

DIGITAL MARKETING TRENDS



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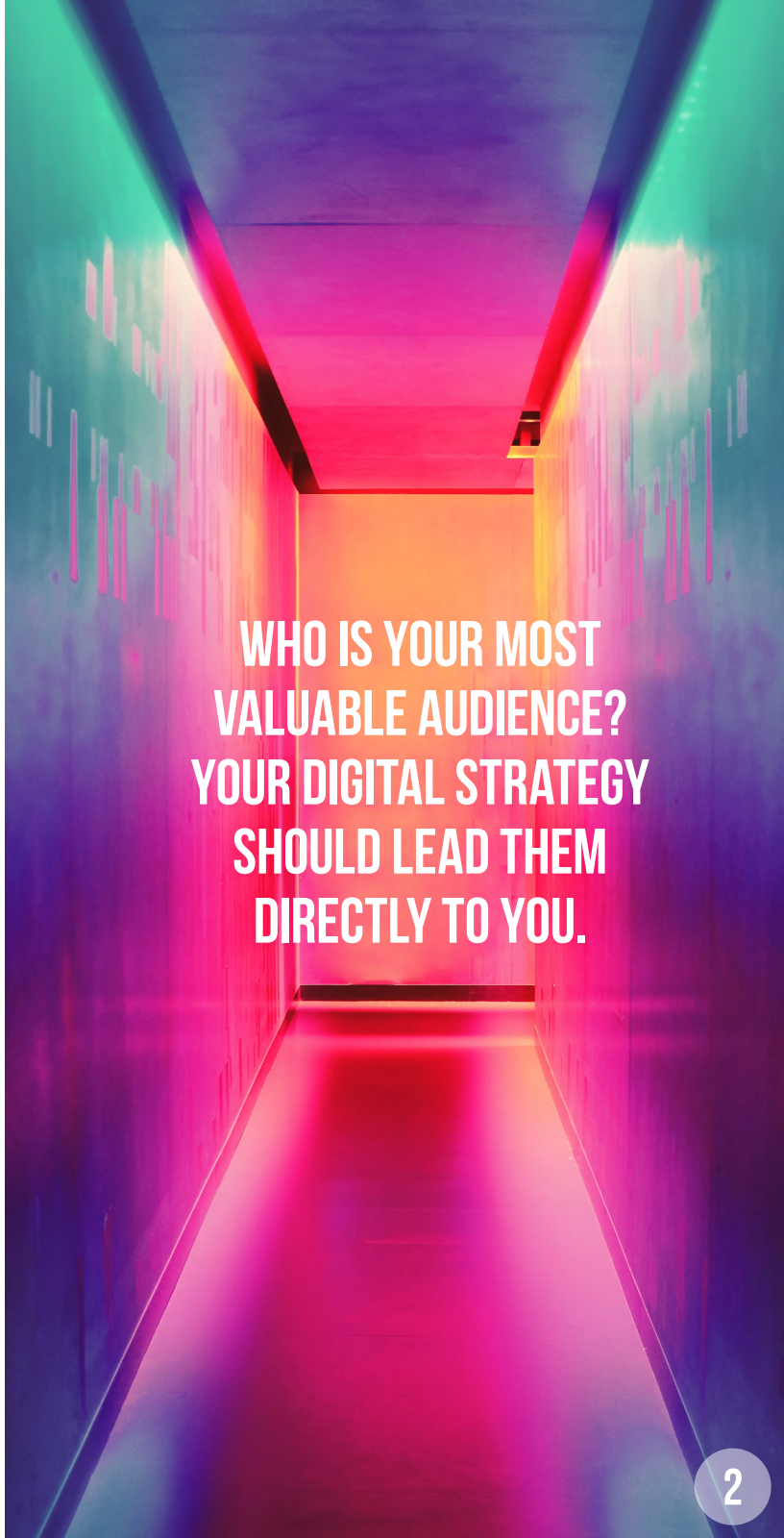
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ADVANCE **OHIO**

WHAT'S BUZZWORTHY? GET ON BOARD WITH THESE DIGITAL MARKETING TRENDS

These trends proclaim to make marketing work at maximum efficiency. Projection mapping, VR and chatbots are a few buzz words we have begun to see taking off and will continue to hear about moving into the future. We'll touch on these trends but also realize they are unrealistic for most small to mid-size businesses.

