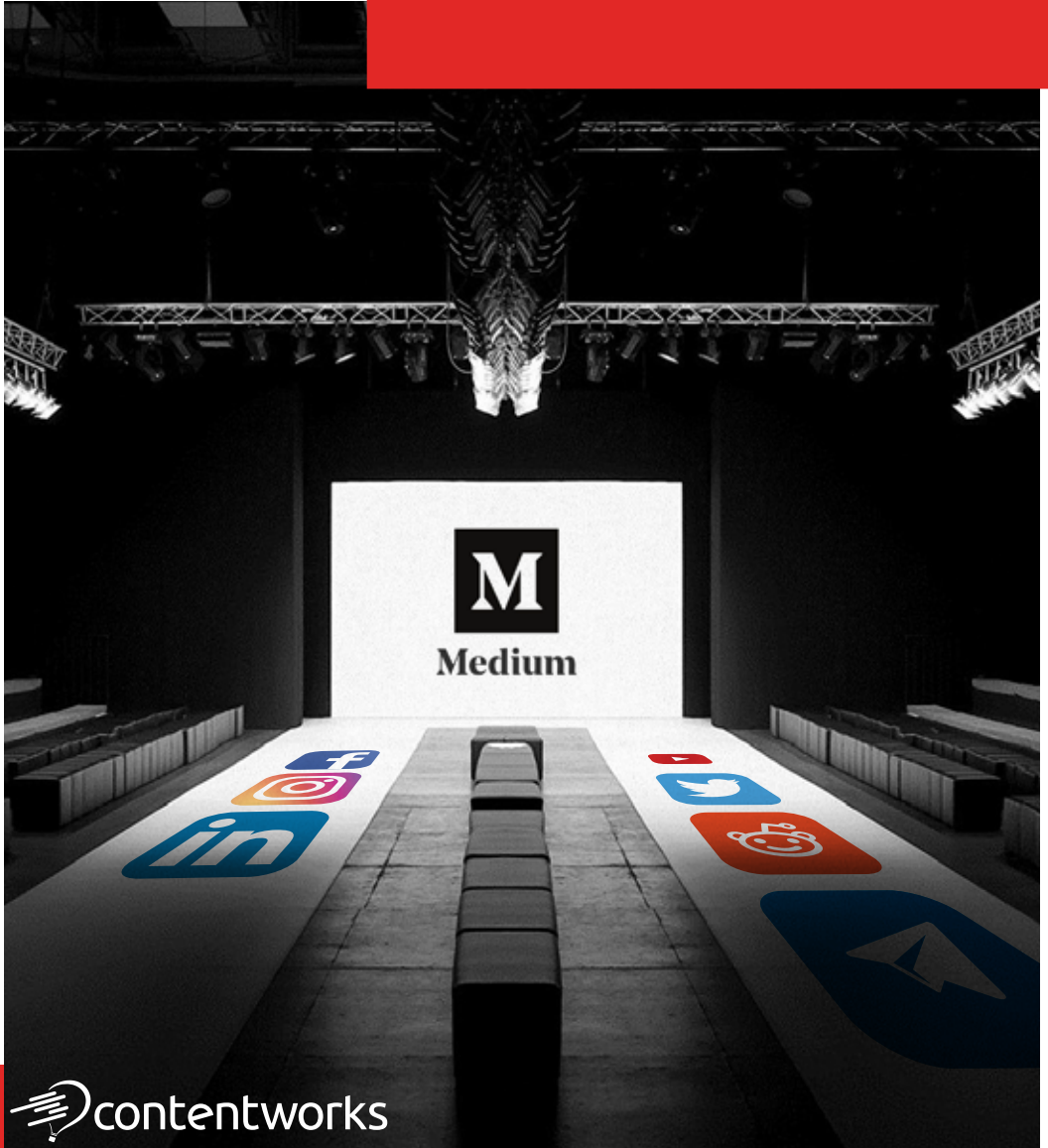


10 CONTENT MARKETING TRENDS FOR 2019



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Content Marketing –
Work It Throughout
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CONTENT MARKETING: THE TRENDSETTER OF THE DIGITAL WORLD.

