why you exist. Get your brand message and tone right and you'll get maximum 'spreadability'.



6 ARTIFICIAL INTELLIGENCE

AI can analyse consumer behaviour and search patterns, utilising data from social media platforms to help brands understand how users find their products/services. By 2020, 85% of customer interactions will be managed without the need for a human!



7 COLLABORATING WITH INFLUENCERS

Influencer marketing is a type of word-of-mouth marketing that focuses on using key influencers to promote your brand content to their followers. Great for raising brand awareness, so get onboard!



8 UTILISING VISUAL SEARCH

Visual search is a new type of search engine. Users can upload an image to conduct a search without typing a single word. Like voice search, visual search is set for big things!



9 MAXIMISING THE OPPORTUNITY OF VOICE SEARCH

Some experts believe that by 2020 over 50% of web searches will be done via voice. Whether this plays out is yet to be seen, but the rise of voice search continues so make sure it's part of your digital plan.



10 KEEPING UP WITH SOCIAL MEDIA STORIES

With the growing popularity of social media "stories," it's important for brands to consider how these are used to support other digital activity. Video based stories are a great way to increase user engagement and brand awareness. Test different types of stories and see what works best for you.



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