Here's our take on actionable insights you can (and should) incorporate into your marketing strategy, including advances in online display targeting, content marketing and video.



**WHO IS YOUR MOST
VALUABLE AUDIENCE?
YOUR DIGITAL STRATEGY
SHOULD LEAD THEM
DIRECTLY TO YOU.**



DIGITAL DISPLAY TRENDS — WHERE DID ALL THE COOKIES GO?

Since the mid 90's, using cookies to target audiences has been a staple in online advertising. This trend is changing and you will see fewer cookies in advertising. While the nature of cookies and how they're used is changing, marketers will still be able to put your brand in front of the right audience – with more accuracy and better results than ever before.

BESIDES SNACKING, WHAT ARE COOKIES FOR?

Cookies are small text files that are downloaded on your browser as you visit different websites. Cookies remember your preferences on websites, like what local news you read on Cleveland.com or which city's weather you check on Weather.com. They also track when and where you saw an ad and whether you clicked. Cookies revolutionized digital advertising by allowing advertisers to take advantage of online data to reach individuals based on location, demographics, and behaviors.

WHY ARE COOKIES CHANGING?

Cookies work differently depending on the device, app, and mobile web browser. Because mobile apps can't share information with each other or with a mobile web browser, cookies are less effective on mobile than with traditional web browsing. As technology increasingly becomes dominated by smartphones and tablets, traditional cookies are becoming less relevant and the rise of other targeting technologies will become more widespread.

WHAT TO EXPECT

1. UNIQUE DEVICE ID TARGETING

This type of cookieless targeting is standard practice for location-based targeting like geo-fencing. Expect Unique Device ID targeting to grow in use and capability and adopt more sophisticated targeting options. Due to their hyper-local relevance, unique device ID targeted ads often receive higher response rates than traditional display ads. If you're next to a coffee shop and receive an ad about a new beverage, wouldn't you be more likely to visit the coffee shop than if you received the ad while at home?

2. ENVIRONMENT TARGETING

Where will you find sports fans? In the sports section. This type of logic has remained relevant for events, newspapers, websites, and most recently, apps. With or without traditional cookies, classic advertising methods aren't going anywhere. Device specific targeting, as well as fixed ad units on specific site pages will increase.

3. DATA'S REIGN AS KING CONTINUES

Data is currency, so information that is uniquely collected by websites (First-Party Data) will remain invaluable. Expect an increase in targeting based on a universal login (like how you log in to Spotify or Snapchat using Facebook). Also expect self identifying data to have a resurgence. Though you may not realize it, when you visit websites like Cleveland.com, you often set your location, and read articles, and take actions to identify location and interests.

From now on your advertising will be healthier with fewer cookies. Advances in precision targeting will make ads more relevant for customers, contributing to higher engagement and response rates for advertisers. The future is bright, so go have a cookie... while you still can.



CONTENT MARKETING TRENDS

Content Marketing is as strong as ever – but with a twist. Strong content principles still apply: targeted, compelling, relevant content written for each persona at each different stage of the buying cycle.

That said, how we get the content TO our consumers is going to be a major shift. No more “if you write it, they will come” SEO strategies. Today’s consumer is being pulled in more directions than ever, and even the most cleverly-crafted thought leadership piece is fighting for attention with about a million other marketing tactics. Preparing a strong campaign focused on HOW content will be consumed should be at the forefront of your marketing strategy.

Here are just a couple of examples of how marketers need to focus their investments toward making sure people read their content:

TRADITIONAL DIGITAL DISPLAY

Using digital display creative to drive traffic toward an article as opposed to driving it toward a quick call-to-action (“call now”) has become the latest trend in digital display advertising that effectively drives traffic to your well-crafted content. Our research is showing that digital display ads pointed at content versus pointed at quick calls-to-action drive almost twice as many clicks, confirming the fact that today’s consumer wants to be educated, nurtured, and wooed by their advertisers.

