okay so today we are going to talk about seven can't-miss marketing trends for 2020! But before we do, whatever channel you are coming from don't forget to hit the subscribe and the bell button. If you're coming from YouTube, because you want to grow faster both - personally and professionally.

1.

So, here we go the first marketing trend that I am super excited about is. Well guess what? LinkedIn engagement the organic reach. you gotta take advantage of that right now. Before it goes away right every social platform out there when you think about the Instagram’s of the world, the Facebook's of the world. These themes based social media channels or networks. Eventually the organic reaches starts to go down. So, your chance right now is with LinkedIn and I really recommend it. I mean I just wrote a post the other day and it's not like I have a ton of followers but I wrote something and I got I think like 16 or 17 thousand views on it and that's not bad for something that I just posted organically. I just thought of something I wrote for five minutes and that came out. I think that's not going anywhere. So, I think that's especially if you're based in the english-speaking countries. I think that's gonna get that's eventually Microsoft which owns LinkedIn is going to be like okay. It looks like everything is pretty good. We have a pretty good user base. So, now let's start driving more ads into the use fee. The newsfeed and then guess what happens your organic reach will start to drop. So, that's number one.

2.

Number two is tik-tok and we don't know how long this is gonna be a marketing trend for. Bite Dance is the world's largest start up now. And they are actually Chinese based company and they actually just requested a loan for about two billion dollars to grow tik-tok faster. So, Bite dad's owns tik-tok.

And tik-tok is to me it's what vine used to be. basically you know for tik-tok. You can post short videos that then you know there's a discovery feed and it basically things grow quickly and I think there's a nice opportunity there. And so, I think for that one like especially the first quarter of 2020 I think there's an opportunity there. So, if you want to jump on to big opportunities I think LinkedIn and tik-tok those are wants to jump on.

3.

And then number three.

I still am really big on CDP's or customer data platforms because not enough people are doing it. It's been talked about quite a bit Guillaume who's worked at a bunch of awesome companies Guillaume Caban. I probably butchered his last name, sorry Gil. Customer data platforms. we use HULL.IO. Customer data platforms combined all the data that you have into one single source of truth. So, if I have someone that visits puts in their email address and then there are my CRM and then they also chatted with us I can see the history of what they've done, how they behaved and also at the same time. I can dump all the data I have and a based on behavior that they've done.

I can drop them into a sales enablement tool like Outreach. I can dump them into the dynamic retargeting sequence. I can do a lot with that data based on their behaviors. Instead of having needing to have a human being do that. So, we were able to close a seven-figure Podcast deal, because we use our customer data platform HULL.IO and we use it in a smart way. So, that's allowed us to you know well open the doors to more opportunities down the road. I've been really kind of big on them. Maybe the last two three years or so, and I still think it's in the very nascent stage like when I still show people right now their minds are blowing. So, it takes people a long time to adopt this stuff so I think you could jump on this. I still think it's very much a trend for the entire the entirety of 2020.

4.

When I think about artificial intelligence a couple years ago people are just a ai, but now it's like you are actually able to see good results from AI. So, I'll put it to you this way. For those of you that use a gmail app. Gmail helps you autocomplete sentence is not they almost know what you're gonna say for like one complete sentences or two complete sentences and oftentimes let's say you know someone sends me an email address I get three options at the very bottom like at listen mate - hey how Eric how about this time and I can just put works for me. I don't even need to type it out. it saves me time.

At single great the ad agency we use pattern89. So, I'm pointing over there because that's where you know our beautiful people are. but anyway, pattern89 that's what we use and we use it for a very large publicly traded company. And within the first week they saw nine percent lift in their performance. Usually the typical performance over time is like a twenty one percent lift. Pattern89 will we'll look at patterns that you have and say hey you should be doing this with your ads. And eventually may be able to make the changes for you. So, I think AI applied to the context of a lot of things that we're doing is actually becoming very practical now. I'll give you another example.

We used D script right now. it's a podcasting app and we use it for editorial purposes or should say transcription purposes. So, it's actually better than any other transcription tool that we use in the past. You could delete entire sentences and then basically put words into my mouth. So, there's a lot of ethical concerns around that. But D script actually allows you to do that.

5.

as you split testing you're testing your title your meta descriptions to see which one gets a higher click-through rate. So, a practical example of that would be - if you are, if one title is shoes and the other one is shoes top reviewed for 2020 and beyond. let's say 70% of people are more likely to click the second one. You're gonna get more a lot more revenue a lot more lift on that one a lot more traffic going to that page. So, you want to make the most of what you have. The tread here is that SEO is getting more difficult Google's occupy more and more space. Google's zero click results searches are actually rising. So, as she was becoming tougher and tougher to do so you got to be able to defend yourself from that.

6.

chatbots are another one. So, I spoke to the founder of many chat and we did kind of an update on the leveling up podcast a couple years ago I had him on he said you know what Eric right now we're getting about 1 million messages a day going through our platform. And now they're at after the update they're doing 266 million messages a day. So, chat is huge I think well they're using messenger BOTS. well they're using text if you look at a lot of people out there they'll say hey text us right and I think we have this in some of our videos to text us you can basically text us. And we can respond to you that way. There's a lot of different opportunities I mean you can use something called community.com we

just use Twilio right now and we're hooking in what the front which is our shared inbox tool that we use. And so chat that's getting bigger and bigger. This is why Twilio stock is getting bigger and bigger as well now

number seven.

you know people talk about marketing the rule of seven. I no longer think it's a rule of seven. So, the people think they need seven impressions to take an action on your business. I think it might be closer to twenty one actions that they need to take in order to take an action right. So, because I think people's attention is so spread out right now. So, my take on it we talked about SEO getting tougher right. So, how do you do things I think you'd be diversifying, you should be diversifying to podcast if you're doing a video that's automatically a podcast. Chop it up into different pieces – and then throw it up on Instagram stories too and then make a carousel throw it on Instagram and then put that carousel on LinkedIn as well and then make a SlideShare too. And post natively to Twitter. So, it's a lot

of work, but it pays off at the end of the day because you have all these smart people hanging out in different areas. just the other day I posted something to Twitter and you know what about one of the most

recommended books on the podcast leveling up it's called the hard thing about hard things by Ben Horowitz. And Ben Horowitz actually retweeted that and I got I think the reach that I got on that post was actually not bad on Twitter usually my Reach is not that high, but our reach when I feel like this is sixty five or seventy thousand which is like more than ten or fifteen X what we usually get. Whatever

platforms you're good at you know attack those channels like I like writing so that's why I enjoy writing on Twitter I enjoy writing on LinkedIn and I also enjoy doing podcasts too. But the things that I can't do like I don't know how to edit that well I don't know how to design that well that's the stuff you should hand off to people but you should be attacking these different channels. So, taking that multi-channel omni-channel approach that is going to continue to be the trend I believe in 2020. So, let me know in the comments what you think I missed and if you're actually coming from YouTube don't forget to check out the next video over there. And whatever channel you're coming from don't forget to rate review and subscribe. Let us know what you think. Let us know if you'd like to see more content like this and we'll.

See you tomorrow.