

Online Marketing Webinar Series: Trends in Digital Marketing

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CENTER FOR PROFITABLE AGRICULTURE
UTEXTENSION INSTITUTE OF AGRICULTURE
A UNIVERSITY OF TENNESSEE - FARM BUREAU PARTNERSHIP

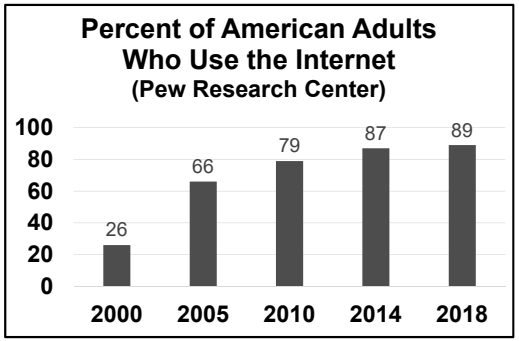
June 26, 2018

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SOUTHERN EXTENSION FARM MANAGEMENT EDUCATION

USDA
United States Department of Agriculture
National Institute of Food and Agriculture

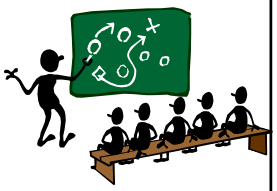
If you aren't on the Web, you aren't!

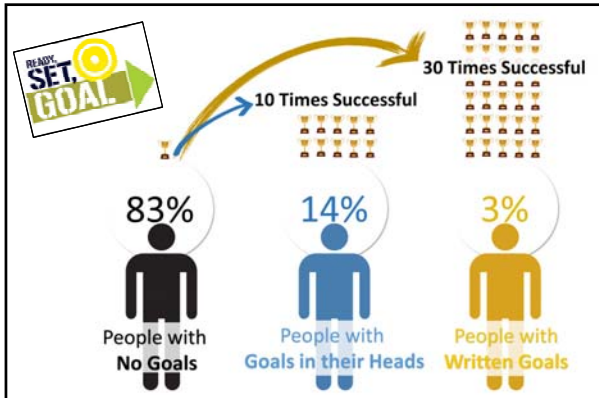


- 89% of American adults use the Internet

Game Plan

- Define digital marketing
- Discuss trends and tips
- Consider resources to keep up
- Set goals
- Complete evaluation





https://www.linkedin.com/pulse/why-only-few-super-successful-people-naveen-raju/

What is digital marketing?

- Achieving **marketing objectives** through applying **digital technologies and media**
- Includes managing different forms of online company presences



Source: Caffey, Dave. *What is Digital Marketing?* https://www.smartinsights.com/digital-marketing-strategy/what-is-digital-marketing/

Marketing is all about understanding target customers and developing strategies to reach them.



Marketing Objectives

- Develop/strengthen relationships
- Build trust
- Provide customer experiences
- Promote products and services



- Acquire new customers
- Develop loyal customers
- Generate sales

Digital Technologies and Media

- Websites
- Social media
- Blogs
- Email
- Mobile Apps

- Search engine optimization
- Social media marketing
- Online advertising
- Email marketing
- Marketing automation



Trends and Tips

- Hottest platforms
- Interesting trends
- Tips for using

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Mobilization

- 95% of adults own cell phone in 2018
- 77% own a smartphone
- Smartphone use by age
  - 94% age 18-29
  - 89% age 30-49
  - 73% age 50 to 64
  - 46% age 65+
- http://www.pewinternet.org/fact-sheet/mobile/



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top 10 Social Networking Sites

(May 2018)

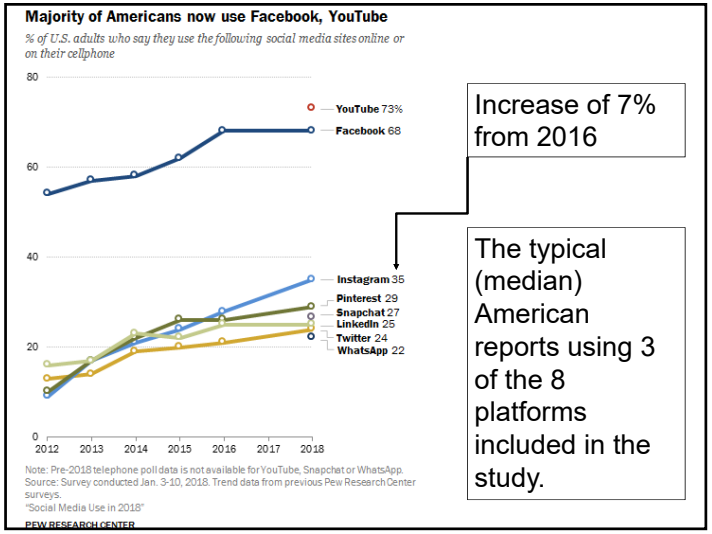
1. Facebook
2. YouTube
3. Twitter
4. Instagram
5. LinkedIn
6. Reddit
7. VK
8. Tumblr
9. Pinterest
10. Google Plus