**45% OF MARKETERS
SAY BLOGGING IS THEIR
#1 MOST IMPORTANT
CONTENT STRATEGY.**

SOCIAL MEDIA EXAMINER

SPONSORED CONTENT

Leveraging the “halo effect” of respected publishers by promoting your content on their sites usually ensures a higher click-thru-rate, and a longer engagement with your content.

FACEBOOK ADVERTISING

Facebook ads targeting prospects who will read your content is an attractive option for many reasons. First of all, it’s – well – FACEBOOK. 214 million users in the U.S. confirms that the audience is there. And its many different demographic targeting capabilities ensures that you can get your content in front of virtually anyone.

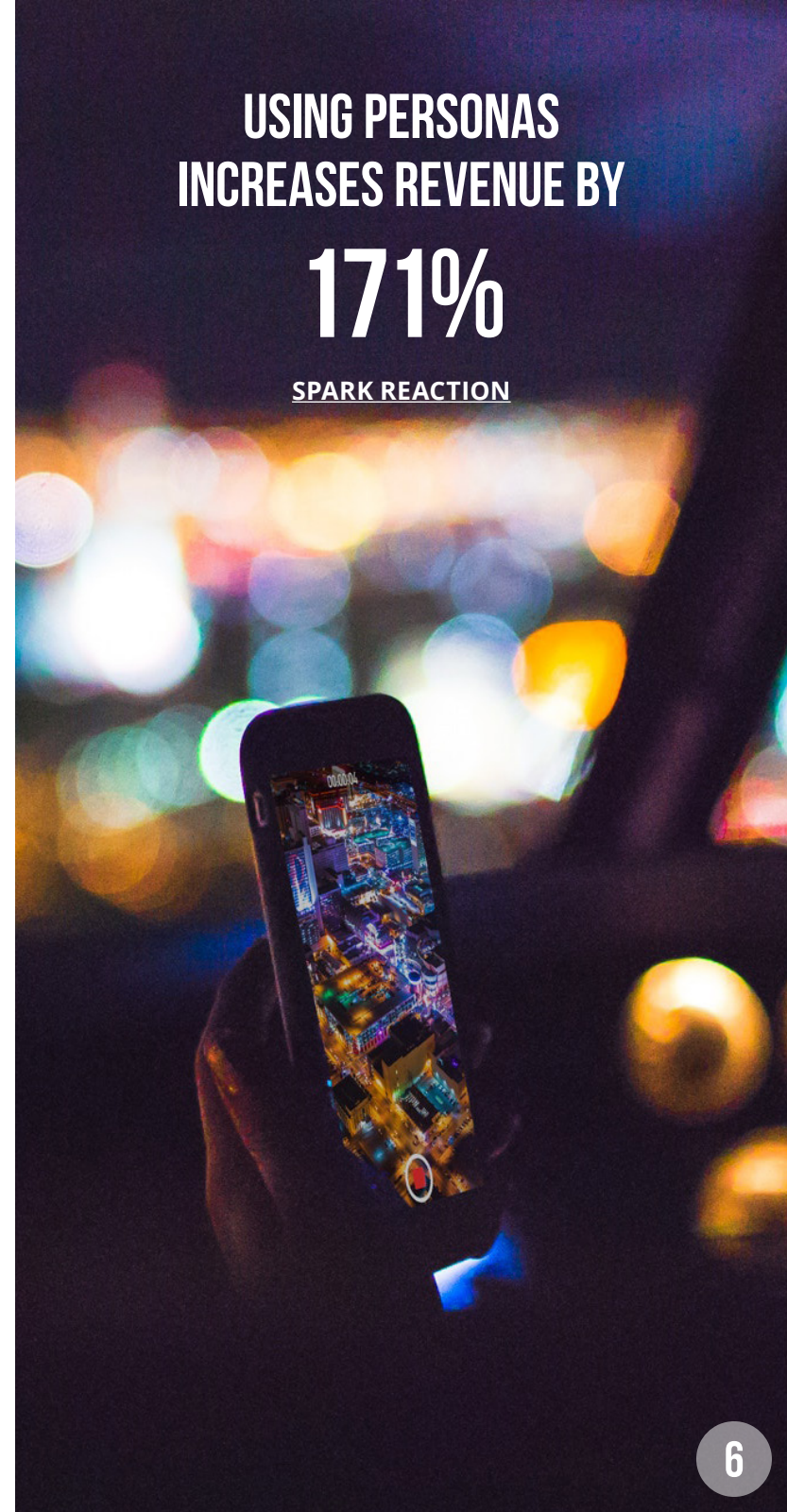
CONTENT RECOMMENDATION ENGINES

Tools like Taboola and Outbrain partner with major online content publishers to suggest content they think their readers will want to consume. These tools are by and large CPM based, so you’re essentially bidding on contextual consumption to drive your rate toward getting qualified prospects to click on and consume your content.

**USING PERSONAS
INCREASES REVENUE BY**

171%

SPARK REACTION



VIDEO MARKETING TRENDS

The demand for video is higher than ever. In fact, 52% of marketing professionals across the globe feel that video is the type of content with the best ROI. With the younger demographic viewing video on a wider range of devices than ever before, it's important for brands to capitalize on video advertising to market their products and services.

Livestreaming is becoming even more dominant in the video landscape.

Live streaming is nothing new but has gained immense popularity. Anyone who uses live streaming can show their followers what they're doing in real time. Public figures often use live streaming to crowdsource content and ideas from their fans.

As more and more social channels have begun to adopt this form of video as well as developers who have begun to create apps solely dedicated to live streaming, we predict it to take off even more.

Where are people going to watch videos online? It's no surprise that 45% of people watch more than an hour of Facebook or YouTube videos a week.

**82% OF PEOPLE PREFER
LIVE VIDEO FROM A BRAND
TO SOCIAL POSTS.**

LIVESTREAM



**THERE ARE 1.65 BILLION
ACTIVE USERS ON FACEBOOK
ALONE WHO WATCH ABOUT 8
BILLION VIDEOS DAILY.**

SMART INSIGHTS



Companies must use Facebook and YouTube for video marketing, but other channels should be considered as well. In effort to increase usage and drive social engagement, Snapchat and Twitter are also setting their sights on optimizing video content.

