



**SEJ**  
EBOOK

30 EXPERTS ON THE

# 2019 SOCIAL MEDIA TRENDS

YOU NEED TO KNOW

A new year is a great time to reassess everything you've been doing and find ways to improve your social media marketing strategy.

Like most digital marketing channels, social media is always evolving.

People's behaviors are changing, as are the technologies and capabilities of social media platforms.

So what will be the key social media trends you need to know in 2019?

If I were to sum it up – well, I wouldn't.

Rather, I'll let Trish Carey, Marketing Director, SellerEngine Software, do it for me as she put it so perfectly in this one sentence:

"While we'll see a lot of changes in 2019, to me it really still comes back to understanding your audience, crafting different, targeted and appropriate messages for those audiences, and creating engaging content."

But there's a lot to unpack in that one statement. Which is exactly what we'll start doing right now.

Read on for 10 important trends that will matter most to marketers, brands, and businesses in 2019, according to 30 of today's top experts on social media.

# 1 LOVE & CARE ABOUT YOUR AUDIENCE

If you don't show any love to your audience, why would you expect them to show any love or loyalty to you?

In 2019, the top focus for marketers should be on being responsive to the people who follow you.



After all, social media is all about relationships and engagement.

Being authentic and timely is a good start, according to Jasmine Sandler, CEO, Owner & Operator of JS Media.

"This means responding quickly to customer complaints, issues, and questions," Sandler said. "Doing this in a real way that nurtures and supports the customer or audience first is also important for overall social brand loyalty."

Companies need to remember that the "newness" of social media is over, said Brent Csutoras, co-owner and adviser of Search Engine Journal.

"Smart businesses are starting to understand that connecting and marketing with users through social media sites and applications is about being present and interacting within the site and application, instead of just using them to get visibility and traffic back to your website," Csutoras said. "In 2019, businesses need to really take the time to understand their customers and how they interact with the brand on each social media site, and then engage with them in the right tone, with the right medium, and in their communities."

In 2019, social media will shift even more toward 1:1 interactions, rather than 1:many broadcasting that many brands and businesses have been doing, said Kevan Lee, VP of Marketing at Buffer.

"One of the absolute best things that brands can do on social media is to be responsive to their customers and engaged with their audience," Lee said. "Your biggest competitive advantage will be doing the things that don't scale: replying to every request, jumping into the comments of all your posts, etc."

Rebecca Murtagh, an author, speaker, and business advisor, agreed.

"No matter how big (or small) a brand is, every customer type (including employees, investors, etc.) will expect more personal interaction, Murtagh said. "Brands that can approach social engagement with a true desire to build relationships will be the winners in 2019 and beyond!"



As Erin Jones, Founder of RepBright, puts it: let your audience know that they matter to your brand, and they'll help you grow your brand.

"If you want to increase your reach, become an invaluable resource for your audience, and interact with them accordingly," Jones said. "They'll promote your brand for you, and your reach will grow considerably."

How can you manage all these social conversations and provide real-time customer service?

By making sure you have the right monitoring and tracking tools in place, according to Debbie Miller, President of Social Hospitality.

"Businesses that monitor and participate in conversations with their customers (and potential customers) will be able to cultivate more authentic relationships with those folks, and, again, stand out among the high number of brands that don't," Miller said.

# 2 TELL AUTHENTIC STORIES & SHARE MOMENTS THAT MATTER

Will 2019 be the year of authenticity on social media? Anna Crowe, Assistant Editor of Search Engine Journal, believes so.



"That means less of static updates and more behind-the-scenes, raw, and intimate Stories," Crowe said. "Stories create a more transparent and meaningful relationship between the user and the brand."

That means more work for marketers and brands because it requires better storytelling.

"In order to cut through the clutter, we need to tell stories that matter to people, not your brand," said Mae Chong, Digital Strategist at Brew Interactive. "We need to share moments that matter to people, not your brand. Lastly, we need to share secrets that matter to people, not your brand."

How do you find content that will matter to people? Dennis Yu may have the best answer: "amplify the signal" by crossing search and social.

"Take your very best evergreen web content and create one-minute videos on those same topics, posting these videos to Facebook, LinkedIn, and other channels," Yu said. "You'll find that one-minute videos get 400 to 500 percent more reach on LinkedIn compared to Facebook."

"Take your best-performing posts from social and convert them to an article – thereby using social power to fuel search rankings and traffic," he added. "You can repurpose Facebook live videos and podcasts into listicles, tweets, articles, and other derivative content."

This can be a great strategy because content that worked for your audience on one channel or platform is also likely to work on other platforms – and those audiences aren't the same.

# 3 WORK WITH INFLUENCERS & MICRO-INFLUENCERS

Facebook marketing authority Mari Smith said influencer marketing will be a dominant trend in 2019.





"We'll see a big growth spurt in seasoned influencers creating successful campaigns, along with a rise in nano influencers (ordinary digital citizens with 1,000 to 5,000 followers)," Smith said. "Brands and businesses will seek proven influencer marketing strategies and especially look for proven influencer agencies."

Adam Proehl, Partner & Co-founder of NordicClick Interactive, also expects micro-influencer marketing to be a key trend in 2019.

"Tools like Mavrck, Neoreach, and Traackr help big brands find and develop relationships with key micro-influencers at a scale and efficiency which no human could match," Proehl said.

When it comes to social, everyone is someone, said Barrie Moran, Director & Founder of Purple Imp.

"Engaging with those 'influencers,' remains key," Moran said. "Knowing who to speak to when, how to speak to them, and knowing when to shut up and listen are all core skills for social marketers."

Meanwhile, Mark Traphagen, Content Strategy Director at Perficient Digital, said he will be shifting more of his social media efforts into finding and nurturing strategic partnerships via relationship building, and he'll be advising his clients to do the same."

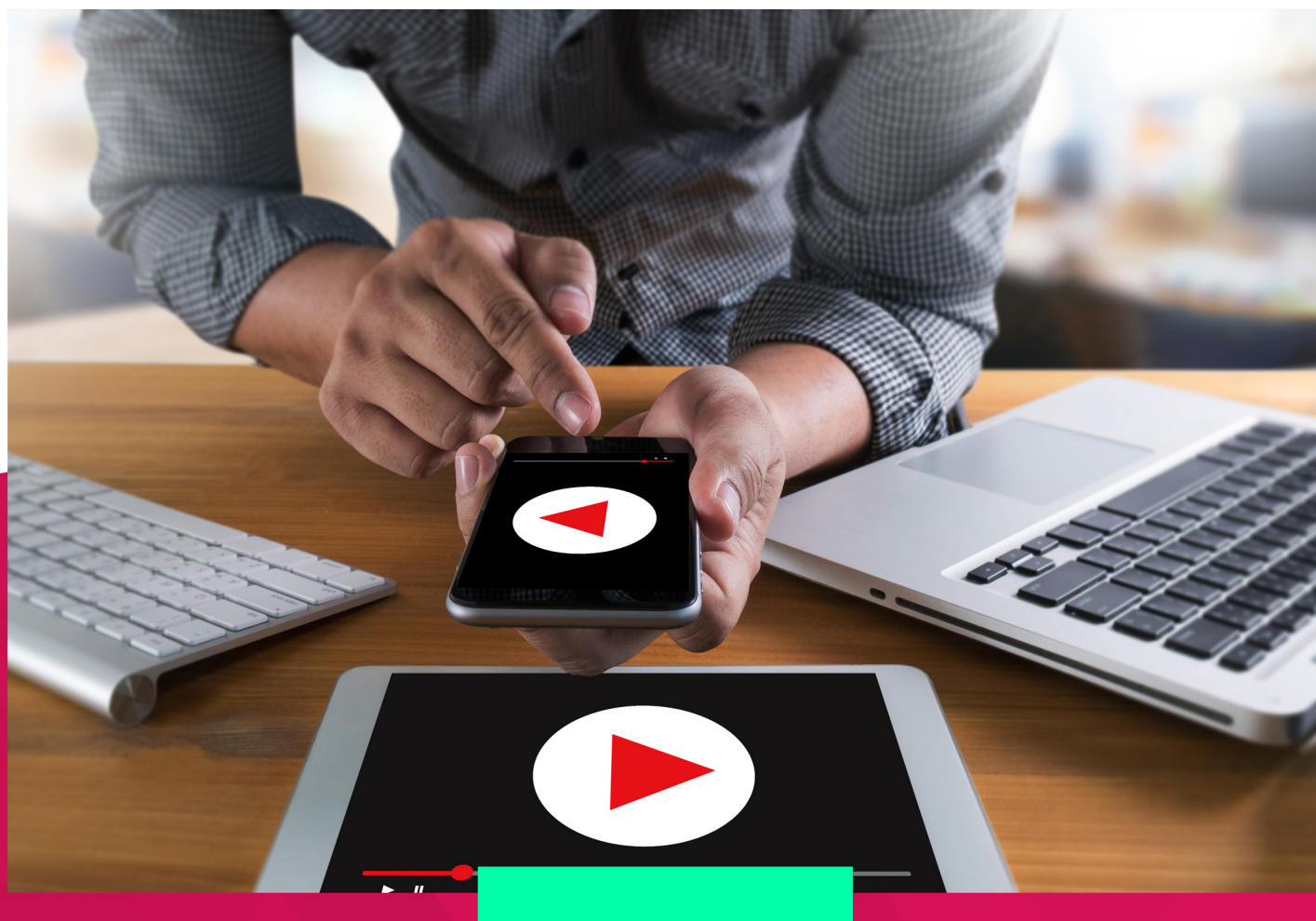
"While I continue to use social as a promotional channel, particularly for our content, I am finding the highest return on time spent in using social to be social with non-competitive influencers, business owners, thought leaders, etc." he said. "This has led to many opportunities for joint projects, client referrals, shared content ventures, sharing of data for studies, and more."

