

Trend Alert!

The Current State of Consumer Behavior & Marketing

COMMUNICATIONS AND ADVERTISING HAS CHANGED FOREVER WITH THE INTRODUCTION OF MESSENGER APPS AND SOCIAL MEDIA.

So, what's next?

TREND #1

Discover ADS & APPS



8 billion

Facebook is aiming to monetize its Messenger app of 8 billion users with in-app advertising and mini-apps.

"Mini apps" will allow users to play games, make payments and purchases, share files, and interact with virtual assistants powered by artificial intelligence. Pioneering this trend is Facebook, who is luring advertisers to their newly release messenger ad platform.

Facebook Messenger's Instant Games - Instant games are mobile-friendly micro applications that can be played on Facebook and Messenger. These micro apps are being sought out by developers as opposed to developing their own native games for the following reasons:

- GAIN AN INSTANT, MASSIVE AUDIENCE WITHIN FACEBOOK'S USER BASE
- WON'T GET LOST IN APPLE OR ANDROID APP STORE
- CHEAPER TO BUILD THAN A FULL NATIVE APP
- MONETIZED
- HIGHLY ENGAGING
- PHONE STORAGE SAVERS

TREND #2

THE Age OF Influence

THE NEW "CELEBRITY" ENDORSEMENT COMES FROM SOCIAL MEDIA PERSONALITIES, BROADLY KNOWN AS "INFLUENCERS" FOR ADVERTISEMENTS.

For multifamily marketers, you don't need to pay a fortune for those larger names. Target micro-influencers.

82% trust \$5-\$10 billion

Consumers highly likely to follow a recommendation made by an influencer. On a global basis, influencer marketing ad spend is poised to reach this amount in 2022.

TREND #3

Authenticity IS EVERYTHING

authenticity = brand loyalty

86% Consumers believe that authenticity is an important factor when it comes to brand loyalty.

30% Users predicted to be using ad blockers by the end of this year, since traditional ads can appear insincere.

1. Offer pure transparency (not exaggerated promises), admit faults, and address a negative feedback directly.
2. Opt for native ads on social media to avoid appearing invasive and to become more palatable.
3. Increase influence marketing, where users will discover brands from personalities they trust.

TREND #4

FIND YOUR voice IN THE NEW search

3.5 billion Searches performed on Google every day.

BY 2020 1/3 WILL BE VOICE SEARCHES



With personal assistance devices like Amazon's Alexa, Apple's Siri, and Google Assistant improving their ability to recognize human speech, it's inevitable their popularity will rise.

Voice search only pulls up a few or even just one result. Tailoring your SEO strategy for voice is crucial so you can find yourself in the top spot.

Comprehending the nuances of voice search and implementing them into your strategy should be a top priority.

WHAT DOES THIS SHIFT MEAN FOR marketers?

SEO STRATEGIES FOR VOICE SEARCHES

1. Focus on long-tail keywords to adapt to conversational searches.
2. Anticipate questions and answer them with keywords.

TREND #5

CHATBOTS ARE here to stay



A chatbot is a type of artificial intelligence that can conduct a conversation, answer questions, and even complete transactions online on various platforms. They can be integrated into a website, application and even a social media platform.



You can use chatbots to gather user information that can be later used to create effective marketing strategies. Most chatbots can be used without downloading a native app and they're easy to develop.



They allow 24/7 communication between your audience and your brand. They can respond to many requests faster than a human while maintaining a tailored experience for the unique individual.

85% of consumer interactions are predicted to be dealt with by chatbots by 2020.

TREND #6

Live in the MICRO moment

Micro-moments refers to when a user reflexively refers to their device to learn something, act on a need, do something, or buy something.

150x Average amount of micro-moment users experience per day.



3 hours and 15 minutes is the average amount of time U.S. consumers spend on their smartphones per day.

These are instant decisions, which gives marketers only a span of seconds to catch the eye of users. In order to make the most of these experiences, it's important to position your brand at the right place at the right time with all the necessary information and a clear path to purchase.

SUCCESSFUL BRANDS WILL BE MEETING THEIR CONSUMER'S NEEDS during these moments.

TREND #7

artificial IS THE NEW intelligence



THE VR AND AR MARKET IS EXPECTED TO REACH \$209.2 billion DOLLARS IN 4 YEARS.

TODAY'S USER WANTS two things:

1. TO BE ENGAGED
2. TO BE AN ACTIVE PARTICIPANT IN BRAND MESSAGING

Augmented and virtual reality can fulfill both of these needs, offering endless opportunity in the field of customer experience.

TREND #8

visual search IS ON THE horizon

THE newest trend IN ONLINE SEARCH IS VISUAL SEARCH.



Visual search allows users to point their phone cameras at an object and then find text-based information on that subject. The result could be a product that is identical or similar to the searched item.

The tech surrounding visual search is still limited as it must be able to recognize a variety of colors, shapes, sizes, and patterns. Once ironed out, visual search will revolutionize retail.

TREND #9

INTERNET IS THE new television

Research shows that when it comes to hours watched, the internet will catch up to television.

Therefore, companies will spend less resources on television ads and relocate their funds to web video, social media, and online ads.

One of those mediums will be snack ads, short online videos that are less than ten seconds long.

The abundance of video content has shortened consumer attention spans, making shorter videos more influential when reaching customers.

TREND #10

THE STEADY rise OF video

85% 65%

Studies expect video to account for a whopping 85% of internet traffic by 2019.

65% of ad impressions on Instagram were the result of video content.

WAYS TO INCORPORATE VIDEO INTO YOUR ad campaigns:

- RUN VIDEO ADS ON YOUTUBE AND INSTAGRAM
- CREATE VIDEO CONTENT IN-HOUSE
- PARTNER WITH INFLUENCERS FOR A PAID PRODUCT PLACEMENT OR ENDORSEMENT IN THEIR VIDEO



Recorded, live, and ads will only continue to grow.

SOURCES

WHY UGC IS THE KEY TO AUTHENTICITY & CONSUMER INFLUENCE
SOURCE: <https://stackla.com/resources/blog/why-ugc-is-key-to-authenticity-consumer-influence/>

MOBILE TIME SPENT 2018
SOURCE: <https://content-na1.emarketer.com/mobile-time-spent-2018>

HOW VOICE SEARCH IMPACTS DIGITAL MARKETING
SOURCE: <https://www.theedesign.com/blog/2017/voice-search-impacts-digital-marketing>

FORECAST AUGMENTED (AR) AND VIRTUAL REALITY (VR) MARKET SIZE WORLDWIDE FROM 2016 TO 2022
SOURCE: <https://www.statista.com/statistics/591181/global-augmented-virtual-reality-market-size/>

7 DIGITAL MARKETING TRENDS LEADING INTO 2019
SOURCE: <http://medium.com/@CurtisTredway/7-digital-marketing-trends-leading-into-2019-7c8c060a84ea>

5 MARKETING TRENDS TO PAY ATTENTION TO IN 2019
SOURCE: <https://www.forbes.com/sites/johnhall/2018/06/17/5-marketing-trends-to-pay-attention-to-in-2019/#1252cdc060f7>