

Digital Marketing Trends

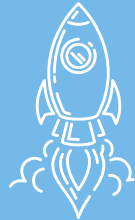
2018

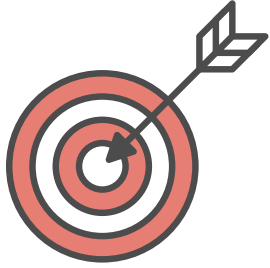


Let's
Grow
Your
Business!

MAGIK
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We are going to identify five digital marketing trends that will be of utmost importance in 2018, and show you how to make the most of them with your marketing activities.





Five Important Digital Marketing Trends

The marketing landscape is constantly changing, and for many business owners and marketers, it's hard to keep up. The things that worked one year might be obsolete the next.

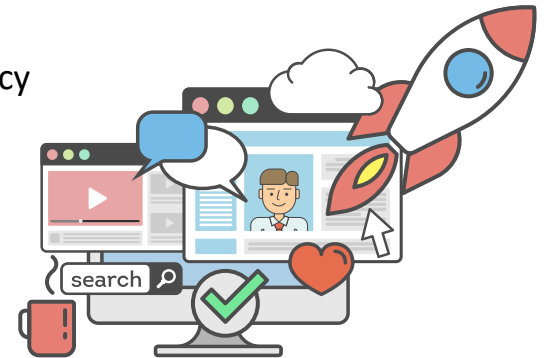
So, how do you know what to focus on for the year ahead? We've got you covered!

We've researched the trends, analyzed the data, and figured out what you should be focusing on for your business in 2018. It doesn't matter what industry your business is in—these marketing activities are applicable to all types of businesses.



Embrace change this year and use these 2018 Marketing Must Do's to grow your business!

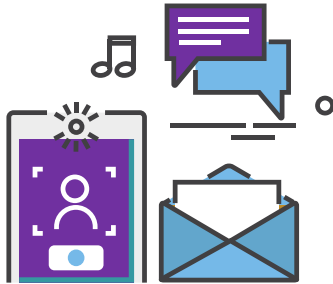
- ✓ Personalized Content
- ✓ Social Media Optimization
- ✓ Video Streaming
- ✓ Live Chat
- ✓ Transparency



Personalized Content

Why?

Content is everywhere—blog posts, email, social media, and website content—which makes it difficult to stand out. Personalized content captures the attention of your audience.

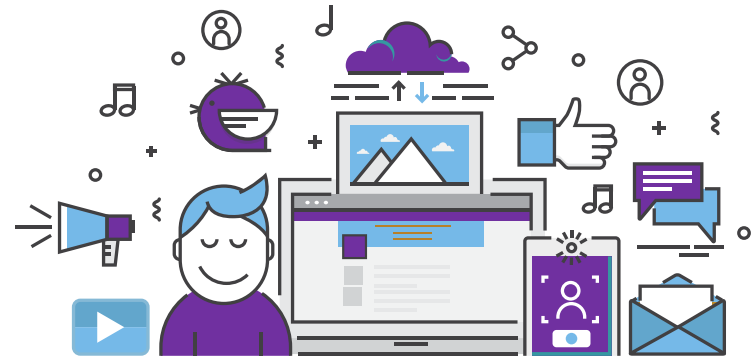


What Do I Gain?

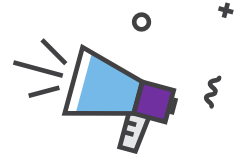
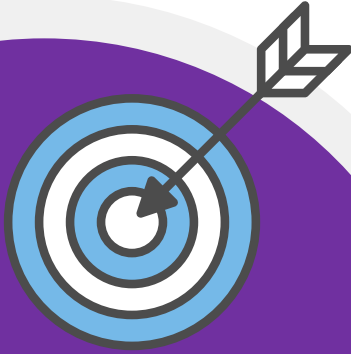
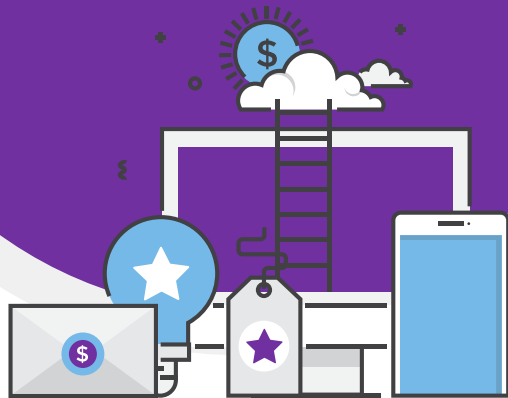
- ✓ Allows you to connect with your audience on a personal level
- ✓ Create more effective content
- ✓ Get better engagement and results

How?

Personalize content, such as emails or blog posts, by sending relevant content to groups of customers, clients, and prospects. The goal is to deliver an experience specific to the user, as it pertains to your business.



