

THE TOP DIGITAL MARKETING TRENDS

YOU MUST KNOW FOR A SUCCESSFUL BUSINESS



RECENT DIGITAL MARKETING TRENDS



Digital advertising spending worldwide is projected to reach **\$375 BILLION** by 2021

Infographics are liked and shared on social media 3 times more than any other type of content.

25% of B2B marketers in the U.S. spent between 61% and 80% of their total marketing budget on digital marketing.



Location specific digital ad campaigns are **20x MORE EFFECTIVE** than traditional banner ads that are not location based.



80%

of consumers will remember a video ad they viewed in the past 30 days.

88%

of consumers trust online reviews as much as they trust personal recommendations.

More than **70%**

of marketer will fail to use behavioral data for online targeting.

SEO



The U.S. alone is estimated to spend

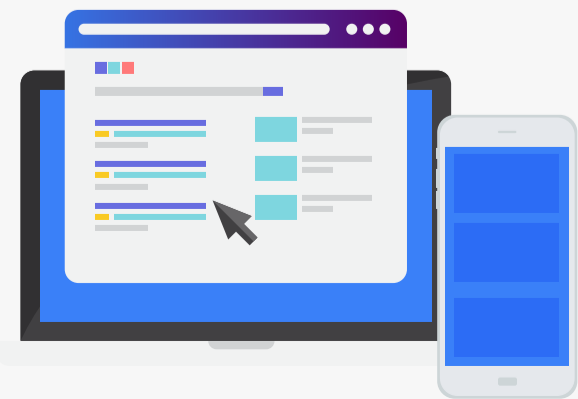
\$80 BILLION

in SEO services by 2020.

45% OF ALL COMPANIES say content marketing is highly integrated with their SEO strategy.

The TOP 5 search results on Google get

70% of all clicks.



Google is responsible for **96%**

of all smartphone search traffic and

94% of total organic traffic.

Compared to social media, search engines drive **300% more traffic** to content sites.

ORGANIC SEARCH

The average first page result on Google consists of

1,890 WORDS

Long-form content of over
1,000 WORDS

consistently receives more shares and links than shorter form content.

51%

of all website traffic comes from organic search,

10%

from paid search,

5%

from social

34%

from all other sources.

Over **40 percent of revenue** is captured by organic traffic.



Users focus more on organic search results

94%

of the time.

Search engines drive

300%

MORE TRAFFIC

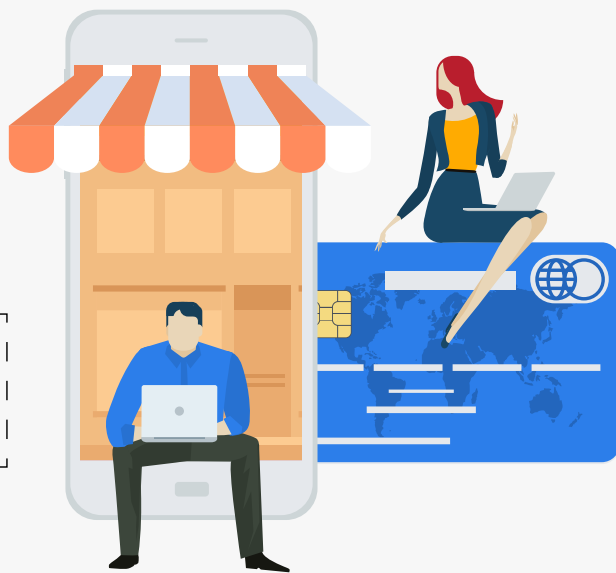
to sites than social media.

PAID TRAFFIC

64%

of people click on Google Ads when they're looking to buy an item online.

Internet traffic funneled through pay-per-click advertisements bring approximately **50% more lead conversions** than organic web traffic.



65%

of all clicks made by users who intend to make a purchase go to paid ads.

Mobile devices account for

53%

of paid-search clicks.

When it comes to PPC ad campaigns, 4 out of 5 businesses focus on Google Ads.

PPC ads can boost brand awareness by **46%**.

