About Us

• **So Very Creative** is a small digital and creative agency based in Northampton.

• We work with **SMEs across a range of sectors** providing a range of services from social media, to website development, graphic design and more.

• Our ethos: **to empower businesses** to make the most of the new digital world.
Introduction:
It’s Great To Meet You!
Outline

Introductions

Session Outline

Challenges Faced by Marketeers in 2020 and How We Can Tackle Them

New Apps and Discoveries

Recommendations and Further Reading…

Q&A
Aims & Objectives

• To examine the digital marketing landscape in 2020

• Look at the challenges faced by marketeers day to day

• Discuss strategies and opportunities to counter these and continue to get value from marketing activity

• To look at a range of tools and platforms designed to assist marketeers in navigating this landscape
Glossary

• **Marketing Stack:** Our toolkit of hardware, software, apps, software subscriptions and other items that help us to deliver our marketing activity.

• **SEO:** Search engine optimization is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.

• **Algorithm:** A mathematical equation used by software and websites to determine the order in which information is displayed to us.
Glossary

- **CRM**: A package or platform for recording and tracking activity with clients and users

- **CMS**: Content management system - the engine that controls the content in our website

- **CTA**: Call to Action - call us, email for a quote now, connect with us on social media etc

- **Competitor**: Someone aiming to reach users with the same interests, keywords etc
Context

- The digital marketing landscape continues to evolve apace.
- New apps, platforms, software and hardware continue to unlock new possibilities for businesses all the time.
- Marketeers are requiring new levels of sophistication and personalisation to break through the noise.
Context

**DIGITAL AROUND THE WORLD IN 2019**

The essential headline data you need to understand global mobile, internet, and social media use.

- **Total Population**: 7.676 billion
- **Unique Mobile Users**: 5.112 billion
- **Internet Users**: 4.388 billion
- **Active Social Media Users**: 3.484 billion
- **Mobile Social Media Users**: 3.256 billion

**Urbanisation**: 56%
**Penetration**: 67%
**Internet Penetration**: 57%
**Active Social Media Penetration**: 45%
**Mobile Social Media Penetration**: 42%

Source: Hootsuite
The purpose of digital marketing activity has also shifted - blurring across customer acquisition, product delivery, product support, post sales support, repeat custom and many other purposes.
Digital Marketing LifeCycle
As a result digital marketeers are being expected to learn and deliver an increasingly broad range of skills and services to both an internal and external audience.
Technology
2020 Vision: What's Going On Out There?
Context

• **2020** - An incredibly exciting time for digital marketeers…

• But that’s not to say that working in this area is not without challenges;

  • **Legislative** - GDPR for example

  • **Technological** - Ever changing standards and requirements

  • **Cultural** - Evolving user behaviour
Challenge:

Organic reach continues to decline as social media companies struggle to monetize long term.

Led by Facebook but now following suit on Instagram and elsewhere.

No accident - designed to generate cash.
Challenge:

In addition, user growth isn’t as fast in some areas as has been previously seen

• One in three adults in the UK are now reducing their social media use.
• 6% of users have removed an app from their phone,
• 6% have permanently deleted their accounts and
• 8% have both deleted their accounts and removed social media mobile apps.
Challenge:

More than ever, if companies are looking to make best use of a space, it needs to be a priority and be well thought out.

- Post often and with a consistent tone
- Add value to your followers
- Engage with people consistently
- Think about content strategy
Challenge:

SMART COMMUNITIES will also be crucial to helping drive both engagement and awareness in a brand across the social space.

Using these environments to engage with customers, potential customers and influencers will all help to strengthen and enhance
Prediction:

Social Media will continue to play an ever increasing role in customer service through 2020:

- Over a quarter (28%) of consumers have used social media to communicate with a company in the last year,
- more than 30% said it is a convenient contact method
- 23% believe it is a good way to get 24-hour service.
Prediction:

How long do you expect to wait for a response from the brand to your social media question or complaint?

- Don’t expect a response (6%)
- Within 4 hours (26%)
- Under 2 hours (31%)
- Under 30 minutes (37%)
If you are operating on these platforms it's crucial to be responsive.

Equip team members with the knowledge and app to be able to monitor and respond.

Give staff a remit to engage personally.