# 4 VIDEO, VIDEO, VIDEO!

Video? A trend again? Oh yes.

For most marketers, video (both live and uploaded) is nothing new.

But marketers, brands, and businesses must have a video strategy in 2019.



What to watch:

- **Live Video:** Victoria Edwards, Senior Manager of Social Media for GuideWell Connect, expects to “see more brands potentially partnering with influencers or developing content that has more of a real human touch, than highly produced content.”
- **Vertical video:** “2019 will be a breakout year for IGTV with Instagram pushing the app front and center. Plus, we’ll see continued growth in vertical video consumption on Facebook,” according to Mari Smith.
- **Interactive video:** “Just posting native video won’t quite be enough in 2019. Now you will need to craft short videos that can run as ads without seeming out of tune with interactive shows on Facebook Watch and IGTV,” said Michelle Stinson Ross, Marketing Operations Director at Apogee Results.
- **More smartphone-quality videos:** “Marketers are going to be able to get away with videos made on a smartphone to keep up with the pace of content consumers are looking for. The ephemeral content trend really makes these smartphone-quality videos an acceptable form of content that doesn’t decrease your brand equity. If anything, it makes your brand more approachable and trustworthy,” said Nancy Rothman, Director of Marketing at MeetEdgar.
- **Video remarketing:** “You also have so many remarketing capabilities when someone watches your video and I expect our video capabilities and analytic data to continue to improve and provide us with even more granular targeting based off video advertisements,” said Adam Heitzman, Managing Partner at HigherVisibility.

Akvile DeFazio, President of AKvertise, also offers these video tips:

- Set goals for your video.
- Storyboard with your team.

- Create a 15-30 second video that you can use on Facebook, Instagram, and LinkedIn News Feeds.
- For Stories, create 15-second micro-segment videos of your longer ones to utilize, here.
- Repurpose your content where and when you can.
- Put your best foot forward in the first 10 seconds because no matter how interesting, useful, entertaining, or informative your video is, viewers will begin to drop off after the 10-15 mark.



# 5 FACEBOOK MESSENGER & CHATBOTS

Chatbots are a super hot trend right now.

As Lisa Buyer, CEO of The Buyer Group, pointed out, Facebook Messenger and chatbots have awesome open rates and are one of the most effective ways to reach and build audience engagement.



In fact, according to Kristi Kellogg, Founder & CEO of Dazzling Digital, businesses that market via Messenger earn 60-80 percent open rates within the first 60 minutes.

In 2019, it's time to start chat blasting.

"It's email blasting, except it's done via Messenger, and you'll earn much, much more engagement," Kellogg said. "Facebook Messenger marketing is the new and improved email marketing."

Kellogg's best advice for 2019 is to:

- Build a Facebook Messenger chatbot.
- Grow your Facebook Messenger contacts.
- Start strategically delivering content via Messenger.

That said, expect the chatbot hype to die down a bit and for marketers to shift from "we need a chatbot" to "how do we use this strategically as a communications tool," according to Krista Neher, an author, speaker, and social media trainer.

"Many chatbots are not providing great consumer experiences, which means that they aren't providing business results," Neher said. "In 2019 businesses with poor-performing chatbots will get rid of their chatbots and those who want to use the tool will invest more in understanding the consumer experience to create something that works for both consumers and the business."

# 6 PUT COMMUNITY & SOCIALIZATION BACK IN SOCIAL MEDIA

The point of social media is to be social? What a crazy idea.



But yes, somewhere along the way people forgot this and used it as a broadcast medium – a promotion channel to drive traffic and brand awareness.

Or, as Mark Schaefer, author of “The Content Code” puts it: businesses have systematically been taking the “social” out of social media for more than a decade now.

“The smart companies are beginning to realize that people want more than artificial attempts at engagement,” Schaefer said. “To cut through the clutter of our world, businesses will have to offer authentic communications that help people connect and create meaningful relationships.”

As Geoffrey Colon, Head of Microsoft Advertising Brand Studio, points out, true communities were centered on interests in the early days of social media.

“That’s coming back with blazing glory because it never really went away in the first place,” Colon said. “The platforms took it away, but people want it. I mean, what good is social media if it isn’t centered around community socialization in the first place?”

So how can companies build these niche or subculture communities?

Facebook is promoting Groups hard, because that’s where the future of the platform lies, said Virginia Nussey, Director of Content Marketing for MobileMonkey.

“Our individual social media preferences are moving from public broadcasting to engaging in more intimate communities,” Nussey said. “On that note, Facebook Groups are a hot spot for engagement and a place to focus social media efforts in 2019.”

