

Digital Trends  
For 2020  
Summerlin Rotary  
10/15/19

Debbie Harris &  
David Mayne  
PIMedia



**PIMEDIA**  
Digital \* Social \* WordPress





PIMedia is a digital agency founded in 2010 and provides services for clients nationally. Our services include:

- Website development
- Social media
- Digital & social advertising
- Social video production
- LinkedIn training & coaching
- LinkedIn Velocity Program

## **Debbie Harris – CEO**

- Master Degree – Social Media Compliance & The Law
- Debbie is an executive coach for LinkedIn training
- PIMedia a Certified Woman Owned Business – WBE
- Manages LinkedIn Velocity Program





What I do...

## Digital Strategist & Consulting

- Executive & Staff Mentoring
- Project Scope Development
- Strategic Analysis
- Strategy Development
- Vendor Management
- Campaign Audit

# Agenda – Digital Trends for 2020

- State of Business Marketing Today
- Website – Page Builders
- Artificial Intelligence
- Chatbots
- Social Advertising
- Review Marketing
- Email Marketing
- Video Marketing
- Influencer Marketing
- Voice Search
- Content/Stories/Personalization
- Google



PIMEDIA

# The State of Business Marketing Today

- Search engine marketing (SEM) – Pay Per Click
  - Very effective, but you need a business case to justify the cost
  - Based on a cost per click - .05 to \$100.00+
    - Conversion is based on where you land (website, landing page...)
    - Cost to conversion is the most important factor – ROI
  - Ads are presented based on “keywords or phrases” and competitive bid

Google YAHOO! bing

# The State of Business Marketing Today

- Search engine optimization (SEO) –
  - Traffic from search engine to your website
  - Good but very competitive
  - The biggest misrepresentation on the web is that “We can get you on the first page of Google” ... For your name or website.
    - Google is very good at finding you, by your business name
    - Ranking your company by category is a whole different game

Google YAHOO! bing

# The State of Business Marketing Today

- Social Media

- Facebook is still home base for most people
- Instagram is a strong companion channel
- LinkedIn is your B2B Channel
- Twitter is for the “In the moment” audience
  - Sports, events, politics...
- Pinterest – Still almost 80% female demographic
- YouTube is the most overlooked social platform (1.9B users)
- Hundreds of specialty social media sites
- These are the new marketing channels



# The State of Business Marketing Today

- Review Marketing
  - Yelp
  - TripAdvisor
  - Facebook
  - Google





# The State of Business Marketing Today

- Traditional print is expensive, but can be useful for select markets
  - Example: Auto dealers, large retailers...
- Direct mail – Postcards only
  - Dentist, restaurants...
- Search engine marketing – Pay Per Click
  - Very effective, but you need a business case to justify the cost
- Search engine optimization (SEO) – Website traffic from search
  - Good but very competitive
  - Works best with another traffic strategy

# Trends in Website Marketing Technologies

## **DIY Website Builders**

- Wix
- Squarespace
- Weebly
- Shopify
- GoDaddy
- Builderall

## **WordPress Website Builders**

- Elementor
- Beaver Builder
- Divi Page Builder
- Visual Composer

## **Web Application Development**

- This is a whole different topic that should be discussed offline

# Trend is WordPress Page Builders

- Elementor
- Beaver Builder
- Divi Builder
- Visual Composer...
- 60% reduction in development time over WordPress alone
- Complete control on page
- Amazing effects
- Works independent of the Theme
- Reduces number of plugins needed
- Sections and pages can be saved and reused with inherited properties



# Trends in Website Technologies

## HTML 5

- Custom development
- Custom applications
- Custom Database
- Requires programmers
- Very expensive to develop

## Other CMS platforms

- Joomla
- Druple
- Bootstrap

# Mobile – Leading Search Platform



According to Perficient Digital, April 11, 2019, in 2018 58% of site visits were from mobile devices