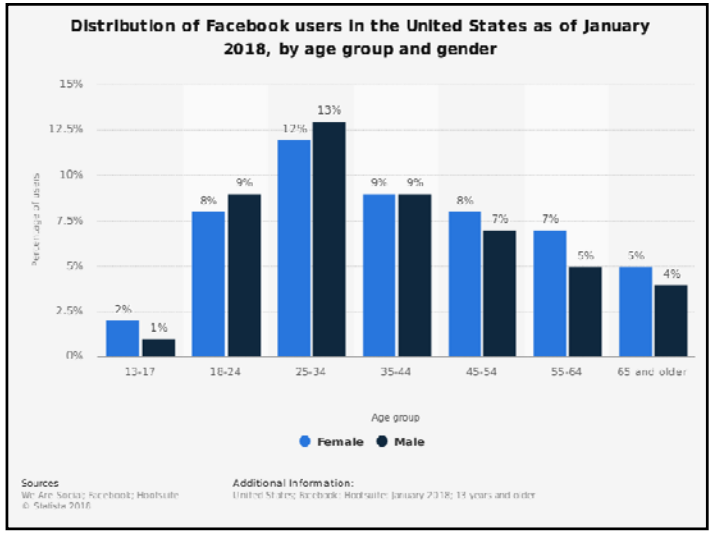
http://www.ebizmba.com/articles/social-networking-websites

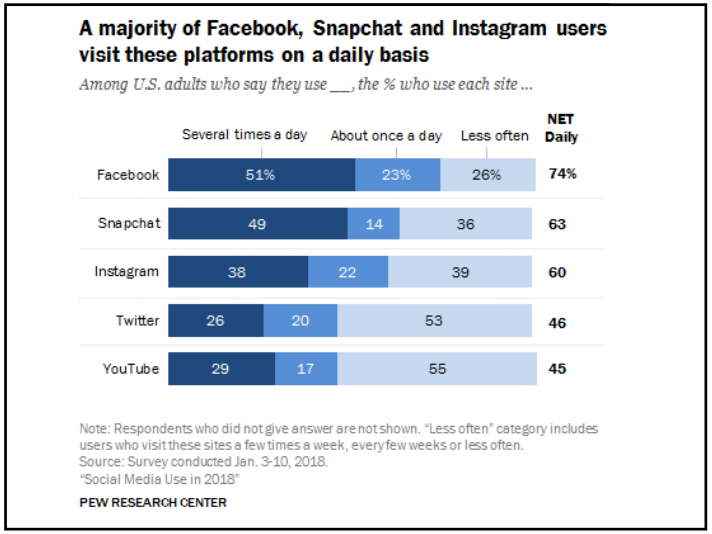
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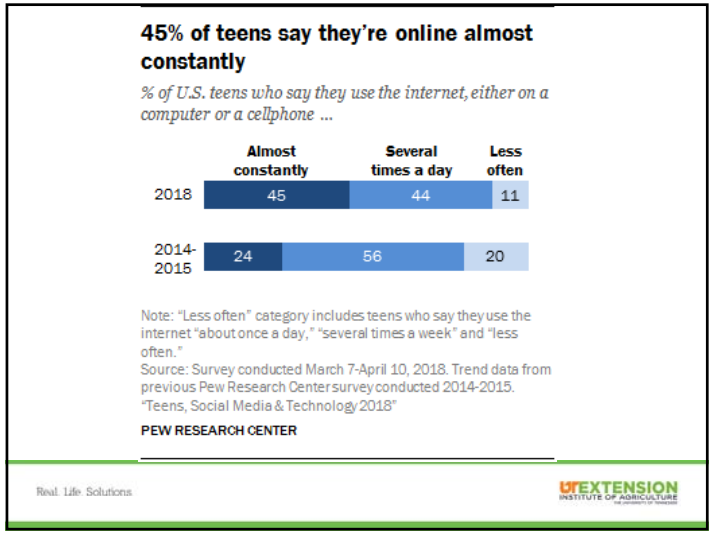
Platform	Estimated Unique Monthly Visitors
facebook	1.5 billion
YouTube	1.499 billion
	400 million
Instagram	275 million
Pinterest	105 million

