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Social Media and Digital Marketing Trends for 2019



1 Don't just depend on organic traffic

It's not enough just to post content on Facebook, Instagram etc. and to hope it will be seen. Boosted posts and sponsored posts are still very cheap and efficient.



2 Create personalized content



Audience expects personalized, branded content graphics, diagrams, memes, testimonials, lists, infographics and lots of other images.

3 Use video

Videos are more appealing, 80% of what we consume online will be video by 2020. Engaging video is an ideal way to give your target audience material to share with their networks.



4 Do not underestimate emails



Email Marketing is still underused since the average person has the same email address 3 times longer than a physical address. They will also see, open and click on your emails as long as you send them good stuff.

5 Engage your audience

Your audience wants an interactive experience that you can provide through comments, opinion polls, Takeaways, contests and in particular by producing user-generated content.



6 Grab them with FOMO



Set the fear of what might be missing, which drives more consumer behavior than just positive attractions.

7 Choose the right influencer

Connect with other people especially those who have credibility or recognition in your niche, to promote your brand.



8 Create brand stories



Consider your marketing as a fun and informative TV, not a series of individual advertisements. Facebook, Instagram are becoming more popular this year and will outperform traditional newsfeed videos.

9 Human and personal

Trust and honesty are most important on social media than ever before, so show that you're a true and trusted person who is leading them through a shared experience – not just trying to sell something.



10 Be specific and consistent



Through your brand, you are simply promising to your clients and customers. So make sure you approach them with right kind of content regularly.

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