Set expectations internally on SLAs.
Challenge:

The key is creating engaging, readable, VALUABLE content that your audience wants to read

- Share regularly and extensively
- Establish reputation
- Create great, copy
- Repurpose and refocus content
- Research and utilise niche search terms
Challenge:

Always to look to repurpose and maximise the use of a single piece of content for use across a range of platforms.
Challenge:

A GREAT IDEA

BLOG POST

EXTRACTS INTO LINKEDIN BLOG
PULL QUOTES FOR TWITTER
IMAGES GO INTO INSTAGRAM
SHORT VIDEO INTRODUCING THE PIECE INTO LINKEDIN
STORY CONTENT FOR INSTAGRAM, FB
ILLUSTRATIVE INFOGRAPHIC FOR TWITTER AND INSTA

WEBSITE
Challenge:

Building a recognisable brand name

Consumers increasingly relying on consolidated channels - and searching by product type.
Challenge:

Look For Opportunities to Reinforce and Remind

- Offline campaigns
- External presence
- Cohesive social media
Challenge:

**REMEMBER** your brand is much more than your logo or name; it's about the experience that people have interacting with you and your business.

Ensure that this brand is equally applied across every touchstone.

Empower staff to match the values and tone online and in the real world.
Challenge:

**Increasing reliance on Voice Search**

Voice search continues to expand and is set to take up 50% of all online searches this year.
Challenge:

It's important that we start taking account of this and adjusting our activity accordingly:

Ensure site maps and URL structures are optimised.

Keep page load speeds down

Think about long tail keywords when creating content and how people will search

Concentrate on location.
Challenge:

In additions its important for us to understand the role of language in tone in our content as well.

Persado Copy Impact Classifications
Challenge:

Using Persado Natural Language Generation to run an experiment, Air Canada saw interesting results:

Higher response using **Anxiety** language (3% engagement lift)

5% drop using **Exclusivity** language, and a 3% drop using **Safety** language.
Prediction:

Voice search will continue to expand in use through 2020 and sites need to be updated accordingly.

By focussing on hyper localised relevant content, users stand the best chance of dominating top positions in rankings to make the most of voice search.
Challenge:

Still feeling the ways that GDPR is impacting us as marketeers

• Created more savvy consumers

• Is however reducing the level of data we can capture on users

• Reducing the personalisation and targeting we can offer.
Challenge:

Look for new ways to learn about your users - annual user survey or simple anonymous touchscreen surveys.

Offer value in exchange for data to try and build meaningful relationships

Be honest and transparent about what you’re doing and why
Challenge:

Look for opportunities to learn what we can about our users.

Don’t be afraid of utilising technology based on legislation - just make opt out EASY
Challenge:

Nearly two years in, now is a good time to revisit our GDPR methods and assess their suitability:

• Are processes being followed?
• Are requests being actioned?
• Are the processes and systems in place suitable as datasets have grown?
• What data have we collected that we CAN make use of?
Challenge:

Try and take ownership of SEO;

While SEO is a large and knotty area, there are lots of quick wins we can be taking to help us pick up points and strength.
Challenge:

Domain lengths
Utilise reviews
Google my business
Regular content
In bound links
Challenge:

Ultimately as more and more content is added online everyday SEO will become an ever more important piece of the digital marketing puzzle.

It's crucial that businesses are thinking about this area and making changes to stay competitive.
Prediction:

Ad buying online will continue to grow through 2020 which will in turn make the bidding process for these ads more competitive and likely more competitive.

Focus on niche keywords and geographic targeting to maximise the efficiency of any ad campaigns.

**Test and refine with all ad campaigns before committing to full spend!**
Challenge:

**Need for Increasing Leads**

Once we have generated new visitors to our website, the demand for new leads and a demonstrable ROI is more apparent than ever.
Challenge:

**Increasing Leads**

Live chat

Ensure lots of points of action on website

CTAs on social

Be available across multiple mediums, as often as you can.
Prediction:

Businesses will continue to deploy more and more automated customer service channels to try and activate more of these on page leads.

Users will become more accustomed to this behaviour and engagement will rise.

86% of millennials reported positive experiences with automated bots

61% of users reported positive experience with live chat users
Our Updated Marketing Stack:
The Right Tools for the Job Ahead...
Our Updated Stack

• As Marketeers we are constantly coming across new processes, systems and tools to help us make the most of our marketing activity.

• Over the following slides we are going to take a look at a few examples of tools we are currently making use of out in the world…
Our Updated Stack

• **Engagement** - attracting new users and visitors

• **Fulfilment** - helping to serve them what they need while they are within your site

• **Analysis** - What you can learn about this activity afterwards to better shape future activity
Visual marketing has become a very important aspect of marketing especially in 2020.

Consumers retain 80% of what they see and only 20% of what they read.