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Majority of Americans now use Facebook, YouTube
% of U.S. adults who say they use the following social media sites online or on their cellphone
YouTube 73%
Facebook 68
Instagram 35
Pinterest 29
Snapchat 27
LinkedIn 25
Twitter 24
WhatsApp 22
80
60
40
20
0
2012
2013
2014
2015
2016
2017
2018
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.
"Social Media Use in 2018"
PEW RESEARCH CENTER
Increase of 7% from 2016
The typical (median) American reports using 3 of the 8 platforms included in the study.

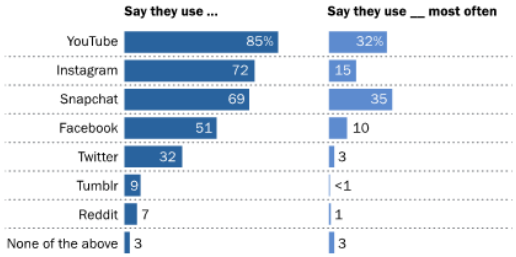

Distribution of Facebook users in the United States as of January 2018, by age group and gender
15%
12.5%
10%
7.5%
5%
2.5%
0%
2%
1%
8%
9%
12%
13%
9%
9%
8%
7%
7%
5%
5%
4%
13-17
18-24
25-34
35-44
45-54
55-64
65 and older
Age group
Female
Male
Sources
Additional Information:


A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis
Among U.S. adults who say they use ___, the % who use each site ...
Several times a day
About once a day
Less often
NET Daily
Facebook 51% 23% 26% 74%
Snapchat 49 14 36 63
Instagram 38 22 39 60
Twitter 26 20 53 46
YouTube 29 17 55 45
Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.
Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"
PEW RESEARCH CENTER


45% of teens say they're online almost constantly
% of U.S. teens who say they use the internet, either on a computer or a cellphone ...
Almost constantly
Several times a day
Less often
2018 45 44 11
2014-2015 24 56 20
Note: "Less often" category includes teens who say they use the internet "about once a day," "several times a week" and "less often."
Source: Survey conducted March 7-April 10, 2018. Trend data from previous Pew Research Center survey conducted 2014-2015.
"Teens, Social Media & Technology 2018"
PEW RESEARCH CENTER
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YouTube, Instagram and Snapchat are the most popular online platforms among teens

% of U.S. teens who ...

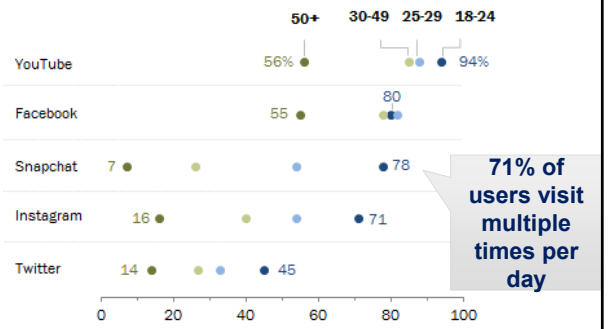


Note: Figures in first column add to more than 100% because multiple responses were allowed. Question about most-used site was asked only of respondents who use multiple sites; results have been recalculated to include those who use only one site. Respondents who did not give an answer are not shown.
Source: Survey conducted March 7-April 10, 2018.
"Teens, Social Media & Technology 2018"

PEW RESEARCH CENTER

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

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The first generation of the 21st Century has arrived!

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Generation Z

- Tech-savvy, pragmatic, open-minded, individualistic and socially responsible
- Value privacy
  - Prefer Snapchat and Instagram
- Not cool to be on Facebook
  - Use for group chats or keep up with parents
  - "This cohort of teens is on track to kill Facebook."
- http://www.businessinsider.com/generation-z-things-gen-z-are-killing-facebook-ralph-lauren-2018-5

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Pinterest

- Remains substantially more popular with women
  - 41% of women use the site
  - 16% of men use the site
- http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/

Facebook Algorithm Change

- Intended to increase personal posts from friends and family in news feeds
- Desire for engagement to be authentic
- Discourages engagement bait
  - "Comment if…
  - "Tag a friend if…"
  - "Share this post.."
- Decreased organic reach



Note Change in Reach Measurement

- Old way

250 posts loaded when someone logs in → all were counted as reach

- New way

only counted as reach if the post appeared in the person's timeline and they scrolled through it