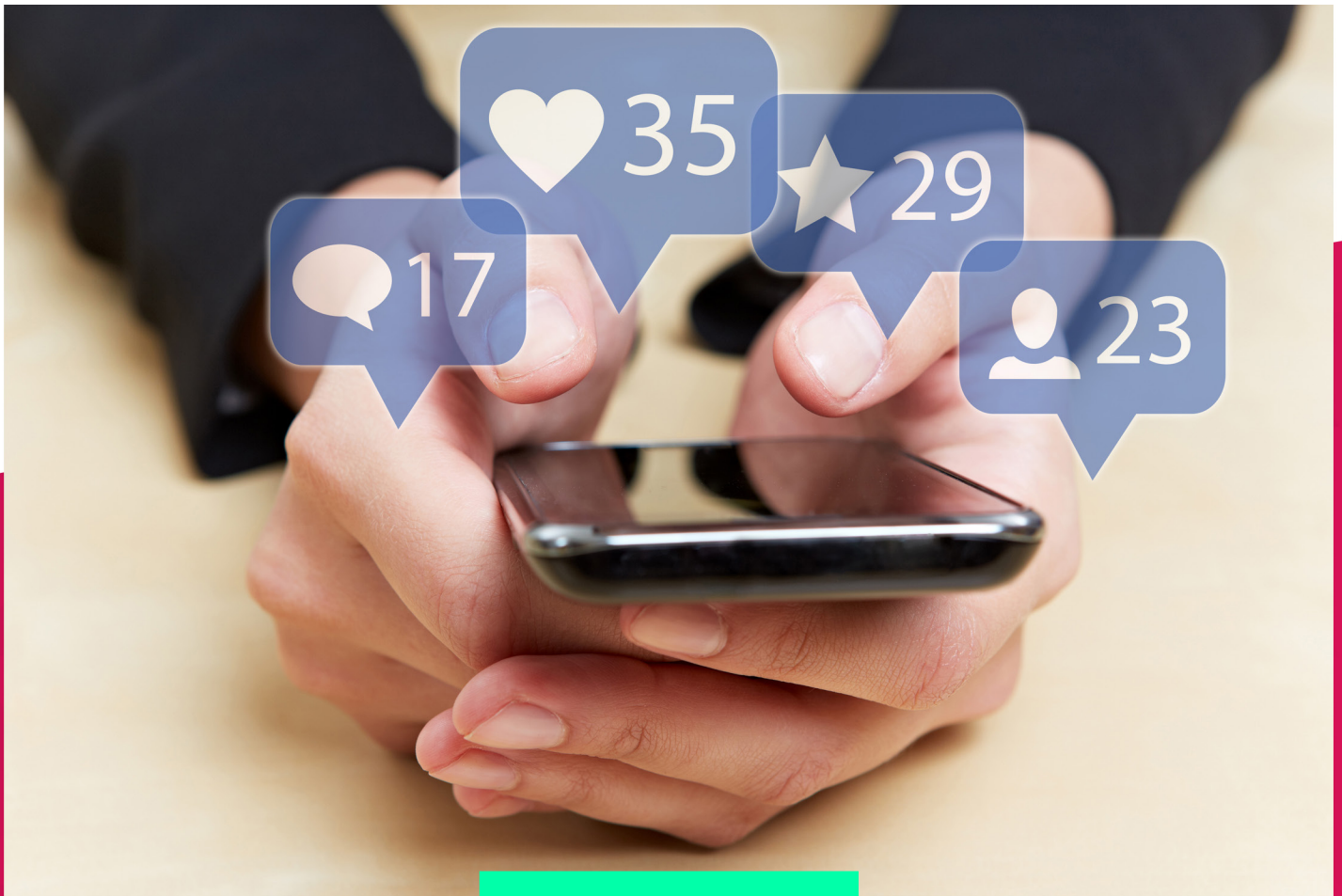
Adds Mari Smith:

“People crave a sense of belonging with their respective tribes and want to participate in meaningful groups. Brands and businesses should invest in creating and managing niche groups to foster deeper relationships with their communities.”



# 7 EARN, REBUILD, OR KEEP THE TRUST OF YOUR FOLLOWERS

Brands will need to work harder to capture and retain the trust of their target audience in 2019, according to Mel Carson, Founder, CEO & Principal Strategist of Delightful Communications.



With online trust waning with all the fake news talk and privacy disasters that happened in 2018, we think people will be heavily relied on to carry brand messages on social media throughout 2019," Carson said. "By putting people at the heart of each of their social media tactics, they have a very real possibility of making emotional connections that people care about and might keep them loyal."

If 2018 was all about scandals, security breaches, manipulation, and an overall sense of uncertainty, then 2019 will be all about regaining the trust of users, according to Mary Davies, President of Beanstalk Internet Marketing.

That means abandoning old tactics that got engagement but were misused and abused. Davies shared three ways you can regain the trust of your followers:

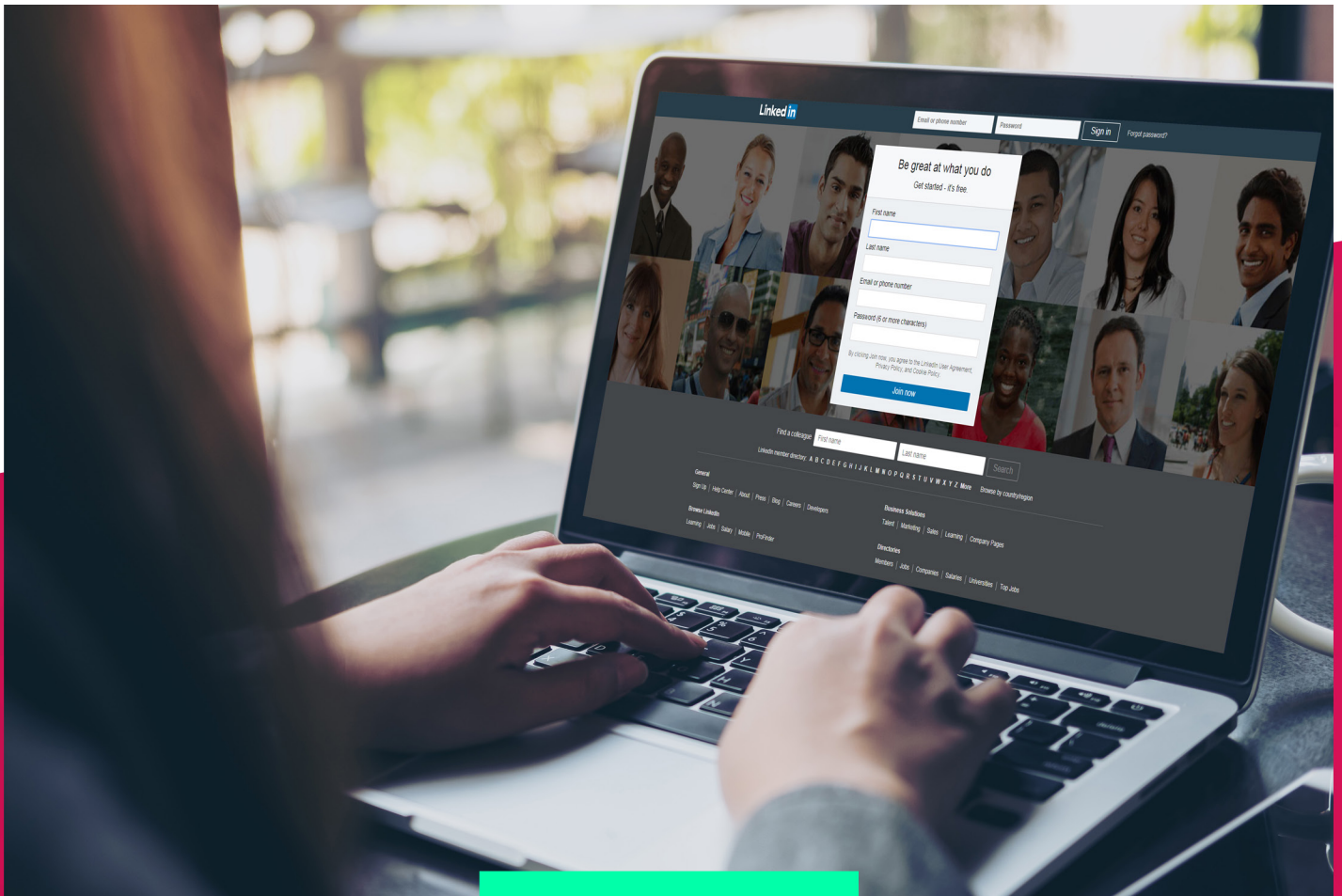
- **Up your paid promotion budget:** You will need this to counteract some of the losses you may experience from not putting out spammy content like that mentioned above.
- **Stop asking your followers for something all the time:** Create content that naturally creates engagement rather than begging for it.
- **Stop selling, start communicating:** Don't be that friend that invites you to coffee and then spends the entire time selling to you. Invite your followers to a conversation, not a sales pitch.

Trish Carey also believes we'll see greater concern about privacy in 2019 – and states in the U.S. continue to adopt GDPR-like regulations around personal privacy

"Hopefully, something will happen at a higher level, otherwise, it will become very difficult to be compliant if we have to have different rules for each state," Carey said. "I also wouldn't be surprised to see some kind of education for everyone to help understand how to control options for personal online privacy."

# 8 THE YEAR OF LINKEDIN?

LinkedIn is often not fully leveraged by marketers. But if you look at what LinkedIn has done over the last year with video, the rise of LinkedIn influencers and connecting their products to Bing – this is the platform to watch and get serious about next year, according to Krista Neher.