For brands to stand out among the fierce competition and build meaningful relationships with consumers, they must learn to utilize video marketing across many channels to grab the attention of their target audiences.

KEY TAKEAWAYS

CONTENT IS STILL KING.

It all starts with your story. Discovering what makes your company unique, what your story is and who it speaks to is an essential starting point in delivering relevant content. Effective content marketing is based on relevant, interesting information that the audience will resonate with.


VISUALIZE THE PRIZE.

If you don't have a video strategy, you're missing out on core audiences. In today's oversaturated digital landscape, most of us don't possess the dedicated attention span to read lengthy articles and posts. Digital video is now a crucial tool for marketers simply because it is quickly becoming the new norm.

HOW THE COOKIE CRUMBLES.

As cookies become less prevalent, targeting becomes more accurate and therefore display ads become more effective. Display advertising will be as important as ever in the new year for companies who wish to gain exposure and visibility to the right audience. That strategy is going to the top of the funnel: the people who didn't know you exist. The number one goal in display campaigns is visibility.





We hope these topics allow you to cut through the noise and stay focused on supporting your business goals with an integrated marketing approach. Interested in learning more? We'd love to collaborate with you to develop a successful marketing plan.

Contact an Advance Ohio marketing specialist at marketing@advance-ohio.com

ADVANCE OHIO

ABOUT ADVANCE OHIO

Advance Ohio is a dynamic media company that operates cleveland.com, the #1 source of news and information in the state. Our mission is to tell stories that inspire, engage, and drive change. High quality journalism and storytelling is at the heart of what we do.

We're both a marketing agency and publisher, driving daily conversations and engaging millions through stories on our website, newsletters, social channels and print publications.

As part of Advance Local, one of the leading media companies in the US, we also have a deep well of knowledge and resources we employ to provide relevant, innovative and effective marketing solutions for our clients. And, did we mention that we have first-party data on more than 80 million devices owned by consumers of Advance Local's 12 websites across the US, including Cleveland.com? That gives us and our advertisers insight into consumer behavior and intent that we can leverage to craft campaigns that deliver on our client's goals.