When it comes to interacting with your target audience, there's no time to put your feet up and take a nap! The digital marketing world evolves at a rapid rate with high quality content prancing down the runway showing off all the latest trends.

The industry is constantly progressing, so to avoid tripping or stumbling in front of your competitors, let's take a closer look at what's hot – and what's not – for 2019. And of course how Contentworks can catapult your brand into the limelight!

"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change."

— Charles Darwin

Useful Fact

The content marketing industry is set to be worth \$400 billion by 2021.

HERE'S ONE FOR THE FASHIONISTAS

At Contentworks, we love staying on top of all the latest trends. We're social media and content marketing geeks after all and understand the importance of keeping up with fashionable topics such as crypto, blockchain, ICOs, fintech and AI.

In fact, over the past year, we've provided videos, whitepapers, pitchdecks and content marketing to some of the world's leading brands and connected with influencers to help expand their outreach.

We're a stylish bunch and know how to move you from the back pages to the front cover.

Strike
a pose –
let's
do this!







MEDIUM SET FOR A-LIST FAME

Medium is a hugely cool, highly popular site that looks to gain even more fans in 2019. It's essentially a blogging platform where you can increase your outreach, stand out from the crowd and set yourself apart as a thought leader on key topics. But don't just take our word for it. Here are some must know stats.

- # The site has a built-in distribution channel reaching 86 million+ unique monthly visitors.
- # Medium has a 93 Domain Authority (DA) which means people are likely to come across your Medium content from a basic Google search.
- # Medium's algorithm promotes relevant content to relevant audiences.
- # Medium pages consistently load in under 2 seconds so there's no waiting around.

Medium helps you to talk to those interested in what you have to say and is a great platform for businesses looking to make their presence known.



Medium
Follow
Contentworks
Agency
on Medium

Get Contented

Our Winning
Content Marketing
Solution

VOICE SEARCH WILL GO MAIN- STREAM

*"Alexa,
play Roxette
It Must Have
Been Love."*

Okay, so our music taste is questionable, but what's not up for debate is the popularity of voice search.

Tech devices, which rely on virtual assistants such as Siri, are here to stay. A whopping 58% of consumers used voice searches to find local business information within the past year and 27% visited a local business website after conducting a voice search. Incredibly, an impressive 41% of adults conduct at least one voice search per day and that number will keep rising. In fact, voice recorded messaging is set to be big too...

just think WhatsApp!

Did You know

That voice searches are expected to account for 50% of all online queries by 2020?

Millennials are expected to constitute almost 40% of people using voice-enabled digital assistants in 2019.



VIDEO MARKETING WILL STEAL THE SHOW



Content marketing goes beyond the written word.

Sure blogging, article writing and PR deserve to have their moment on the catwalk, but video is set to steal the show throughout 2019. Here's why!

- # 90% of customers say video helps them make buying decisions and 64% of customers say that seeing a video makes them more likely to buy.
- # Video marketers get 66% more qualified leads per year.
- # 81% of businesses use video as a marketing tool – so you need to be up with your competitors.
- # 55% of people play close attention when consuming video more than all other types of content.
- # 78% of people watch online videos every week and 55% view online videos every day.

It's a growing market getting bigger by the day, with companies now using video for landing pages, email sends and more.

And what does the future hold?

- # Video is going VR – the global market for VR software and hardware is projected to reach **\$22.4 billion by 2020**.
- # The ease of shooting video with mobile phones will make it easier to personalise messages to clients.
- # AI will make video more searchable by transcribing audio tracks.

Top Fact

Did you know that video is set to account for 80% of global traffic by 2019?



3,2,1 – GET SET FOR SNACK ADS

Snacking on video ads will be all the rage in 2019. Short videos that last for about 10 seconds or less are a great way to keep viewers interested! Teaser videos are ideal or you can release a series of short ads all promoting a single product or service.