# 5G & WiFi6 – Everything Faster

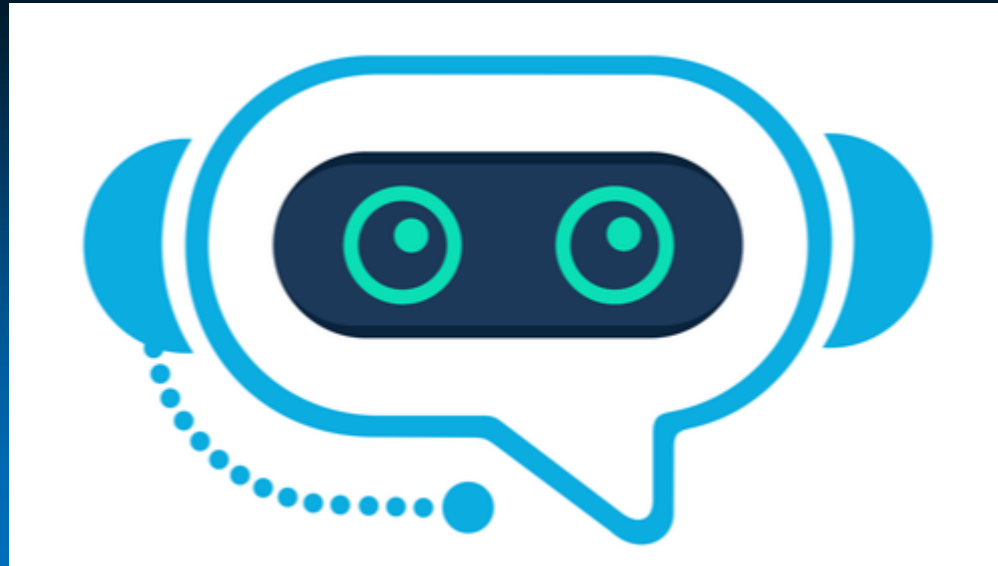


In a July 14, 2019 Forbes article, Daniel Newman tells us that download speeds with Wi-Fi 6 will be 3x faster. Connected devices on the average Wi-Fi will go from 10 to 50. WOW!

5G won't be limited to phones and will transform almost every industry that touches our lives.



# Artificial Intelligence



# Chatbots

Keyword response using If, Then, Else logic  
You need to create all the answers for the FAQs

**Today, 80% of users like the chatbot option**



# Chatbots Trends in 2020\*

- Gartner tells us that AI will become mainstream for customer experience in the next couple of years.
  - 47% of organizations will use chatbots for customer care
  - 40% will deploy virtual assistants
- 80% of businesses expect to have some sort of chatbot by 2020
- Over 50% of customers expect a business to be open 24/7
- Chatbot market value in 2016, \$703 million





# Programmatic Advertising

Use machine learning to reach your most likely candidate. Minimum budget is \$1500 per month.

