

DIGITAL MARKETING TRENDS

TRENDS ON THE RISE: VIDEO, LIVE VIDEO, SOCIAL

VIDEO

57% of marketers currently use video and 75% plan to increase their use of video.¹

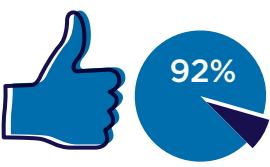
LIVE VIDEO

61% of marketers plan to use live video. 69% want to learn more about it.²



YouTube (a subsidiary of Google) is making it easier for businesses to run video ads. Google AdWords can help you create a custom campaign using an existing video. No video? No problem. YouTube also provides resources for video inspiration and even production.³

SOCIAL



92% of marketers say social media is important to their businesses.



63% plan to increase their use of Instagram.

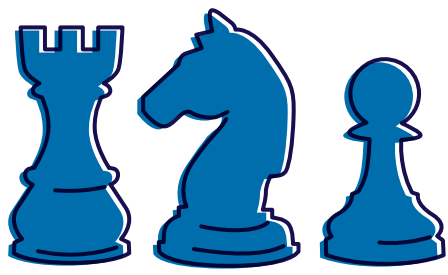


64% plan to increase their use of Facebook.

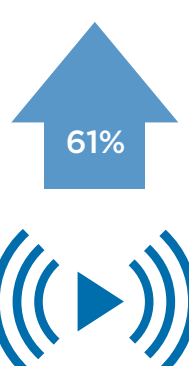
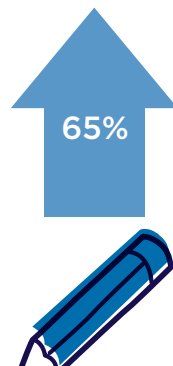
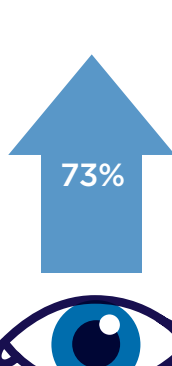
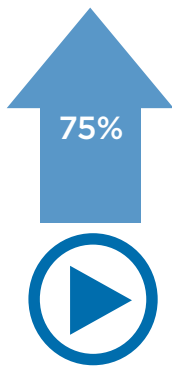


85% use visual assets in their social media marketing.⁴

CONTENT MARKETING: WHAT YOU NEED TO KNOW



12 = AVERAGE NUMBER OF CONTENT TACTICS USED BY B2C MARKETERS⁴



Marketers plan to increase their use of **videos** (75% of those surveyed), **visuals** (73%), **blogging** (65%), and **live video** (61%)⁶

MOST EFFECTIVE CONTENT MARKETING TACTICS REPORTED BY B2C BUSINESSES



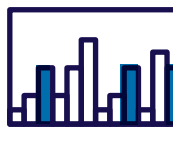
67%
E-newsletters



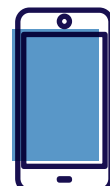
66%
Illustrations/
Photos



66%
Social Media

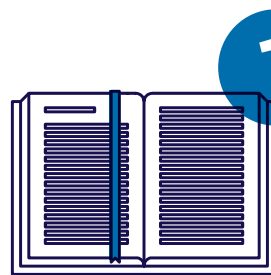


63%
Infographics

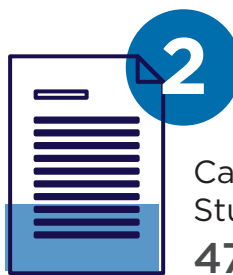


59%
Mobile Apps⁷

MOST EFFECTIVE B2B CONTENT MARKETING TACTICS



1
Books/
White Papers
50%



2
Case
Studies
47%



3
Social Media Posts
(excluding videos)
41%⁸

SOCIAL MEDIA TRENDS TO WATCH



97% of B2B marketers rank LinkedIn as the most important social media platform for their businesses.⁹ Other effective platforms include:



Twitter
87%



Facebook
86%



YouTube
60%



Instagram
30%

HOW SMALL BUSINESS DOES SOCIAL



24% of small businesses have not used social media for their business

Over **90%** of small businesses using social media are on Facebook

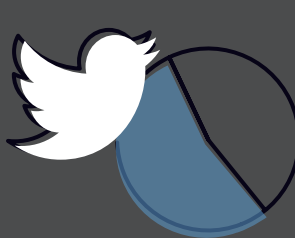
41% share content and engage with followers multiple times a day

More than **50%** rely on in-house staff for social media marketing¹¹

THE MOST POPULAR SOCIAL MEDIA PLATFORMS FOR SMALL BUSINESSES ARE



91%



55%

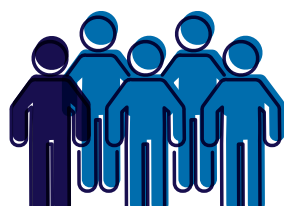


52%¹²

TOP SOCIAL MEDIA OBJECTIVES FOR SMALL BUSINESSES



25%
Clicks to
Website



25%
Audience
Growth



20%
Engagement¹²

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SOURCES:

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