KEYWORD RANKINGS

50%

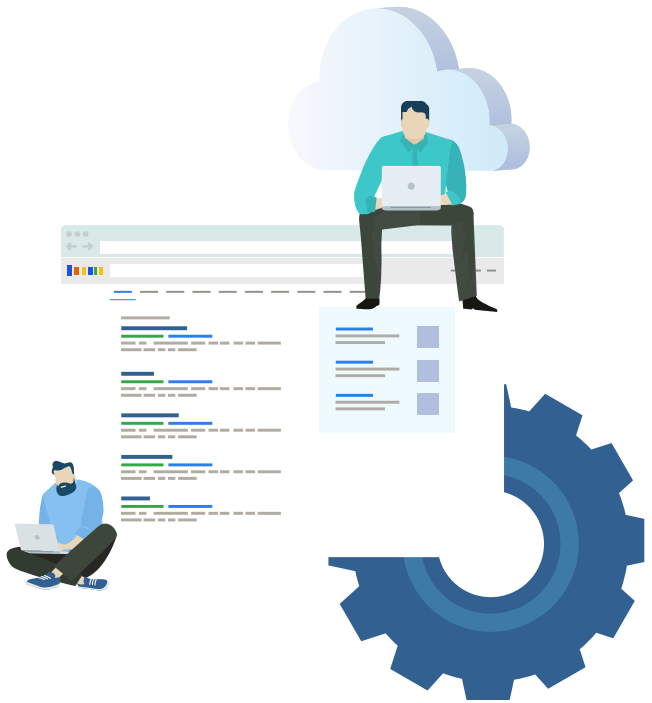
of search queries are four words or longer.

The average number of words a person uses in a Google search is **3**.

Google is responsible for

94%

of total organic traffic.



75%

of people never scroll past the first page of search engines.

70-80%

of people ignore paid search results, choosing to only click on organic search results.

57%

of B2B marketers stated keyword ranking generate more leads than any other marketing initiative.



LOCAL SEARCH BEHAVIORS

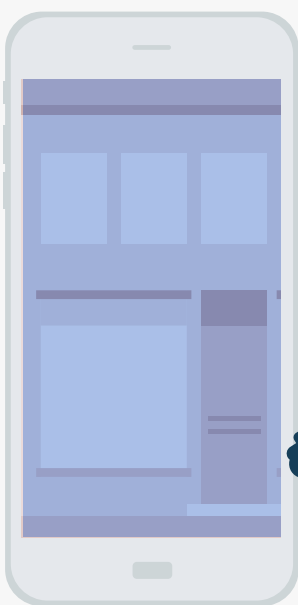
Google “near me” searches have **increased by two times** over the past year.

78%

of local mobile searches result in in-store purchases.

50%

of mobile users are likely to visit a store on the same day they conducted a Google search.



18%

of location-based mobile searches result in a sale within one day.

Website URLs that are not mobile friendly have experienced a **21% decrease** in search engine rankings.

The average mobile search conversion rate in Google Ads is **3.48%**.

LOADING TIMES

Web users exposed to slow loading times, will conduct less searches on average.

The average load speed for the top ranking sites of **1.9 seconds**.

53% of users will leave a page if it takes more than 3 seconds.



SOCIAL MEDIA TRENDS



FACEBOOK

Facebook has more daily active users than the population of China.

2 in 3

marketers claim Facebook is their most important social platform.

Facebook ads are used by **72%** of marketers.



Images account for **75-90%** of Facebook advertising effectiveness.

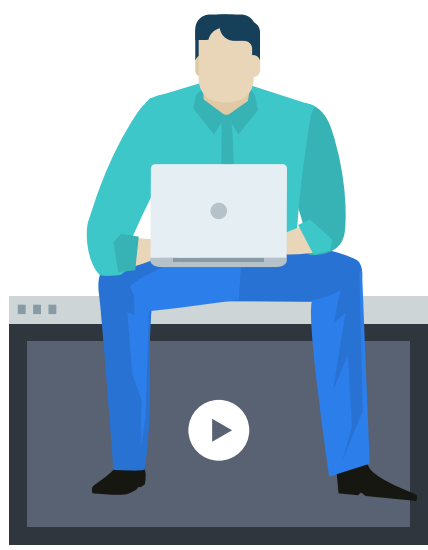
The most effective length for an ad title on Facebook is 4 words, and 15 words for a link description.



The best time to post on Facebook is **1pm-3pm**

74% of people say they use Facebook for professional purposes.

TWITTER



Tweets with videos get

6X

as many retweets as tweets with photos.

88%

of Twitter's advertising revenue is from mobile.

Blog posts longer than 1,500 words receive **68.1% more** Tweets.

INSTAGRAM

Instagram's ad revenue will grow to

\$10.87 BILLION

in 2019.



60%

of users discover products on Instagram.

75%

of users take action like visiting a company's website after a brands post.