Canva allows users to make use of customized photo filters, manipulate text, create images from scratch or use stock photos, designs or background images.
CANVA

Easily resize and rescale for different platforms

Optimise single piece of content quickly for all networks

Ensure brand continuity

Free and Paid versions available
MOJO

MOJO is a great new app for creating impactful, video and photo content for social media.

Conducive to storytelling

Free and Paid versions available
MOJO
PIXABAY

Completely free stock image library;

- Photos
- Videos
- Illustrations
- Vector Graphics
- Mockups

Also features a mobile app for easy use on the go
A great addition to the toolkit for anyone looking to make use of video or live-streaming as part of their marketing mix.

Helps to produce a more professional end result:

• Stick to script

• No chance of forgetting anything

• Focuses eyes on the lens
REPOST

A really useful tool for anyone working within Instagram.

Allows for easy sharing of photos and videos from other accounts.

Free app, no account creation required - seamlessly integrates with Instagram

Perfect for sharing user generated content and reducing demand on original content
IFTTT

Connect and duplicate online accounts to avoid multiple duplications

Rollout multiple posts and activity from a single click of a button

Can also used as an automated part of your analysis and reporting each month.
Google Keyword Planner

A free tool available from Google to help assess the effectiveness of keywords.

This helps us to not only plan and budget our adword campaigns but also help to focus on which keywords should be highlighted in blogs and on page copy.
TAWK

TAWK is a free plugin that offers users totally free live chat functionality on their website.

Compatible with many platforms - wordpress, square space etc

Very simple to setup and run

Proven way of increasing leads and enquiries on page.

Further increases time on site
TAWK

Also features a mobile app for instant messaging on the go

Create work tickets and email transcripts of conversation

Also features some in built analytics as well - location, activity, email etc
OPTinMONSTER

A powerful alternative to Mailchimp for growing email lists and databases

Allows for creation of signup forms, welcome email campaigns and landing pages

Integrates with Wordpress and many other website management platforms
Can create multi-step campaigns to onboard and engage with users

Geographically target users with different campaigns depending on intent

Integrate with existing CRM systems for seamless data flow.
HOTJAR

Comprehensive analytics and analysis platform for understanding your audience

Generate heat maps and activity maps

What areas are popular and generating clicks

How far users are scrolling

Triggers for user abandonment
So What First?
Where to begin with our new toolkit...
GETTING STARTED

Before we begin making too many wholesale changes to our existing marketing strategy it’s important that we ask ourselves some fairly straightforward questions:
SOCIAL MEDIA

• What are we doing?
• What's working?
• Where are we growing our audience fastest?
• Where are we gathering leads from?
• Where do our most engaged followers live?
SOCIAL MEDIA

- How much time are we spending on it?
- Are there ways we can be using existing technology to make our work more efficient?
- Are we seeing website visits or sales as a result of this activity?
SOCIAL MEDIA

RECOMMENDATIONS:

Analyse your existing activity and audience

Take a more considered, scheduled and planned approach to content delivery

Setup a scheduling and reporting system as soon as possible.
SEO

Are we attracting the number of visitors that we want?

Is that translating to the kind of sales or bookings we would like to see?

What quick wins are within our grasp to help improve that right away?
SEO

RECOMMENDATIONS:

Take the time to investigate your analytics reports

Run a free SEO report on your site to identify weaknesses and opportunities
SEO

RECOMMENDATIONS:

Take advantage of everything Google has to offer;

• Google my business
• Keyword Planner
• Reviews from customers
• Analytics
• Google Garage
• Adwords and trials
EMAIL MARKETING

Are people opening and reading our emails?

Are those open emails resulting in website visitors?
EMAIL MARKETING

Are we taking every opportunity to collect email addresses?

What are we doing with them when we do?

Are we handling and dealing with data correctly?
EMAIL MARKETING

RECOMMENDATIONS:

Compile and analyse a years worth of email reports

Look at plotting more targeted bespoke email journeys for customers

See email as a great automated tool for lead generation
WIDER RECOMMENDATIONS:

Work with teams across the business to build a digital strategy that compliments everyones work

Put steps in place to minimise workflows where possible - make the technology work for you

Research your competitors and find ways to differentiate yourself within your niche

Utilise everything Google has to offer - its #1 for a reason

Improve your local SEO profile as much as you can
FURTHER READING

There are loads of great resources out there for helping digital marketeers navigate this landscape:

• Social Media Marketing Podcast with Michael Stelzner

• The Digital Marketing Podcast with Ciaran Rogers and Daniel Rowles

• Google Garage

• The Moz Blog - SEO and Inbound Marketing

• SocialFresh
Any Questions?
Get In Touch!

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