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 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

instagrams of the world the Facebook's

of the world these theme 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 right 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 the newsfeed and then guess

what happens your organic Reach will

start to drop all right so that's number

one number two is tik-tok and we don't

know how long this is gonna be a

marketing trend for white dance is the

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 right 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 you know there's a

discovery feed and it basically things

grow quickly and I think there's a

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

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 Yocum

I probably butchered his last name sorry

Gil customer data platforms we use holy

OH

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 right 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 hold on I owe 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 you know 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 right 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 when I think about

artificial intelligence a couple years

ago people are just a ai ai ai right 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 right 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

right I don't even need to type it out

it saves me time right at single great

the ad agency we use pattern 89 so I'm

pointing over there because that's where

you know our beautiful people are but

anyway pattern 89 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 right usually the typical

performance over time is like a twenty

one percent lift

pattern eighty nine will we'll look at

patterns that you have and say hey you

should be doing this with your ads right

and eventually you know 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 e script

right now it's a podcasting app and we

use it for editorial purposes right 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 right so there's a lot of ethical

concerns around that but D script

actually allows you to do that 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

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 Texas you can

basically text us right and we can

respond to you that way there's a lot of

different opportunities I mean you can

use something called community comm 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 you

know take an action right so because I

think people's attention is so spread

out right now so my take on it you know

we talked about SEO getting tougher

right so how do you do things I think

you'd be diversifying you should be

diversifying - 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 Instagram

stories - and then make a carousel throw

it on Instagram and then you know put

that carousel on LinkedIn as well and

then make a SlideShare - and you know

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 right you know 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 right 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