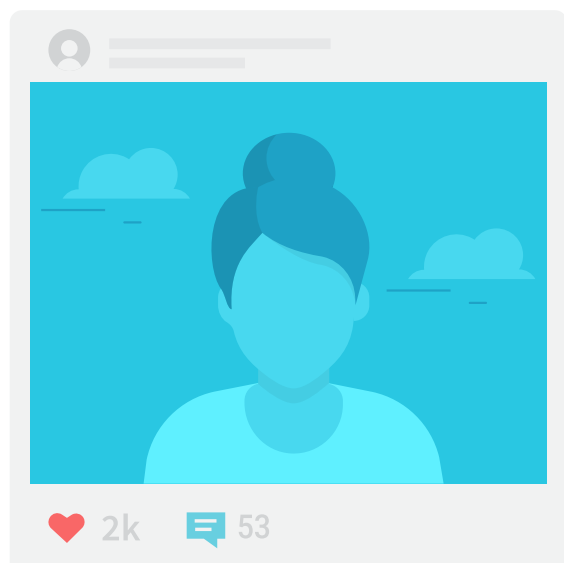
The best time to post on Instagram is weekdays at

5pm-2am

Instagram stories posted a

220%

increase in year-over-year ad spending.



LINKEDIN

When making a purchase decision, **50% of B2B buyers** use LinkedIn.

LinkedIn is

77%

more effective at lead generation than Facebook or Twitter.

In 2018, LinkedIn's revenue was

\$5.3 BILLION

CONTENT MARKETING & BLOGGING

Content marketing gets

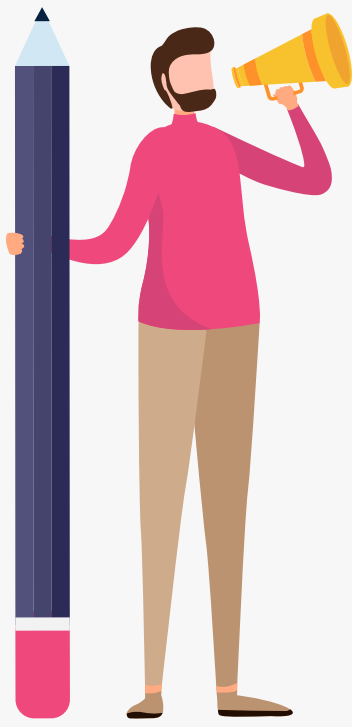
3x

more leads than paid search advertising



47%

of buyers viewed 3-5 pieces of content before engaging with a sales rep.



45%

of B2C marketers believe visual content is their most important type of content.

Companies who write blogs receive

97%

more links to their website.

Titles with

6-13 words

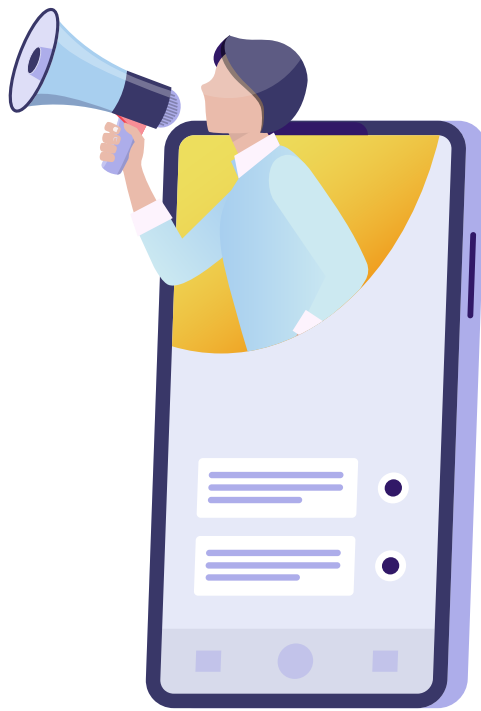
attract the highest and most consistent amount of traffic.

Companies who blog 11+ times each month get more than **4 times as many leads** than those who blog only 5 times per month.

MOBILE ADVERTISING

70%

of people dislike mobile ads.



Mobile ad blocking has increased by

70%

since last year.

60%

of consumers click on mobile ads at least weekly.

2/3 of consumers can recall a specific brand they have seen advertised on mobile in the last week

81%

of consumers have exited a website because of a pop up ad.

51%

of smartphone users have discovered a new company using search.

MOBILE EMAIL MARKETING

Mobile is responsible for at least

50%

of all email open rates.

Mobile users check their emails

3x

more than non-mobile users.