Top tips:

- # Pick a theme
- # Be lively and engaging
- # Stay on brand
- # Promote your content across social channels
- # Don't try to cram all your USPs into 10 seconds - you know who you are!

Fun Fact

Did you know that the average human has an attention span of just 8 seconds? That's less than a goldfish!

snackable
content

INFLUENCER MARKETING WILL CONTINUE TO SPARKLE

Influencer marketing has been huge throughout 2018 with brands looking to utilise the popularity of well-known celebrities and influencers further in 2019.

Here are the trends to expect over the coming months.

- # Instagram stories will witness overwhelming fame as brands communicate urgent marketing messages via this social
- # networking tool.
- # Brands will transform their relationship with influencers from purely transactional to partnership based to improve the authenticity of their content.
- # Platforms such as Pinterest will play a greater role in influencer marketing.
- # The need to measure ROI from
- # influencer marketing will increase.





AUTHENTIC CONTENT – TAKE A BOW!

Top Fact

86% of consumers state that authenticity is an important factor when deciding which brands to support.

Get Socially Sorted

Our Complete Social Media Solution

Consumers can spot fake reviews a mile off. So, don't presume a bunch of 5-star comments will gain you more followers. Authentic content generated by genuine consumers whether it's through social media chats, branded tweets using business relevant hashtags and discussions on forums hold a lot of weight. Especially as people tend to look at their friends and relatives for advice regarding a specific brand.

Therefore, it's worth focusing on the customer experience and to make their journey with your company as enjoyable as possible.

Things to avoid:

- # Copied and pasted blogs from
- # external sites
- # Duplicate content on your own site
- # Reusing content from competitors
- # Relying solely on re-tweets and shares

Things to do:

- # Conduct quizzes, polls and questionnaires
- # Respond to threads on social sites to encourage conversation
- # Generate content such as videos and infographics which are easy to share
- # Respond to reviews both good and bad
- # Don't delete negative comments as this looks like you've something to hide. And they give you the chance to put the record straight!



Market research forecasts that the VR market will be worth around \$26.8 billion over the next four years.


Storytelling is the most powerful way to put ideas into the world today."

-Robert McKee

Millennials distrust banner ads. And pop-ups are just annoying. With every brand claiming to be 'the best', content marketing can get somewhat boring. So, what's the solution? Innovation, creativity and immersive storytelling – that's what.

Lights, camera, action, here's how to do immersive storytelling:

- # Take people on a journey. Think live video, augmented reality, virtual reality and video snippets released over time to build excitement.
- # Videos with gripping scripts to introduce your team and company.
- # An engaging social media strategy packed with incentives and rewards

