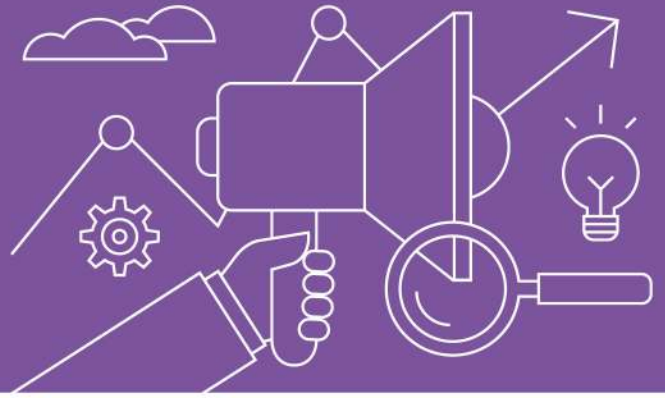


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5 TRENDS

— TO WATCH IN 2019 —



Marketing is in a constant state of evolution, and today's rapidly-changing technology means even more innovative, exciting, and effective ways to reach your audience.

Your customers are adopting new technologies as fast as they're developed, and it's changing the way they do business.

As a savvy brand, you'll want to keep your finger on the pulse of what's really driving your customers to consider and make purchases.

Let's look at some of the most prominent — and powerful — marketing techniques you can add to your marketing strategy as you move into the coming year.

TREND #1: KNOWING WHAT YOU AUTO DO

Consumers that shop Amazon have already discovered the convenience of recurring deliveries for those items they purchase frequently. And auto-renew options on everything from cosmetics to groceries are becoming a common sight in the digital landscape.

But automated commerce, or a-commerce, is poised to make a real difference in your ability to serve your customers what they want, potentially before they know they want it.

Retailers are experimenting with algorithms that are spot-on predictors of consumer wants and needs.

Considering how much data is available on consumer's purchasing habits, these algorithms could reduce the need for targeted marketing,

as much of a consumer's shopping will be done automatically.

Automated commerce can extend to simpler marketing tasks, like automatically sending your top customers a loyalty reward or letting customers know — automatically — when an item they want is low in stock.

While this isn't the same as creating an algorithm to predict what your customer will need next, these automated tweaks can result in mix of significant revenue and savings.



TREND #2: COMING ALIVE

Live video was just getting started in 2016, and yet it was already an industry worth \$30 billion.

And just so you know, it's really *that* important – 80% of customers would rather watch a live video than read a brand's blog post.

Eighty percent!

Viewers love video. And among the types of video, they spend 8 times longer watching live video than video-on-demand, underscoring live video's importance in introducing customers to brands they're going to love.

And why are they going to love your live video? Because it helps connect your customers with

the more emotional, authentic side of your brand.

That connection – that little bit of love between you – makes them 8.4 times more likely to trust you, 7.1 more times likely to purchase from you, and 6.6 more times to forgive you if you make a mistake. Whew, pressure's off!



TREND #3: SEARCHING FOR THE RIGHT ONE

There's been a lot of chatter in the marketing world about the changes in search technology.

Currently, there is less pitter-patter of fingers upon keyboards and more emphasis on both voice and visual search as options for intelligent search.



Let's check them out.

Finding Your Voice

It's so much easier and faster to ask your question to your phone's AI than to tackle the keyboard.

This is particularly true if you've got to be in hands-free mode.

And the volume of voice searches of over 1 billion per month tells the tale.

Voice shopping – a natural extension of voice search – is set to expand from today's measly \$2 billion per year to a whopping \$40 billion by 2020.

Seeing the Light

Not to be outdone, visual search is creeping up on the heels of voice, with about 27% of searches on 10 of the most common internet properties using visual search.

With the growth of visually-delicious websites like Pinterest, it's no wonder that consumers are captivated by images.



In fact, information from Pinterest shows that the areas of fashion, home décor, art, and food are searched most often, so brands in these categories have a powerful new tool to attract customers.

Learning from Pinterest, sites like Bing and Google are incorporating visual search tactics to make it easier for consumers to search this way.

You don't have to have proprietary software on your site to hang with the big dogs, though.

Brands can capitalize on this tactic by optimizing website images to make them easy to locate, and by advertising on sites with visual search, like Pinterest.

TREND #4: LEARNING THAT TINY IS POWERFUL

In the recent past, having an influencer advocate for your brand was a sure-fire marketing hit.

But today's consumers are looking past those heavily-commissioned celebrities and talking heads to more authentic sources.

Hey, 86% of consumers rate authenticity as important when choosing brands, and 30% say they've unfollowed a brand's social media due to inauthentic behavior – that's a pretty strong argument for brands to value authenticity.

And authenticity is exactly what micro-influencers – social media users with niche followings – can provide.

These users have increased engagement rates and highly targeted audience – a marketer's perfect duet.

If you want to go for the trifecta, then add in the fact that micro-influencers are far more affordable brand ambassadors than celebrities or high-profile influencers with millions of followers.



TREND #5: KNOWING GOOD THINGS COME IN SMALL PACKAGES

All of us have had micro-moments or mobile moments – you know, those seconds where we have just pulled out the old smartphone and typed in our immediate needs and dearest wishes.

According to Google, those moments can include:

- Want to Know
- Want to Do
- Want to Go
- Want to Buy



The good thing in this small package is the amount of revenue that consumers are spending while conducting mobile search.

To break it down, 82% of consumers are using mobile search to research products and 10% end up buying things they hadn't planned on.

This is exactly the kind of behavior that helped result in a record-breaking Black Friday haul of \$1.2 billion in online sales.

To get your brand positioned to reap the benefits, make sure your mobile site is appealing, fast, and relevant.

- GETTING READY FOR 2019 -

The coming year promises to herald new choices for brands in the areas of digital marketing and customer outreach for those brands that are ready to power up their visibility and revenue.

Some, like automated marketing, can take a bit more planning and effort to accomplish, while others – such as optimizing your website for mobile, winning the hearts of some

small but mighty influencers, and creating emotional, winning videos that showcase your brand's authenticity – are simpler to implement.

If any, or all, of these strategies will fit your brand's marketing plan for 2019, you owe it to yourself and your brand to try them on for size.

There's nowhere to go but up!

Ready to put these trends into practice? Let's talk!

Contact us online, by email (amie@E29marketing.com) or call us at 415-891-0400.

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