EMAIL MARKETING & RESPONSE RATE



The average open rate of emails across all industries is

18.16%

Emails sent between

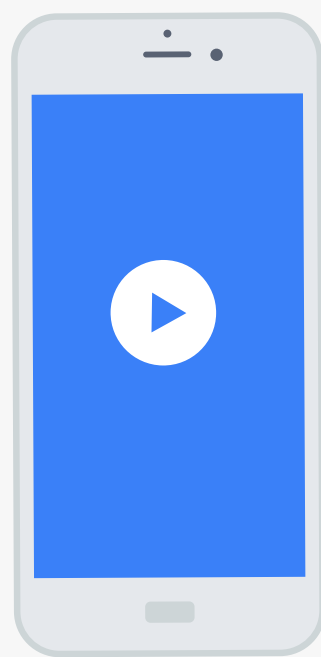
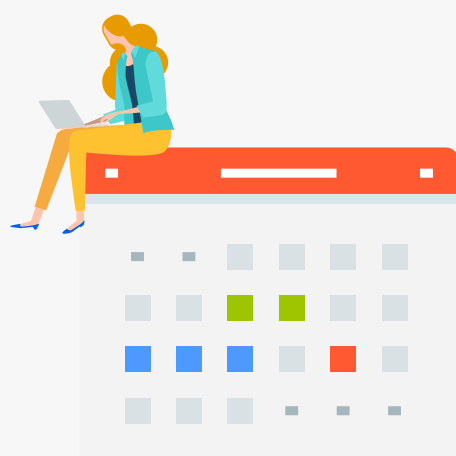
10am-11am

have the highest open rates.

Emails sent on **TUESDAY** have the highest open rates.

Personalizing emails can increase your response rate by

100%



Video in email leads to a

200-300%

increase in click-through rates.

Using the word 'video' in email subject lines boosts open rates by

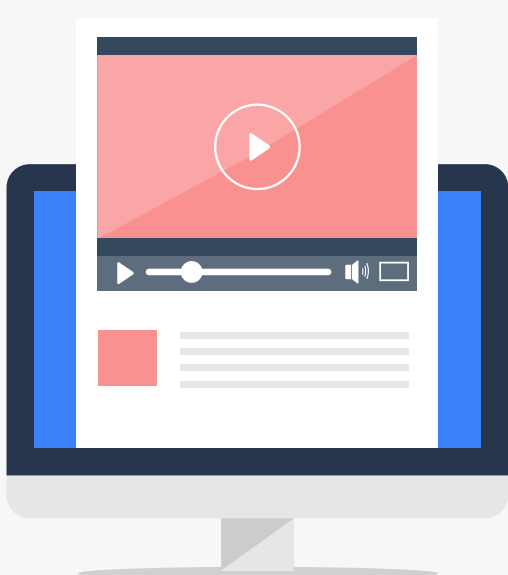
12.62%

42% of marketers do not send targeting emails.

49% of businesses use some form of email automation.

78% of users have unsubscribed from emails because a brand was sending too many emails.

VIDEO MARKETING



In 2019,

82%

of all consumer web traffic will be video.

1,200%

more shares are generated by social videos than text and images combined.

50% of online users search for product videos before they make a purchase.

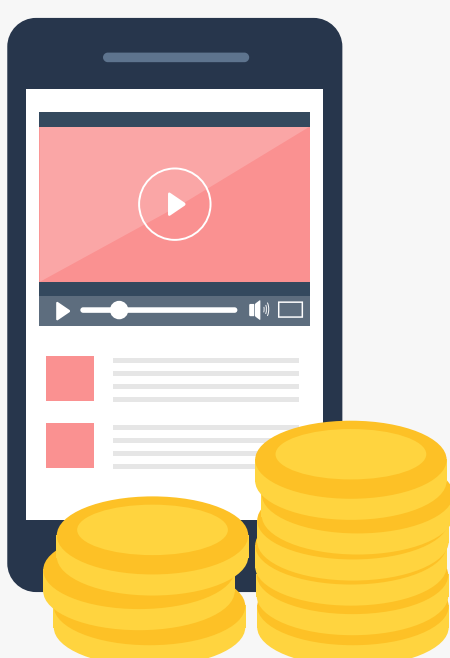
Video marketers get

66%

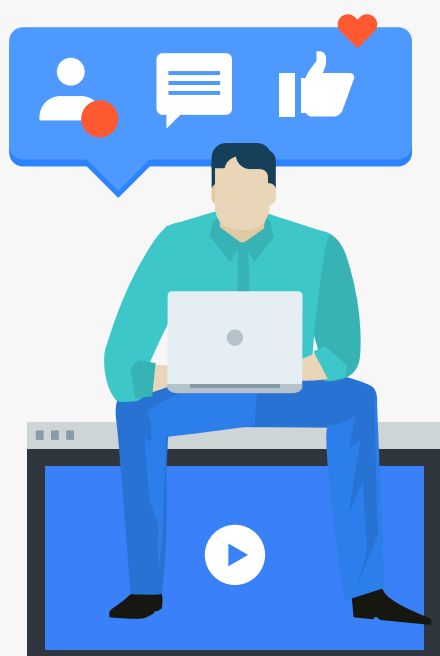
more qualified leads.

86%

of businesses use video as a marketing tool.



Over 500 million hours of video are watched on YouTube every day.



79%

of consumers prefer to watch a video instead of reading about a product.

85%

of Facebook video is watched without the sound turned on.

64%

of marketers see video as the most difficult content to create.

7 out of 10 marketing professionals are optimizing video for SEO.