digital marketing trends so what's

actually gonna work best for your small

business going into a brand new year and

a brand new decade there's just so many

options out there to choose from but I'm

gonna make it super easy on you to

choose in this video I'm gonna share my

hand-picked trends that are working in

digital marketing right now to help you

stay up-to-date so your campaigns remain

effective or become effective for the

very first time and by the end you're

not only gonna know what the trends are

but you're gonna be able to pick out a

few of them that you know are gonna work

for your business and get even more

customers going into 2020

I'm woofs McDowell a web strategist at

the deep end and this is the channel

where I show you how to use your website

and what's working now in digital

marketing to supercharge your customer

growth so you can make more money and

build a business you love to show up for

every single day so in this video I'm

gonna show you some of the very best

ways you can use the power of the

internet to drive more traffic to your

website and your business but here's the

thing before you do that I need to

stress that before you go to all this

trouble to get traffic your website

needs to be ready to convert that

traffic right but don't worry I of

course have you covered here so just

click right up here to sign up for my

free on-demand video master class on how

to create and launch your own profitable

customer generating website without the

tech troubles content confusion or

designer price tags small business

owners like you are loving it so far and

I know it's gonna be a game changer for

you as well so all right

here we go on with the list right off

the top we're gonna focus on video

content so the use of video is a

marketing strategy has helped countless

businesses improve their conversion

rates and it's getting more and more

popular as the years go by and people

like your customers just respond well to

it because it's more attention grabbing

engaging convenient and actually can

convey a lot more information than text

and by information what I really mean is

emotion so video can get people

motivated and excited to work with you

or buy from you way more than any

written words I

homepage ever could and with the growth

of technology it's much easier to create

video content now with all the devices

software and apps that are readily

available to you and there are two

popular video content marketing

techniques right now the first is

branded videos and branded videos are

basically just educational or narrative

driven and with branded content you can

take advantage of all the benefits the

video has to offer because it's engaging

it delivers tons of information in a

short time it increases conversions and

it's just more appealing than basic text

people will associate your brand with a

helpful how-to or entertaining behind

the scenes look at how you do what you

do and they'll remember you for it and

the next type are live videos so live

videos are blowing up right now because

they can just be really interactive and

you can invite an audience to

participate and join in and some take

part of the conversation and live videos

which is great for relationship building

you can go live on your Facebook your

Instagram YouTube and LinkedIn and this

really connects you with your followers

or potential customers in real time and

also one really cool thing about this is

when you go live you can actually

simulcast at the same time on Facebook

YouTube and LinkedIn which could

generate a whole lot of engagement you

can use video content to make webinars

how-to videos videos explaining your

business promotions and that's just the

beginning of what's possible here and as

you create all this content for your

business you could repurpose these into

different forms like for example I can

use this video that you're watching

right now and repurpose it into audio to

be used in my podcast you did know I

have a podcast right so if you didn't

just click the description below to find

out more about my podcast and you can

subscribe to it right there and I can

also repurpose this into a blog post or

a short trailer for my Instagram account

they're just endless possibilities when

it comes to video content and what you

can do with it and it's going to grow

even bigger going into the 20s well it's

the first time I've actually said

20s that's a weird weird thing right and

if you want to know more tips on video

marketing and how to skyrocket your

business I've made a video about that

just click right up here alright next we

have facebook messenger marketing so if

you think about it facebook messenger

marketing opportunities are endless it

hasn't fully grown yet it can completely

reshape the way customers will shop book

tickets and appointments make payments

and just connect with you as a business

you know stats show that facebook

Messenger has over 1.3 billion monthly

active users billion with ABI and since

I love going where the people already

are it's a really good reason to use and

leverage this as a marketing strategy

here's what facebook Messenger marketing

can do for your business you can book

appointments much easier with smart

facebook Messenger BOTS lead generation

using chat BOTS get feedback and ratings

within conversations and deliver content

and here are some benefits that this can

bring to your business it can grow your

sales because it's easier user friendly

personalized and people are just more

likely to chat with you over messenger

at those early buying stages rather than

over the phone or email you can build

trust because if it's one-of-a-kind

connection with your customer you can

automate your business activity through

chat BOTS as you know this just

eliminates the burden on your employees

and your your team members and answering

the same customer questions over and

over again and it also automates your

lead generation process by the year 2020

Business Insider said that 80% of

businesses are going to be using chat

BOTS so if you executed well this has

the potential to give you a marketing

campaign a huge edge over your

competitors and since Facebook Messenger

marketing and chat BOTS are really still

developing it's a smart idea to use it

to stay ahead of your competition and

being the driver's seat in the upcoming

years if you want to know more about

what marketing strategies are working on

Facebook right now you might want to

check out the video I made about it here

on the link right here alright next up I

want to talk about audio advertising and

I love this one you know it's been

around in the form of radio ads for the

past 50 years or more

and while radio is slowly dying music

streaming and podcasts are definitely on

the rise big-time and streaming services

especially podcasts have been proven to

establish a much more intimate and

authentic connection with their

audiences compared to just about any

other kind of media and podcasts are so

popular because they can stay with