"Many business professionals already report 10X the number of video views on LinkedIn vs. Facebook – even with a bigger audience on Facebook," she said. "LinkedIn also recently relaunched Groups in an aim to drive more community on the platform. 2019 will see the revival of LinkedIn and the rise of LinkedIn Influencers who are able to build and leverage large audiences."

Virginia Nussey also believes LinkedIn gives a great opportunity for creators a better chance to have their posts seen, especially after their October 2018 algorithm update.

"Even if you have a small LinkedIn following, your posts and engagements on LinkedIn are making a big difference," she said. "LinkedIn reports that likes, comments, and shares on the network increased more than 50 percent YoY! That's an engaged community for you!"

Akvile DeFazio also recommends testing out LinkedIn in 2019 if it's applicable to your audience, whether it's younger demographic or executives.

"LinkedIn is evolving and making a huge push toward becoming an informative business content sharing and connection nurturing network. They are creating alluring features for younger demographics to begin using the network as they begin entering the workforce or heading into higher education," she said. "If executives are your target audience, 59 percent of them would rather watch video than read text."



# 9 MORE STRATEGIC EMPLOYEE ADVOCACY PROGRAMS

Is your company getting your employees engaged in content creation? If not, the time is now.



Ted Rubin, social marketing strategist and keynote speaker, said 2019 should be the year of empowering employees to power your brand.

Why?

Employee-created content receives eight times more engagement than content shared from the company itself.

In addition, employee content extends brand messaging by over 500 percent, according to Rubin.

"Your employees are the best way to humanize and personalize your brand... and truly the best way to scale relevant, contextual content creation," he said. "It's well known that companies with engaged employees outperform their peers; involving employees in content creation can help to create a sense of common purpose."



# 10 CREATE CONTENT FOR YOUR MOBILE FANS

In 2019, it's critical to craft a social experience that is fluid, beautiful, and easily interactive for mobile fans on every aspect of digital marketing, including social media – from social media post to end engagement.



That's according to Ashley Ward, CEO & Director of Marketing at Madhouse Matters.

"Everything that you share on your social media profiles needs to accommodate a mobile user," Ward said. "This means that if you want them to click on a link in order to engage with your post, that link needs to go to a page that is designed specifically for the mobile user."

## **Get More 2019 Social Media Trends & Insights**

We've only just started.

Ready for more?

Keep reading for more useful, helpful, and actionable insights and tips on how you can be more successful at social media marketing in 2019.



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# LISA BUYER

CEO, The Buyer Group

 @lisabuyer



Public relations has never been more important and more accessible thanks to social media, SEO, and AR/VR.

- **Use PR and word-of-mouth marketing** to gain credibility and brand trust at a time when consumer trust is at an all-time low. Customers are now defining your brand and hold the power of influencing your future.
- **Have a proactive PR plan for review sites**, such as Yelp, Google, Facebook using tools such as BirdEye to manage and respond.
- **Create experiential content** using AR/VR technology such as Facebook's Spark AR Studio and Snapchat's Lens Studio.

- **Immerse your brand and audience in new platforms**, such as Facebook Spaces.
- **Facebook Messenger and Chatbots** have awesome open rates and are one of the most effective ways to reach and build audience engagement.

Earned media (free publicity) is more important than ever in 2019.

Leveraging public relations with the superpower of social media, SEO, and AR/VR will help your brand get third-party endorsements and recognition from your audience, journalists, social media channels, search engines, and mindshare.

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# TRISH CAREY

Marketing Director, SellerEngine Software

 @TrishCarey



I think we'll see an increased concern about privacy in 2019 – and States in the U.S. continue to adopt GDPR like regulations around personal privacy.

Hopefully, something will happen at a higher level, otherwise, it will become very difficult to be compliant if we have to have different rules for each state.

I also wouldn't be surprised to see some kind of education for everyone to help understand how to control options for personal online privacy.

This means companies/corporations will need to focus on either rebuilding or keeping customers' trust.

We'll continue to see growth with both video and personalization – maybe even a connection between people's personal search devices (Google Home, Alexa, etc.) and what you may see in targeted video ads for you.

We can already personalize landing pages with targeted text based on past interactions on a site – adding that to video may be next as AI becomes more integrated. Interactions will become more meaningful.

Fashion brands may need to embrace augmented reality, as a way for people to try on and share different items they are interested in and get opinions from their fans and followers.

While we'll see a lot of changes in 2019, to me it really still comes back to understanding your audience, crafting different, targeted and appropriate messages for those audiences, and creating engaging content.





# MEL CARSON

Founder, CEO & Principal Strategist,  
Delightful Communications

 @MelCarson



With online trust waning with all the fake news talk and privacy disasters that happened in 2018, we think people will be heavily relied on to carry brand messages on social media throughout 2019.

We'll see more:

- Personal branding of key/niche influencers at companies as well as their executives.
- More strategic employee advocacy programs.
- Real-people stories coming through in campaigns.

Brands will need to work harder to capture and retain the trust of their target audience.

By putting people at the heart of each of their social media tactics, they have a very real possibility of making emotional connections that people care about and might keep them loyal.

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# MAE CHONG

Digital Strategist, Brew Interactive



Branded storytelling is a continuous effort to create attitude and behavioral changes for your brand.

Successfully achieving such changes comes down to showing people that you care about them and not your brand.

Here are what I believe to be three valuable kernels to take along with you while you strengthen your 2019 social media content gameplan.

## **Shortening Attention Spans Is a Myth**

Ask Dom Whitehurst, Head of Digital Engagement at Wavemaker who pointed out the great irony that while we spend more time on our

phones (than being engaged with our partners, family and friends), our interaction with content is getting reduced.

Just because there's more content that makes competition stiffer, does not mean that we should condense what we want to say. We just need to do it in a better way.

In order to cut through the clutter, we need to tell stories that matter to people, not your brand. We need to share moments that matter to people, not your brand. Lastly, we need to share secrets that matter to people, not your brand.

### **They're Not Target Segments or Audiences – They're Called People**

Like how structure drives behavior, so do words. When we use a word to name something, we internalize it, understand it, and then respond to it. Take the term 'target segment' for example – images of charts and target boards are more likely to pop up in your head rather than an actual person's face.

We need to start treating our "audiences" as real people – as individuals instead of groups. Personas are crucial to this helping in this process but to go a step further, you'll need to break it down and identify a specific situation that affects an actual individual in order to make them feel like they matter to your brand. A good way to start is to use the BEM (Behaviors, Emotions and Moments) approach.



## **Familiarize Yourself with Chatbots Already**

They're here for the long haul and are likely to phase out mobile apps .

According to Gartner, 50 percent of enterprise companies will spend more time, money and effort on developing chatbots than on mobile apps by 2021. With that, CUX (an upgrade of UX design) will be of greater significance in the next few years.

This AI-powered workflow will involve an even deeper level of persona development, personalized content, and chatbot conversations. This is why you need to get in on the game of chatbots so that you can learn to use them in more powerful ways than one – to show people that they matter, not your brand.



# GEOFFREY COLON

Head of Microsoft Advertising Brand  
Studio

 @djgeoffe



Here are two trends brands need to watch in 2019:

## **1. Realizing Most Social Targeting Doesn't Fit the Emerging Post-Demographic World**

Sure, I can reach several audiences based on "interests" like the publications I read or the brands I like.

But what if I'm in a smart cities AI meetup group that's online and offline?

This is where social targeting still lacks and a number of #deleteplatform movements could throw a wrench in all of that even further.

Smart brands will still use paid targeting, but in combo with trend #2...

## **2. Community Clashback**

For much of the early days of social, true communities were huge centered on interest.

Then that was killed off in favor of brand pages.

Then brand pages were killed in favor of publishers.

But none of that matters if you stayed the course and built a subculture community.

That's coming back with blazing glory because it never really went away in the first place.

The platforms took it away, but people want it.

I mean, what good is social media if it isn't centered around community socialization in the first place?

Plus the need to solely target could be enriched because subcultures go beyond simple demographics.

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# ANNA CROWE

Assistant Editor, Search Engine Journal

 @annaleacrowe



2019 will be the year of authenticity on social media.