Focus on impressions and engagement

Strategies

- Create meaningful content
  - Quality over quantity
  - Try to naturally start a conversation
  - Relevant topics in a timely manner
  - Include questions your followers will have opinion on to generate feedback
  - Respond to comments

Strategies

- Develop a Facebook Group
- Pay-to-Play
  - Boost posts
  - Ads targeted to specific audience



Content

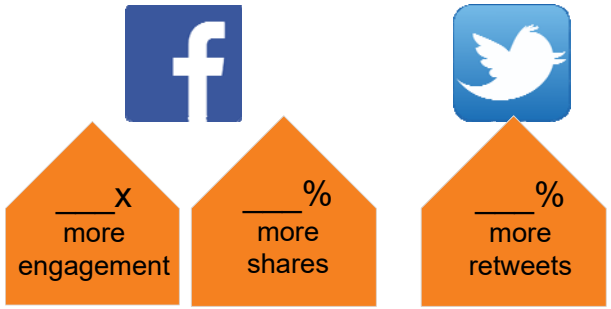
- Deliver value
- Tell your story creatively
- Engage customers
  - Quizzes
  - Polls
  - Videos
- Be transparent about purpose

80/20 Rule



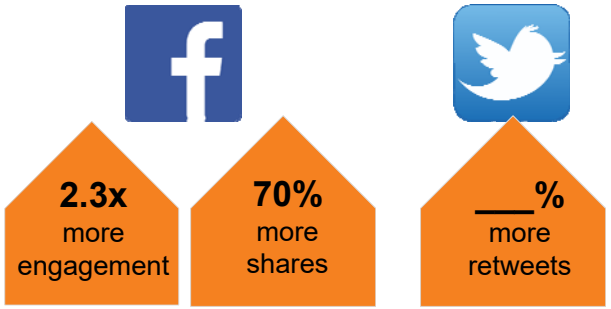


Add Visual Content

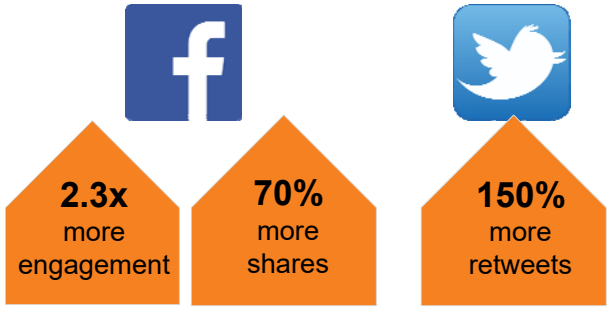


http://buzzsumo.com/blog/how-to-massively-boost-your-blog-traffic-with-these-5-awesome-image-stats/ (5/2015)

Add Visual Content



Add Visual Content





Images & GIFS



- Millennials prefer emojis, GIFs and stickers over words
- http://www.dmnews.com/social-media/6-social-media-trends-that-will-dominate-summer-2018-marketing/article/763203/

Video

- Video marketing projected to account for 80% of total Internet traffic by 2020





Daily Video

- 1 billion hours of video watched on YouTube
- 100 million hours of video watched on Facebook
- Billions of video views on Instagram, Twitter and Snapchat
- https://www.forbes.com/sites/forbesagencycouncil/2018/03/06/four-emerging-digital-marketing-trends-to-keep-on-your-radar/3/#57b12701c930

Why Video?

- Consumers prefer video over text
- Social media algorithms favor video content
- Tells compelling story – faster
- "If you feature yourself or company employees in the video, the trust factor is raised significantly."
- https://unbounce.com/landing-page-articles/the-benefits-of-using-video-on-landing-pages/

Consider Facebook Live Events

- Notifies all followers to attend
- Saves the video for future views
- Live videos get 6 times as many interactions as regular videos

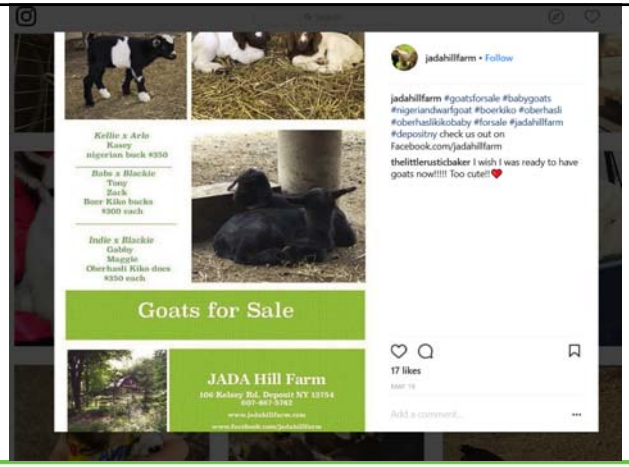


Additional Resource

- Facebook Video Best Practices Resource
- https://www.facebook.com/facebookmedia/blog/video-best-practices