Some platforms are at \$5000+ per month

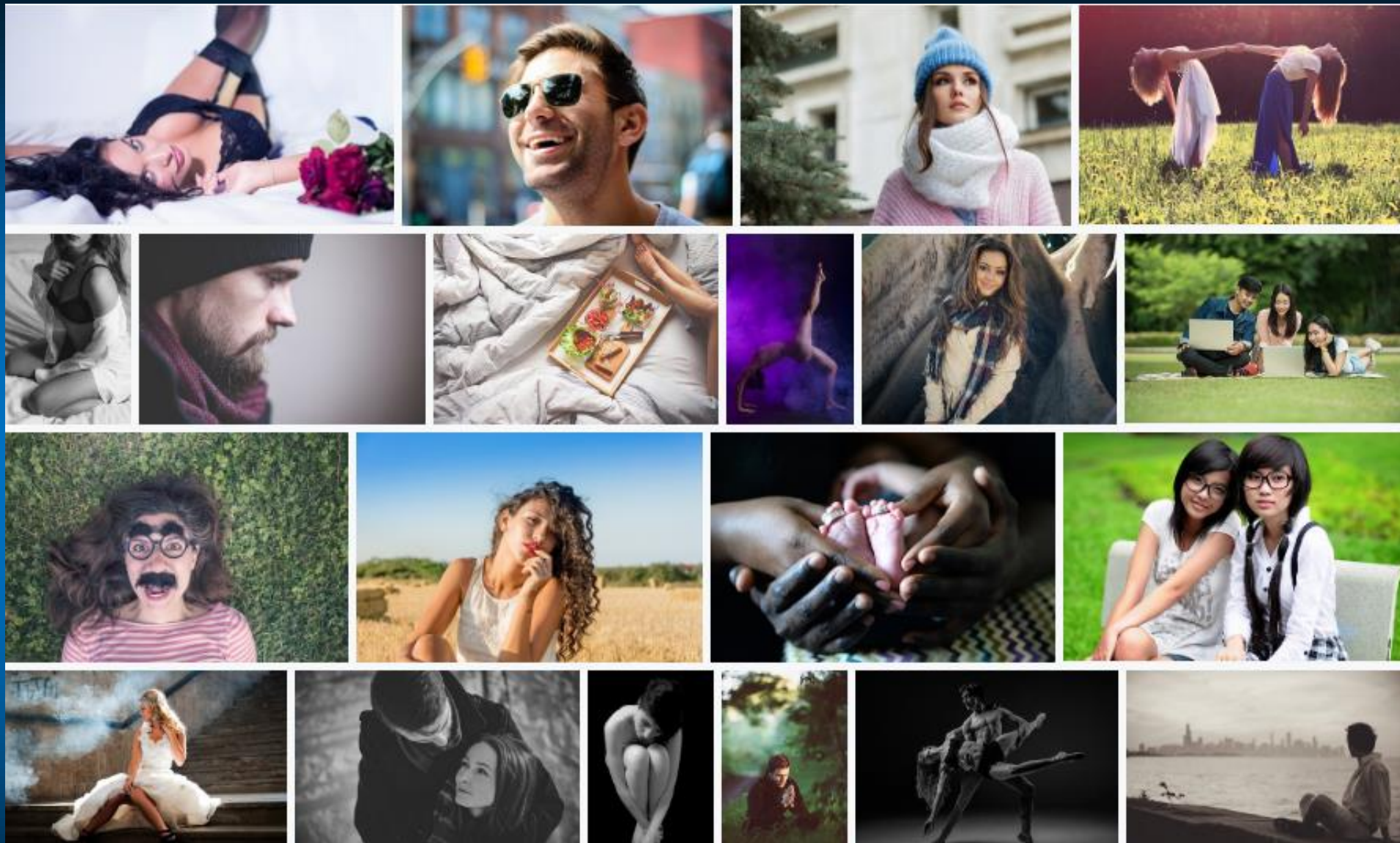


Social Advertising

# Analytics will be Key to a Competitive Edge



We are a data driven world. Using sophisticated analytics to understand data in real time will be key to a competitive edge.



Personalization



# Review Marketing

Yelp  
TripAdvisor  
Facebook  
Google  
Amazon

# Email Marketing



# Email in 2020



- Email will become increasingly more relevant
  - This will encourage more information being given voluntarily
  - This information makes enables the content to become even more personalized
- Email readers will then be able to serve up much more relevant emails instead of just based on the time the email is sent
  - Geotargeting could be used – I go to the grocery store and the Smith’s coupon shows up in my email
  - I am watching the Patriot’s game and a Fanatics.com coupon for a Patriots jersey shows up in my email
  - We have become accustomed to “retargeting” on websites and social platforms. Taking it to email goes one step further in creating a relevant experience. It is on its way.
    - Litmus Email Marketing in 2020



# Video Marketing

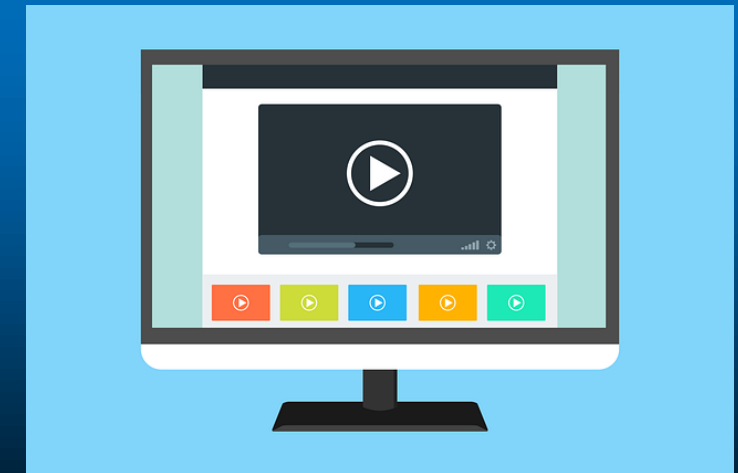


# Video is a Must

- In a Landing Page, video can increase conversion rates by over 80%
- “Video” in your email subject line will increase open rates by 19%
- Over 50% of consumers want to see videos from brands
- 90% of consumers say videos help them make buying decisions
  - HubSpot report

# Ways to Use Video

- Demo – show how your product works
- Brand – build your brand & attract your target audience
- Event – showcase a conference, roundtable discussion, fundraiser or any event
- Educational or How-To – teach your audience
- Explainer – “whiteboard” – why the customer needs your product or service
- Animated – great for strong visuals
- Customer testimonial – a case study or testimonial
- Live video
- And more...
  - HubSpot report



# Influencer Marketing

Watch your step...