That means less of static updates and more behind-the-scenes, raw, and intimate Stories.

Stories create a more transparent and meaningful relationship between the user and the brand.

**Travel and Leisure** is an excellent example of a brand already doing this.





# BRENT CSUTORAS

Digital Marketing Consultant

 @brentcsutoras



There are quite a few trends for Social Media going into 2019, like the continued evolution of chatbots and growth of video content.

But I think that what companies really need to take to heart is that the newness of Social Media is over and with that comes the expectation social media users have for any brand or company trying to interact with them through a social media platform or application.

Smart businesses are starting to understand that connecting and marketing with users through social media sites and applications is about being present and interacting within the site and application, instead of just using them to get visibility and traffic back to your website.

In 2019, businesses need to really take the time to understand their customers and how they interact with the brand on each social media site, and then engage with them in the right tone, with the right medium, and in their communities.



# MARY DAVIES

President, Beanstalk Internet  
Marketing

 @beanstalk



2018 has been a bit of a year of reckoning for social media. It's been a year full of scandal, security breaches, manipulation, and an overall sense of uncertainty.

We've all seen the headlines, heard the arguments, participated in the debates ... "is my phone listening?" being the most popular one I think. And in my opinion my answer is "heck yes, it most definitely is" and "no, as much as I did talk about my friend that is quitting smoking on Jan 1st, I do not feel like buying her a discount pack of Nicoderm on Amazon for Christmas."

In short, users are getting more paranoid because quite frankly, they are being given reasons to be. They have seen real-world examples of how

fragile these “security” systems really are and have been victims of being too trusting.

Yet, despite all this distrust that users have with these platforms, they still can’t resist being on them.

So what does that mean for social media in 2019?

Simply put, 2019 social media will be all about regaining the trust of users.

Marketers will need to let go of the old tactics that drew in engagement but are now stained by misuses.

We will need to show our followers that we aren’t manipulating them.

We will need to be the first ones to cross to the other side and just say no to “like, comment, follow, tag” posts and be the shining example of a new era.

Given all of this, my top three pieces of advice for social media in 2019 (which are entirely built around regaining the trust of your followers) are:

- **Up your paid promotion budget:** You will need this to counteract some of the losses you may experience from not putting out spammy content like that mentioned above.



- **Stop asking your followers for something all the time:** Create content that naturally creates engagement rather than begging for it.
- **Stop selling, start communicating:** Don't be that friend that invites you to coffee and then spends the entire time selling to you. Invite your followers to a conversation, not a sales pitch.

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# AKVILE DEFAZIO

President, AKvertise

 @AkvilleDeFazio



Year in, year out, as marketers, many of us continue encouraging our teams and our clients to create more video content.

While that is the case and it is not something entirely new for the coming year, if you aren't immersed in it yet, 2019 is the year to dive in. Deep.

From long form, ephemeral, and everything in between, bring your brand to life, tell a story, connect with your users on a more meaningful level, and leave less room to the imagination when it comes to showcasing your products and services.

Don't just tell them with text and static images. Show them.

When creating video content for the new year, certainly utilize Facebook, but explore other channels to diversify beyond.

With Instagram continuing to grow and Stories becoming more popular than the News Feed, short-form video is captivating users.

To better acquaint older demographics to short-form video content like Stories, share them on Facebook Stories as well to reach older audiences and expand your visibility.

If you haven't yet, test LinkedIn if applicable to your audience. The network is still heavily underutilized and it's an easier way to stand out at this time.

LinkedIn is evolving beyond a job searching and resume posting channel and it's making a huge push toward becoming an informative business content sharing and connection nurturing network.

They are also creating alluring features for younger demographics to begin using the network as they begin entering the workforce or heading into higher education.

There are plenty of opportunities here to test video with this next generation of consumers and workers.

With today's youth engaging more with video-friendly social networks for content consumption and communication, get on their level and join the conversation, visually.

If executives are your target audience, 59 percent of them would rather watch video than read text, according to Forbes.

Time is valuable. Get your message across quicker with video.

How do we go about doing this?

- Set goals for your video.
- Storyboard with your team.
- Create a 15-30 second video that you can use on Facebook, Instagram, and LinkedIn News Feeds.
- For Stories, create 15-second micro-segment videos of your longer ones to utilize, here.
- Repurpose your content where and when you can.
- Put your best foot forward in the first 10 seconds because no matter how interesting, useful, entertaining, or informative your video is, viewers will begin to drop off after the 10-15 mark.

As you head into the new year, have fun with video content, bring value, get creative, and test every variable to see what works best for you and your audience.



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# VICTORIA EDWARDS

Senior Manager of Social Media,  
GuideWell Connect

 @TallChickVic



I believe there will be more of an impact on the integration of social media with other services industries provide currently.

For example, the advancement of Facebook Messenger and chatbots to help business save time, yet still be customer-centric.

As I work in healthcare, I see businesses using chatbots and Facebook Messenger to help answer frequently asked questions, book appointments, answer questions around health plans, and so on.

Another trend I also see continuing and brands focusing on is the use of live video.

Live video is nothing new, but I see more brands potentially partnering with influencers or developing content that has more of a real human touch, then highly produced content.

Also, focusing on video-type ads for 2019, versus the traditional static visuals, I can see being more highly effective.

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# ADAM HEITZMAN

Managing Partner, HigherVisibility

 @AdamHeitzman



In 2018, we saw a rise of emotional versus informational advertising.

In 2019, it will be all about customization and what you can offer the consumer that sets you apart from the other players in the game.

Three notable trends brands need to pay attention to in 2019 to be successful would be:

## **Video**

Video will be your greatest weapon against competitors — but only if you can keep your viewers interested.

We are in a society now that needs instant gratification and your content must stand out or you will be left behind.

Brands are using more live video than ever and it keeps your viewers interested because they have a fear of missing out and get excited about what is coming next.

You also have so many remarketing capabilities when someone watches your video and I expect our video capabilities and analytic data to continue to improve and provide us with even more granular targeting based off video advertisements.

### **Customized User Experience**

Algorithms will impact your brand.

We saw a significant decrease in organic reach this past year due to the ever-changing algorithms.

Your brand will have to start identifying new, unique ways to get in front of your consumers.

People want information that is unique to them and makes them want to interact with your brand.

This goes hand in hand with how we saw a shift from informational to emotional advertising.



Brands are using ephemeral content more to give their companies more of a human voice and to connect with them more on a personal level where they feel like they are actually included and a part of your brand.

It's essential to be ahead of this to keep your consumers engaged.

### **Clear Call-to-Actions**

It sounds so rudimentary, but call-to-actions have to be clear and concise.

We are living in a world where instant gratification is at an all-time high and it is vital for brands to stay in front of that.

Landing pages or advertisements without a clear call-to-action will be left behind.

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# ERIN JONES

Founder, RepBright

 @ErinJones



In 2019, smart brands will get back to basics.

Technology will continue to advance, and social media will continue to evolve, but people will still be people.

We crave contact, and personal relationships will be the difference between basic brands and extraordinary brands in 2019.

Visual and live content is important, but the magic is in the follow-up.

Don't leave commentary ignored, get to know your audience, and they'll become your biggest brand advocates!

If you want to increase your reach, become an invaluable resource for your audience, and interact with them accordingly. They'll promote your brand for you, and your reach will grow considerably.

Social media is not about push marketing, it is about relationships and engagement – use it accordingly!

Let your audience know that they matter to your brand, and they'll help you grow your brand.



# KRISTI KELLOGG

Founder & CEO of Dazzling Digital

 @KristiKellogg



There are more than 1.3 billion daily active users on Facebook Messenger, and businesses that market via Messenger earn 60-80 percent open rates within the first 60 minutes.

The audience is there.

The ROI is there.

And yet, less than 400,000 pages out of a hundred million pages are doing Messenger marketing.

So why aren't more businesses taking advantage of these sky-high open rates?



It's not that they haven't heard about Facebook Messenger marketing — it's that they don't know where to start or how to implement it.

Chatbots do a lot of things, but the thing they do best is chat blasting.