Instagram

- Photo and video sharing social networking service
- Owned by Facebook
- Uses hashtags (#) to sort content/categorize posts
  - Get content to interested people



#hashtag on Instagram

- Add # to posts to grow number of followers
  - Switch it up – if use same → Spam
- Users can follow # - posts will appear in feed = potential new followers
- Users can mark content "Don't Show for This Hashtag" if not interesting or relevant

Hashtags on Instagram

- Test different numbers of # to see what works best
- Choose to reach target audience
- Make sure to check each hashtag
  - Relevant
  - Not banned or broken
- Limit to ~25 max per post
  - Instagram limits each post to 30
  - Want to leave room for followers to comment with a #



Hashtags on Instagram

- Follow Hashtags
  - Gather new # suggestions
  - Engage with others with same interests
  - Follow your own # to track activity
- Learn more https://blog.hubspot.com/marketing/instagram-hashtags

Social Media Advertising

- Organic reach less effective
- More companies advertising
- Increasing costs of advertising



- https://www.socialmediatoday.com/news/7-digital-marketing-trends-to-watch-in-2018-infographic/516593/

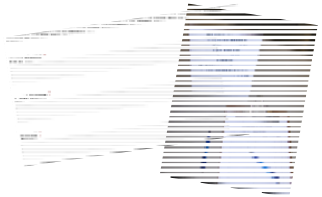


- Reviews matter in search rankings
- Half of adults under 50 regularly check online reviews before purchasing items
- Create a plan to generate reviews
  - Without incentivizing people
- https://www.forbes.com/sites/forbesagencycouncil/2018/01/30/six-digital-marketing-trends-to-watch-in-2018/2/#3fd54d0f6393



Stay Connected - Email

- Generate a customer database
  - Names, e-mails or other contact information
- E-news messages or newsletters
  - Basic email Constant Contact, Mail Chimp, etc. provide analytics
- Make it easy to sign up



- Tell what's in it for them

E-mail Basics



- Appealing/exciting subject line
- Address to individual
- Short message with clear focus
- Call to action
- Signature –
  - Who you are
  - How to contact you – phone, web, social media

Email Basics

- Double check for spelling and grammar errors
- Do not include attachments
- Offer method to opt out
- Make it viewable on phone
- Make it interactive
  - Forms, GIFs, Videos





Keep Up

- Social Media Examiner
- MarketingProfs
- Hubspot
- Social Media Today
- Pew Research Center
- Google Alerts
- YouTube Videos

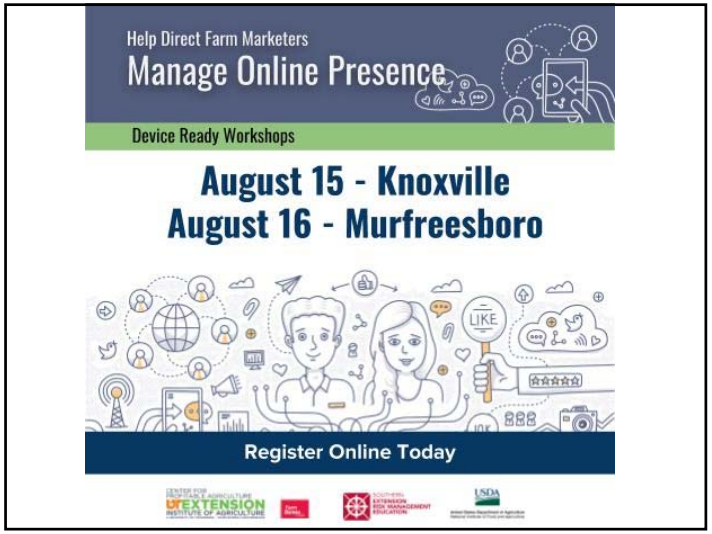


https://www.linkedin.com/pulse/why-only-few-super-successful-people-naveen-raju/

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Facebook 101 Workshops

- November 14 – Kingsport
- November 15 – Knoxville
- November 28 – Jackson
- November 29 – Nashville
- December 5 – McMinnville

- Details coming soon!

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Please complete the session evaluation at
https://tiny.utk.edu/WebinarEval

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