people all day long you know reaching

them in moments where visual media can't

like when you're running driving working

out walking the dog cooking and cleaning

I know I listen in all of those

scenarios so advertising on podcasts can

be an amazing way to reach people based

on their interests and if you can get

the hosts who they already trust to talk

about your business the trust they have

in those hosts are gonna be transferred

right on to you but this tip is not just

about podcasts you know streaming music

services like Spotify have not only

provided access to millions of songs and

content from artists all over the world

but it's also made an amazing platform

for audio marketing they've launched a

self-service advertising platform called

Spotify ad studio which makes it really

easy for people like you to create and

manage Spotify audio ad campaigns

yourself and it focuses on small to

medium sized businesses that are

basically just looking to expand

exposure of their brand and to drive

action you can upload up to 30 seconds

of a either pre-produced ad or you can

just give them a script and Spotify will

put a voiceover and music with it and

you can also add a clickable custom

image that's displayed right on the

screen while your ad plays and also you

can use Spotify to target users based on

age gender and listening preferences now

that goes for music which is a bit

harder to target based on or here's

where it gets really interesting you can

actually target based on podcast

categories they listen to now that makes

it a little easier to actually find what

they're interested in and target based

on that so think about what kind of

podcasts that your audience might listen

to the king the general categories of it

whether it's travel technology business

and then target based on that the best

part is you can get people to hear your

anti

non skippable by the way ad for just

pennies per listen it's expected that

audio content especially podcasts and

even voice enabled devices are going to

become more unique and personalized and

we also expect podcasts will continue to

become even more mainstream into 2020

alright next up we have interactive

content so when it comes to creating an

effective marketing campaign these days

you really can't deny the fact that

content is still King it doesn't even

matter what type of content this is as

long as it either educates solves a

problem or entertains but it can

actually do even more than that you know

with the rise of interactive marketing

content your customers can do much more

than just consume your static content

your prospects can actually get involved

with it whether it's taking a poll

answering a quiz or participating in a

challenge of some kind and this can

personalize their experience and would

prompt them to respond and react while

educating or entertaining them on your

topic now this gives your business more

engagement which means more views and

that leads to more brand awareness which

eventually translates into more

customers let's think about Instagram

story ads for example so interactive ads

on Instagram stories have a ton of

opportunities for being interactive like

pulling stickers and sliders that let

people express how they're feeling about

something this doesn't only help your

ads to stand out but it also can

generate more impact for your campaigns

by encouraging people to watch longer

and another place you can add

interactivity is in your email list

building so if you know me by now you

know that I put a priority on building

your email list it is still the number

one best way to build your business even

in 2020 and I talked a lot about lead

magnets to help you get there

which are you know usually some sort of

checklist cheat sheet or swipe file but

you can definitely kick things up a few

notches by using a quiz or a multi-day

challenge instead people love a good

quiz and a challenge takes interactivity

up to a whole new level because you're

involving them at every stage you know

promising to take them from where

today to a whole new and improved

version of themselves over the course of

you know between five to ten days and if

you want to know more about how to

create a challenge lead magnet for your

business click right up here for a deep

dive into that right next we have the

rise of snapchat ads so when we look

back a couple years ago

snapchat ads were so expensive that no

small business really dared to ever use

it as an advertising platform you

basically had to go through their sales

team and the rates were just sky-high

but since the release of their

self-serve platform similar to what

Facebook has the rad prices have gone

way down so now even the smallest local

businesses can afford to play and with

this change small businesses all over

the globe have rapidly starting adding

snapchat to their marketing mix to take

advantage of the low ad pricing and the

targeting options to heighten their

brand awareness but you know why add

this to your marketing strategy when

there are plenty of similar options out

there okay so as I just mentioned a big

key is the low pricing but one of the

factors that could really push you to

head snapshot on your campaign is the

rising cost of Facebook ads this may

make snapchat a great platform a great

alternative to keep the cost lower and

your reach higher with a low click per

swipe also they've launched a new ad

formats such as story ads and premium

placements that really allow more

flexibility for targeting to get the

best bang for your buck next and

probably the most important factor here

is the audience or demographic so not

surprisingly snapchats actually focus on

catering to a younger crowd in fact more

than 60 percent of people between

thirteen and thirty four or on snapchat

and these people are jens e and

millennials and they have the most

buying power of just about any age group

and they basically grew up with digital

marketing meaning they're much more

likely to respond to it and buy from you

if you've got something they want so if

you do your snapchat ads correctly this

would be a great opportunity for your

business to grow this is a platform with

so many engaging opportunities for you

to interact with your customers

especially

if your target audience are the

Millennials and the gen Z crowd but

remember to get the best results of

snapchat

you have to stay original creative and

above all else

authentic if you want your brand to be

seen as up-to-date and fresh so try it

grab your phone and get snappin so next

I want you to ask yourself is your

website ready for all this traffic

you're going to be sending to it using

these trends if not I've got a free

video masterclass that's going to make

sure your site is ready for all that

traffic and for 2020 it's called how to

create and launch your own profitable

client generating website it's got all

my best insider tips and strategies you

can start using today so just click

right here to save your spot and I'll

see you there