What's chat blasting?

It's email blasting, except it's done via Messenger, and you'll earn much, much more engagement (again, 60-80 percent open rates and 20 percent click-through rates!).

Facebook Messenger marketing is the new and improved email marketing.

"But wait, Kristi, isn't it complicated to actually build the chatbot?"

No.

If you can use MailChimp for email marketing, you can use MobileMonkey for Facebook Messenger marketing.

MobileMonkey is a free chatbot builder brought to you by Larry Kim. (Full disclosure: I have a business relationship with MobileMonkey.)

I also use MobileMonkey and am a huge fan.

**I built the [Search Engine Journal Facebook Messenger chatbot](#) without having to write a single line of code — [click through to see it in action!](#)**

If I can build a chatbot, so can you!

As you look ahead to 2019, my best advice is to:

- Build a Facebook Messenger chatbot.
- Grow your Facebook Messenger contacts.
- Start strategically delivering content via Messenger.

Don't wait — get ahead of your competition and start developing your chatbots now.

(If you want more actionable tips, check out SEJ's [\*\*guide to getting started with chatbots!\*\*](#))



# KEVAN LEE

VP of Marketing, Buffer

 @kevanlee



One of the absolute best things that brands can do on social media is to be responsive to their customers and engaged with their audience.

Social media is shifting toward 1:1 interactions rather than 1:many broadcasting.

Your biggest competitive advantage will be doing the things that don't scale: replying to every request, jumping into the comments of all your posts, etc.

The Goliaths don't make time for these individual interactions; the Davids do.

That's how they win.

When it comes to encouraging that engagement on social media, I believe that video and interactive content will play a bigger and bigger role.

In years past, people have wagered that "social media is the new TV," and I think we'll be edging closer to that reality in 2019.

IGTV is a great example of an early medium where people can experiment.

Things like Pinterest carousels are another example of interactive, engaging content on social.





# DEBBIE MILLER

President, Social Hospitality

 @TheBigDebowski



I think personalization will dominate the social media landscape in 2019.

It's difficult for many to bridge the gap between the online and offline audiences, and brands that find unique ways to do that will stand out among the noise.

You need to figure out a way to turn online fans into conversions, and in-person fans into brand advocates online.

Timeliness will also play a role in social conversations. Businesses that monitor and participate in conversations with their customers (and potential customers) will be able to cultivate more authentic relationships with those folks, and, again, stand out among the high number of brands that don't.

Real-time customer service is also now widely expected. Chatbots are helping with this as well as social selling.

Social media never sleeps, so brands will need to ensure they have enhanced monitoring and tracking tools in place to navigate and respond to users online.

From a more tactical standpoint, visual and video content will continue to rise against textual content. Real-time visual opportunities like Instagram Stories will play a pivotal role in peoples' online experiences.



# BARRIE MORAN

Director & Founder, Purple Imp

 @barriemoran



The mantra we live and die by is “the right message to the right person at the right time, through the right channel on the right device.”

With the ever-changing nature of social media platforms – and the platform of choice for your audience as their demographics change – this becomes ever more prevalent.

We live in a visual-first environment. If you don’t capture the imagination and attention of someone as they scroll through all the cat pics in their social media channels, you’ll lose.

Remember, it’s not just about eyebait or clickbait.

A strong, relevant, informative, and unique image will capture their attention and help turn a browser into a customer.

Video will be important, too!

One of the biggest changes for businesses in 2019 will be using more video to convey their marketing messages, engage with their audiences (live), capture attention, and so on.

This opens a whole new area for exploration with AR and VR.

Lastly, for now, engaging with those “influencers”, remains key. Everyone is someone when it comes to social.

Knowing who to speak to when, how to speak to them, and knowing when to shut up and listen are all core skills for social marketers.





# REBECCA MURTAGH

Author, Speaker & Business Advisor

 @VirtualMarketer



Social media will continue to gravitate toward authentic one-to-one relationships.

No matter how big (or small) a brand is, every customer type (including employees, investors, etc.) will expect more personal interaction.

Brands that can approach social engagement with a true desire to build relationships will be the winners in 2019 and beyond!



# KRISTA NEHER

Author, Speaker & Social Media Trainer

 @KristaNeher



## Content Testing

We know that creating thumb-stopping content is more and more important – even if you have a paid strategy. As businesses continue to struggle to break through the noise, content testing becomes a more important strategy to maximize return on investment.

Last year Facebook launched a few different testing tools, but many brands and businesses still haven't fully integrated content testing into all stages of the content development process.

Businesses are now starting to think about testing before content production – with idea and concept testing to validate their ideas and

better understand consumers.

Testing different images or button colors on the same idea doesn't step-change results.

In 2019 businesses will start testing earlier in the development process and using digital ad testing to gain insights about their customers and ultimately get better results.

### **Messenger & Chatbots**

This isn't surprising – a look at social media conference schedules shows chatbots are hot right now.

There is no doubt that messenger is growing as a platform and chatbots provide a unique way to connect with customers.

What I expect in 2019 is that the hype of chatbots will die down and businesses will be more strategic in how they actually use them.

Marketers will shift from "we need a chatbot" to "how do we use this strategically as a communications tool."

Many chatbots are not providing great consumer experiences, which means that they aren't providing business results.

In 2019 businesses with poor-performing chatbots will get rid of their chatbots and those who want to use the tool will invest more in understanding the consumer experience to create something that works for both consumers and the business.

## **WhatsApp Gains Marketing Relevance**

In the U.S., WhatsApp is rarely discussed, and even outside of the U.S., it isn't commonly used as a marketing platform.

Facebook has built WhatsApp to become the second biggest messaging platform but hasn't done much to attract marketers and harness it as a business marketing or communication platform.

Last year Facebook launched Business profiles on WhatsApp and Facebook has already announced that they are working on advertising and marketing options for next year.

Marketers should start thinking about how they can use WhatsApp as a strategic communication tool and be on the lookout for new marketing and advertising options.

## **LinkedIn Gets More Relevance**

LinkedIn is often not fully leveraged by marketers – even in the B2B space between restrictions on Business Profiles and the expense of advertising a lot of businesses haven't seen a lot of success on the platform.

If you look at what LinkedIn has done over the last year with video, the rise of LinkedIn influencers and connecting their products to Bing – this is the platform to watch and get serious about next year.



LinkedIn is already really pushing video and will probably launch more video and messenger features next year to offer marketers more ways to meaningfully connect with their audiences.

Many business professionals already report 10X the number of video views on LinkedIn vs. Facebook – even with a bigger audience on Facebook.

LinkedIn also recently relaunched Groups in an aim to drive more community on the platform. 2019 will see the revival of LinkedIn and the rise of LinkedIn Influencers who are able to build and leverage large audiences.

# ▶▶▶▶ VIRGINIA NUSSEY

Director of Content Marketing,  
MobileMonkey

 @VirginiaNussey



To be most effective using social media marketing in 2019, focus on the platforms with high engagement. Those are the channels that will pay back return on your marketing investment. For 2019, those are Facebook Messenger, Facebook Groups, and LinkedIn.

## **Facebook Messenger**

This channel is social with a super-personal approach. Most people don't think of their chat apps as a marketing channel, which makes it all the more effective when a business leverages chatbots right.

**Facebook Messenger marketing** centers on a mobile-friendly, interactive conversation. This user experience is the next logical step for "social" marketing — direct conversations that scale.

## Facebook Groups

We watched the **billboards** go up in 2018 — Facebook is promoting its groups hard. And no doubt it's because that's where the future of the platform lies!

Our individual social media preferences are moving from public broadcasting to engaging in more intimate communities.

On that note, Facebook Groups are a hot spot for engagement and a place to focus social media efforts in 2019.

## LinkedIn

While most social media networks have been updating their algorithms to reward the most popular content, LinkedIn's October 2018 algorithm update moved to showing more of the "less popular" content! That gives all LinkedIn creators a better chance of having their posts seen!

Even if you have a small LinkedIn following, your posts and engagements on LinkedIn are making a big difference.