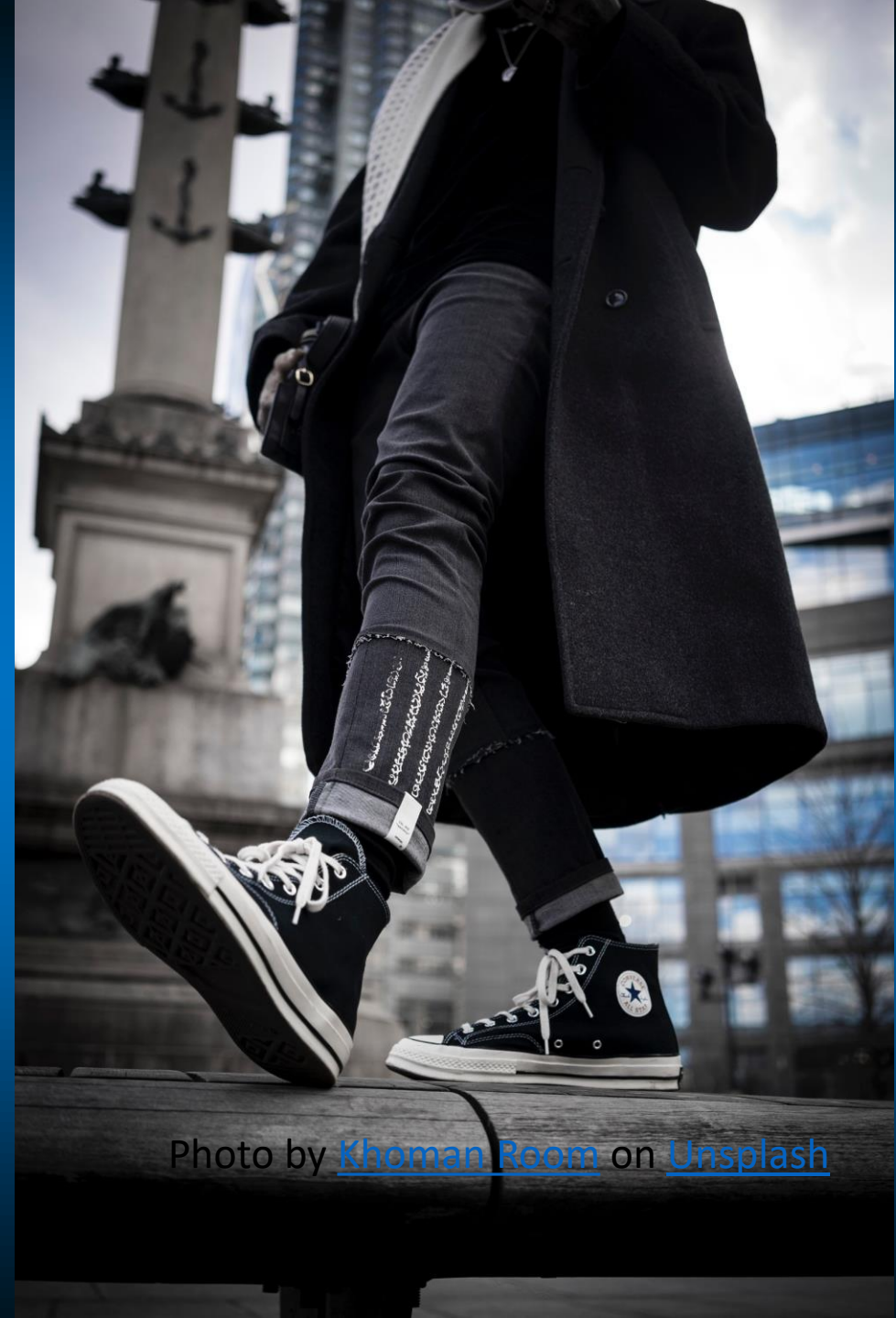


Photo by [Khoman Room](#) on [Unsplash](#)

# Voice Search

Website content written in natural or spoken language.



Google Home



Amazon Alexa

Research from Statista predicts that by the end of 2018, more than **45 million smart home devices** will be installed in U.S. homes. Sep 24, 2018

# Stories



Photo by [Glen Anthony](#) on [Unsplash](#)



Google

x



https://www.google.com

Search

Images

Maps

Play

YouTube

News

Gmail

Drive

Calendar

More

# Google



Google Search

I'm Feeling Lucky

## Connecting with Google



Questions?



**PIMEDIA**  
Digital Recruitment Marketing







Thank You!

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