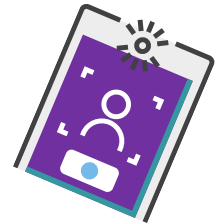
Examples



- Segment email lists or push notifications to target specific groups with specific deals
- Research your audience
- Cater a live chat greeting or pop-up to the specific source
- Use targeted advertising



When you cater content to specific scenarios, your target audience realizes that you have a grasp on your marketing channels and a clear understanding of them and their needs.



Social Media Optimization

Why?

People are searching for businesses using social media. Google may be the most trusted platform for obtaining users, but social media is more versatile and, often, most convenient.

What Do I Gain?

- ✓ Social media provides SEO value
- ✓ Easy to optimize a platform you're already on
- ✓ Find more users where they are

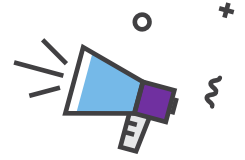
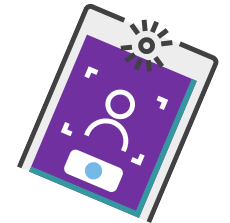
How?

Optimize your social media profiles using website SEO tactics such as keywords and location. Treat social media like your website and directory listings to ensure that your business gets found and generates leads on social media.



Examples

- Add a location tag to Facebook and Instagram posts
- Advertise on social media
- Post digestible, shareable content
- Create Facebook events





Video & Live Streaming

Why?

Video is huge in marketing and live streaming is the next big thing in real time marketing. If you don't have video on your website or don't use live streaming, you're behind.

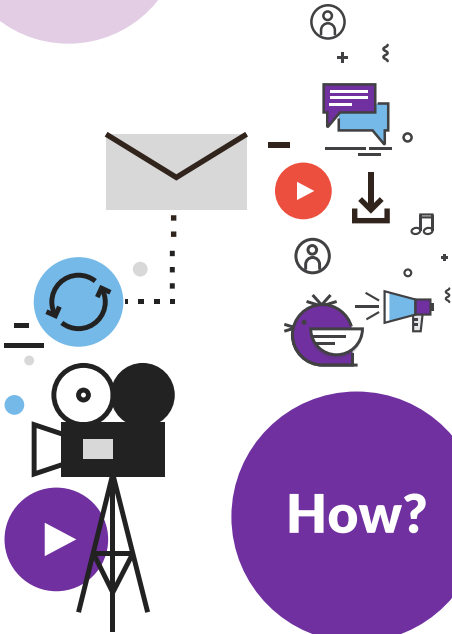


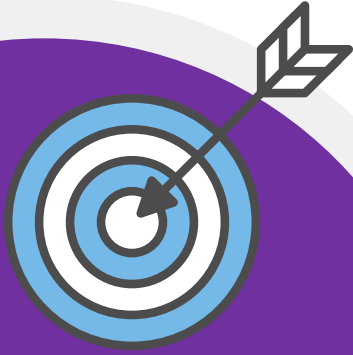
What Do I Gain?

- ✓ Video is exciting, appealing, engaging
- ✓ Real-time is authentic and transparent
- ✓ Express your brand personality, build trust/familiarity, and be more approachable

How?

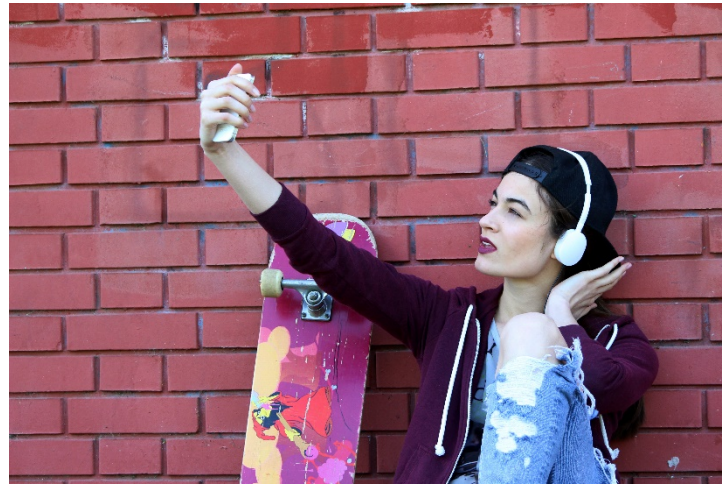
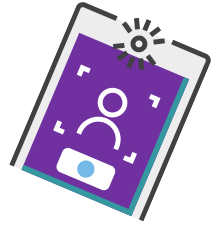
Add video to your website. Use Facebook Live and Instagram Stories for quick updates or information about products and services. Use any opportunity that you would take a photo as an opportunity to take a video.