LinkedIn reports that likes, comments, and shares on the network increased more than 50 percent YoY! That's an engaged community for you!

That's not even getting into the great opportunity of sponsored posts in the LinkedIn ecosystem. P.S., LinkedIn **isn't just for B2B.**



# MATTHEW PACHECO

Vice President, Paid Social, EliteSEM



Brands should look to new products and ad inventory coming from Facebook in 2019 before hastily pulling budgets from the channel following a lot of bad press in 2018.

Look for Facebook to bounce back from slower than usual revenue growth in 2019 by getting creative with its ad inventory. With the growth of Marketplace, Messenger, Stories and the revamping of its search ads, Facebook will give brands more opportunities for impression growth and conversion increases with these higher intent placements.

The company will also find a way to monetize IGTV and will begin to provide more advertising opportunities in What's App to help reach more consumers outside of the US.



Snapchat will be a more attractive option for performance-based advertisers in 2019 and brands should consider carving out a piece of their DR budgets for a channel test.

Recent additions like automated pixel based audience creation and goal based bidding for conversions are welcome news for performance-based advertisers. The Snap pixel also saw purchase events increase from 70 million in Q2 to **230 million** in Q3, a sign that Snap is getting better at delivering the right ad to the right user at the right time.

The development of Product Catalog support and Collection Ads also put Snap's ecommerce offering on par with other social channels.

# ADAM PROEHL

Partner & Co-Founder, NordicClick  
Interactive

 @adamproehl



Savvy social media marketers will expand their use of advanced AI-powered automation tools currently available and evolving. Primary areas of focus where our agency sees this happening are:

## Ad Creative

The smart marketers will continue to use sound creative principles that have a history of strong performance, but may discover combinations (of ad creative, audience segment, and buyer journey stage) they never considered before thanks to tools like **Facebook's Dynamic Creative**.

An advanced tool like this is able to do a lot, but it's only as good as the inputs we provide (for now). You also must be willing to give the

machine “time to learn” so that means you may suffer through some early results that aren’t great. Have a little patience and set proper expectations with clients or internal stakeholders.

## **Customer Communications**

Not long ago I thought chatbots were basically useless and annoying. Canned responses might answer a few basic questions that a website FAQ also could.

Today we have chatbots that communicate directly through social media messaging apps (vs. website only) with natural language. Most important, they’re actually much more useful to your audience than a standard FAQ page.

See [\*\*Facebook Messenger App Developer’s Page\*\*](#), to build your own, or check out tools like Mobile Monkey for a plug and play system.

## **Audience Targeting**

Marketers struggling to expand their pool of qualified AND motivated buyers have options. The platforms continue to evolve as they have more data to work with.

Combine your insights (about who you’re looking to reach) along with patterns seen by an algorithm and you’ll continue to expand your audience. Privacy and future regulatory concerns could affect these capabilities.

## Micro Influencer Marketing

Tools like Mavrck, Neoreach, and Traackr help big brands find and develop relationships with key micro influencers at a scale and efficiency which no human could match.

I recently saw a demo for a beta tool designed for smaller brands that analyzes public data on Instagram and takes action. Beta testers have seen a 5X increase in active influencers and a 2X bump in revenue largely attributed to this activity.

Look for this trend to continue in 2019 as long as social platforms don't close off access.

### The Need for Smart Humans

Obviously, automated tools will only be as good as the strategy and inputs that guide them so you need to understand:

- Fundamentally, how these systems work. What can and can't they do?
- The "Why" behind whatever inputs (creative, bid rules, goals, audience parameters, etc.) you provide.
- Machines have no creative instinct. They can simply take large amounts of data sets, analyze patterns at crazy fast speeds, and take action. There is no context, gut feel, or "right brain creativity".
- The potential for unintended consequences. Without a smart human guiding strategy and knowing when and where to intervene, this potential increases. Just because you can automate, doesn't always mean you should.



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# NANCY ROTHMAN

Director of Marketing, MeetEdgar

 @nancyrothman



With the rise of social media, we all know that content is king (or queen).

In 2019, there is going to be a bigger focus on two types of content:

## **Ephemeral Content**

Ephemeral content is time-sensitive content that has a short expiration date.

We've seen this take-off with Snapchat and Instagram stories for consumers.

For marketers, this type of content creates a sense of urgency and exclusivity for their audiences.



The key is making great, relevant content that resonates with your audience.

There has been a debate about how Instagram's algorithm based feed creates lowered reach.

With Stories, you can reclaim that reach with timely content that isn't restricted by an algorithm.

Stories are also above the feed and formatted in an easy-to-digest format.

## **Video Content**

With half a billion people watching videos on Facebook and millions more across other networks, marketers cannot ignore this type of content.

In previous years, marketers were concerned with making videos with high-production value (read: more expensive videos).

In the coming year, marketers are going to be able to get away with videos made on a smartphone to keep up with the pace of content consumers are looking for.

The ephemeral content trend really plays making these smartphone-quality videos an acceptable form of content that doesn't decrease your brand equity.

If anything, it makes your brand more approachable and trustworthy.



# TED RUBIN

Social Marketing Strategist & Keynote  
Speaker

 @TedRubin



If brands are hoping to stay relevant and keep up with the content creation phenomenon, 2019 needs to be the year of empowering employees to power your brand.

It's plain and simple — employee censorship on social channels is a disaster for brands.

We can no longer control the message, folks.

The social framework is "bigger and stronger" than our puny frameworks.

Instead of fighting it every step of the way, use it to your advantage, or you'll pay a steep price in diminished return.

Your employees are the best way to humanize and personalize your brand... and truly the best way to scale relevant, contextual content creation

Did you know that Employee-Created Content (ECC) receives eight times more engagement than content shared from the company itself?

On top of that, employee content extends brand messaging by over 500 percent.

Crazy, right?

So why aren't more companies getting employees engaged in content creation?

It's well known that companies with engaged employees outperform their peers; involving employees in content creation can help to create a sense of common purpose.

There is also an opportunity with measured ECC to see the channels where employees are getting traction vs. the usual targeting of a specific audience on a specific channel. They are sharing where they get traction, which is likely more relevant, and at the very least expands audiences reached beyond ad targeting.

The truth of the matter is that the social evolution is a business evolution.

Only by changing our old frameworks can we possibly hope to succeed — because social has completely altered the business landscape.

#ROE – Return on Employees.





# JASMINE SANDLER

CEO, Owner & Operator, JS Media

 @Jasmine\_Sandler



In social media marketing there are the tools and platforms and then there is the strategy and content. Those things will never change.

What will change – and smart brands and businesses need to adapt to and execute properly in 2019 – is the way that content and strategy will be developed and how the content will be distributed.

Here are three tips for you in what I believe will rule 2019 to get above the social noise and have a real impact for any business, big or small.

## **1. Being Authentic & Timely**

This goes for the personal brand – or, as I call it, the social brand of the executive or anyone customer facing, as well as the company brand itself.

This means responding quickly to customer complaints, issues, and questions. This will never change.

Social customer care is super critical for any business. Period.

Doing this in a real way that nurtures and supports the customer or audience first is also important for overall social brand loyalty.

## **2. Proper Use of Video (Edited & Live)**

Video consumption in social beats out all other forms of content.

But you need a video strategy – whether you're doing live or edited video. These could be in the form of:

- A Facebook Live show.
- A YouTube series.
- A vlog.
- A video podcast.
- An educational on-site video series.
- Event videos.
- Customer testimonial videos.
- A brand story video.

This strategy must take into account the right channels, subchannels, groups, frequency, mix of other content – and must align with the needs of your target audience.

Video has to be delivered along the customer buying cycle, whether it is educational based content or promotion driven.

### **3. Live Chat & AI-Driven Responses**

Use these across all social channels, as well as proper market automation in email marketing.

I have always considered email marketing a critical component of social media marketing in relation to the use of branding and relationship development to drive sales.

Smart businesses must set up and manage proper systems that understand the response needs of their potential clients and customers.

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# MARK SCHAEFER

Consultant, Educator & Author of 'The Content Code'

 @markwschaefer



Most businesses have seen dramatic declines in non-advertising social media marketing over the past five years.