Examples

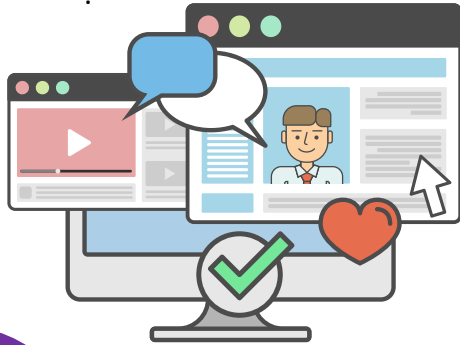
- Live video from events
- Quick tips or tutorials
- Answer FAQs using Facebook Live



Live Chat

Why?

Consumers in 2018 are expecting to be able to communicate with businesses easily, effectively, and immediately. People have less patience—they don't want to wait for an email response or even to be on hold for a few minutes. Live Chat provides an immediate response.

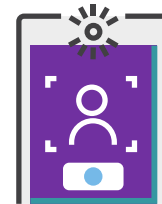


How?

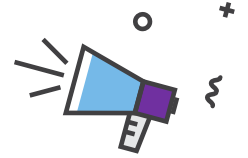
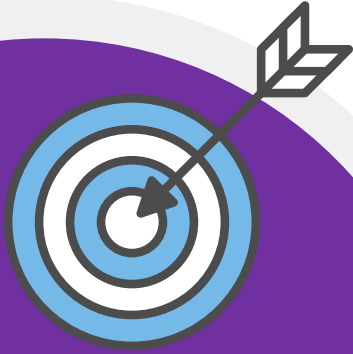
Enable messaging on social media through Facebook Messenger and Instagram Direct messages. Add Live Chat option on website through third-party providers to chat in real time or collect leads to follow up with.

What Do I Gain?

- ✓ Satisfies need for immediacy
- ✓ People can multitask while contacting your business
- ✓ Answer questions for prospective customers when interest is at peak
- ✓ Collect leads
- ✓ Real-time is authentic and transparent



Examples



- Instant Chat Modules on Your Site
- Automatic Responders in Facebook Messenger
- Live Chat Webinars



44% of online consumers say having questions answered by a live person during a purchase is one of the most important features.

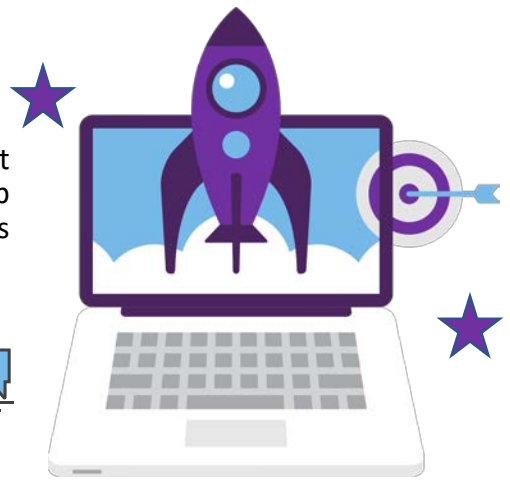
Transparency

Why?

Customers want to work with companies that they know and trust and that have a good reputation. Being transparent about your business opens up communication with customers, invites trust, and bolsters your business reputation.

What Do I Gain?

- ✓ People trust businesses that are honest
- ✓ Good reputation is easy to market
- ✓ It's easier to be authentic than to force a brand



How?

Monitor your reputation to engage with customers and align with values and improve business

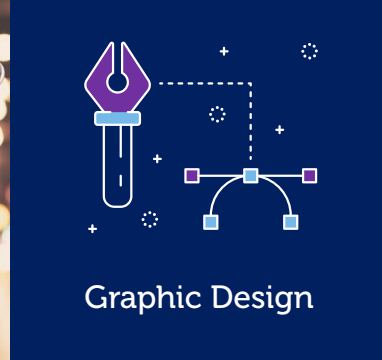
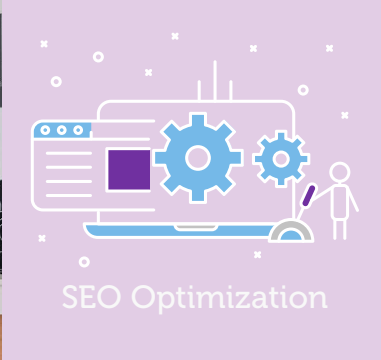
Don't strive for perfection, strive for authenticity

Allow your brand to shine through your strengths and weaknesses



Examples

- Your business gets a negative review, you respond to it and the reviewer actually ends up a happy customer.
- Responding honestly to reviews looking for a way to solve buyers issues.
- Respond honestly if a request is not within your scope of business. Respect comes from referring someone who can handle this job better and turns into customers who will come to you for YOUR service or product



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We help businesses take charge of their growth by combining knowledgeable guidance with state of the art design and technology to make marketing and running your business easy, effective, and affordable.

Automation that works and a digital presence that converts are our top priority. You need an audience looking for you.



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