The reason is simple.

Businesses have systematically taken the “social” out of social media for more than a decade now.

The smart companies are beginning to realize that people want more than artificial attempts at engagement.



To cut through the clutter of our world, businesses will have to offer authentic communications that help people connect and create meaningful relationships.

We are at the dawn of a revolution in human-centered and values-centered marketing and we will begin to see this take shape in 2019.

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# MARI SMITH

Facebook Marketing Authority, Social  
Media Speaker & Consultant

 @MariSmith



Here are four trends I'm predicting for 2019:

## **Micro Content + Micro Engagement**

As predicted last year, Instagram and Facebook Stories became a major trend and continues to grow at 15x that of feed content.

Stories is emerging as the primary way users consume content, with its rapid 'self-serve' consumption that matches short attention spans. Users can quickly swipe and tap at will. And businesses don't need to worry about overdoing volume and jamming up feeds.

So, marketers need to stay nimble with eye-catching, full-screen content created specifically for Instagram and Facebook Stories. Including interactive elements in your Stories increases audience response rates.

People love to touch their phones! Some studies say more than 2,600 times per day.

Micro engagement includes sticker taps, poll answers, swipe ups, and especially DMs.

Instagram will announce chatbot integration soon, allowing automated responses to DMs which will be a game changer.

### **Vertical Video**

2019 will be a breakout year for IGTV with Instagram pushing the app front and center. Plus, we'll see continued growth in vertical video consumption on Facebook.

Popular game show Confetti will give rise to more shows in a similar vein, both in terms of interactive game show style and news shows such as Anderson Cooper's Full Circle.

### **Niche Communities**

Facebook will continue to add enhanced features in groups, and push the use of groups connected to a business Page.

People crave a sense of belonging with their respective tribes and want to participate in meaningful groups.

Brands and businesses should invest in creating and managing niche groups to foster deeper relationships with their communities.

Popular Facebook Watch show Red Table Talk has one of the most engaged groups. Granted this is a beautifully produced celebrity-hosted show.

However, savvy marketers would do well to emulate what's working with this type of Watch show + group power combo. Plus, the Boost button and ads will roll out to Groups in 2019.

## **Influencer Marketing**

This will be a dominant trend in 2019.

We'll see a big growth spurt in seasoned influencers creating successful campaigns, along with a rise in nano influencers (ordinary digital citizens with 1,000 to 5,000 followers).

Brands and businesses will seek proven influencer marketing strategies and especially look for proven influencer agencies.

There will be a shakeout with savvy marketers doing due diligence on fake followers and fake sponsored content, and choosing to work with highly reputable influencers to create real results.





# **MICHELLE STINSON ROSS**

Marketing Operations Director,  
Apogee Results

 @MStinsonRoss



The biggest trend for 2019 builds on the video trends of 2018.

Just when you thought it was enough to create video content specifically for social channels, it's already time to do WAY more.

Now that Facebook/Instagram have successfully borrowed pages from Snapchat and YouTube, they are looking at the Google Hub and Amazon's Echo Show.

In case you've been living under a rock and don't watch any TV whatsoever (this includes streaming content), Facebook is heavily promoting the

launch of its Portal device. Currently, it's positioned as a video calling device, one thing that the other devices aren't doing yet.

Facebook is also working on "Aloha," their voice recognition system.

Finally, Facebook very quietly launched a watch party feature that enables multiple Facebook users to watch and comment on the same video.

Beginning to see where I might be going with this?

For 2019, I believe the big trend will be interactive video and maybe voice-driven engagement.

I mean really, are we too far away from the laugh reaction posting every time we LOL at a Facebook video?

So, the brands that were bold and brave enough to jump into the deep end with Facebook and Instagram live videos in 2018 are already learning the things that everyone else will have to catch up on.

Just posting native video won't quite be enough in 2019. Now you will need to craft short videos that can run as ads without seeming out of tune with interactive shows on Facebook Watch and IGTV.

You'll also have to step up your game when it comes to consistently creating video experiences for your audiences to engage. All while not losing the thread of why your business is on social media in the first place.

As much as we like to measure click-through rates and sales assists, marketers will have to be even more adept at brand creative that drives good data.

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# MARK TRAPHAGEN

Content Strategy Director, Perficient  
Digital

 @marktraphagen



In 2019 I will be shifting much more of our social media efforts into finding and nurturing strategic partnerships via relationship building, and I'll be advising our clients to do the same.

While I continue to use social as a promotional channel, particularly for our content, I am finding the highest return on time spent in using social to be social with non-competitive influencers, business owners, thought leaders, etc.

This has led to many opportunities for joint projects, client referrals, shared content ventures, sharing of data for studies, and more.



While some of these relationships came about entirely online, many of the most successful ones occurred where I used social to continue to develop a relationship that began when I met someone at a conference or other events.

One last thing: I'm not talking about making sales pitches here. I'm talking about genuine, old-fashioned relationship building that creates an atmosphere where it's perfectly natural to propose something of mutual benefit.



# ASHLEY WARD

CEO & Director of Marketing,  
Madhouse Matters

 @ashleymadhatter



In 2019, you really need to create content for your mobile fans.

Sure, you're still receiving engagement from desktop users, but mobile users are quickly surpassing the amount of desktop users, which means the content we share on social media needs to accommodate that rise.

How can you do such a thing? Well, it's quite simple.

Everything that you share on your social media profiles needs to accommodate a mobile user.

This means that if you want them to click on a link in order to engage with your post, that link needs to go to a page that is designed specifically for the mobile user.

I'm not just talking about responsiveness here, though.

What I'm really getting at is the full user experience from social media post to end engagement.

Say for example that you want a user to go from Instagram to your product page and make a purchase.

To begin with, your link in your bio should be updated to that specific product page.

Then, you need to make sure the payment method options can easily be done on mobile devices, like PayPal.

You also want to avoid requiring them to fill out 100 different form boxes on their tiny mobile devices, as you'll most likely lose them.

You can't just think about SEO when it comes to mobile optimization.

We truly need to craft a social experience that is fluid, beautiful, and easily interactive for mobile fans on every aspect of digital marketing, including social media, in 2019.

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# DENNIS YU

Chief Executive Officer, BlitzMetrics

 @dennisyu



Amplify the signal in 2019!

The “filter power” of feed-driven networks like Facebook, Twitter, LinkedIn, and Instagram increases as there is more content competing for a finite amount of attention.

The last few years, mediocre marketers have gotten by with yelling louder, cranking up the megaphone with ads dollars, and crafting clickbait headlines.

But 2019 won't be the same, since Facebook is rolling out smarter content filters that can spot fake news, bot-driven behavior, and clickbait.



We've seen the same maturing among search engines.

So this year, we have to "amplify the signal" by crossing search and social.

Take your very best evergreen web content and create one-minute videos on those same topics, posting these videos to Facebook, LinkedIn, and other channels. You'll find that one-minute videos get 400 to 500 percent more reach on LinkedIn compared to Facebook.

Take your best-performing posts from social and convert them to an article – thereby using social power to fuel search rankings and traffic.

You can repurpose Facebook live videos and podcasts into listicles, tweets, articles, and other derivative content.

This strategy is not black hat because:

- **It's not duplicate content:** You can and should make minor tweaks. For example, you'd not put hyperlinks and various forms of formatting in a Facebook post, but you would on a blog post. And a lengthy blog post you'd have to trim to under 1,300 characters to have it fit on LinkedIn.
- **The audiences are not the same:** Many people are afraid that they're blasting the same audience on multiple channels. But the reality is that most people aren't seeing your content on even one channel, much less two or more.

- **It requires finesse:** When you share from your public figure page and company page, you would change the voice to reflect the personality. For example, Larry Kim shares the exact same chatbot strategies as Larry Kim and Mobile Monkey, his company. Though the shared article is the same, the tone of the body is different.
- **The medium is different:** Some people prefer articles, while others like to consume podcasts on their way to work.

Here's to you kicking butt in 2019 with repurposed search and social content!