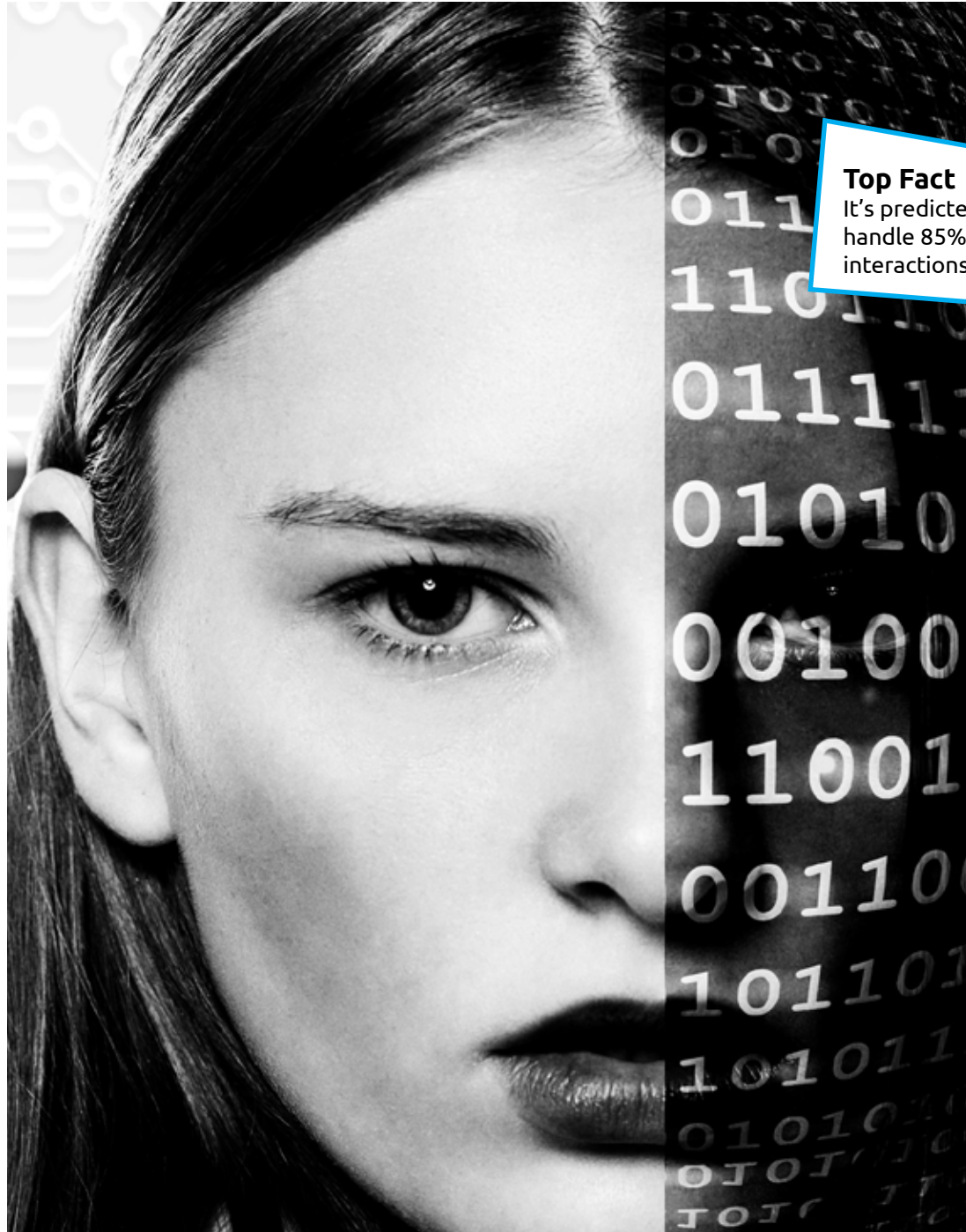


CONTENT MARKETERS WILL START USING CHATBOTS

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For international companies who need to provide around-the-clock customer service in multiple language – chatbots are ideal. In fact, they're set to take centre stage throughout 2019. With over 70% of customers reporting a good chatbot experience, it is likely that more businesses will start utilising AI technology to their advantage.

What to expect going forward? More companies will hook chatbots up to voice assistants such as Google Home, to add an audio element to customer service.



Top Fact

It's predicted that chatbots will handle 85% of all customer interactions by the year 2020.

CONTENT CHOREOGRAPHY IS ESSENTIAL

Content choreography is our new phrase for content strategy. You heard it here first! That's because, like a great ballet, every single element must come together at the right time to create the masterpiece. Content marketing within the digital sphere has been finding its feet over the past few years. It now plays an essential business role helping to increase engagement and expand outreach. That makes it essential to choreograph your content strategy throughout 2019 and beyond.


Top tips:

- # Set out measurable Key Performance Indicators (KPIs) to track progress.
- # Take stock of your performance and tweak your strategy if necessary.
- # Assign key people to specific tasks and outsource relevant work to industry experts.



Fun Fact

65% of the most successful content marketers have a documented strategy.



Stand up and get noticed with a creative strategy that works. There's no need to do what everyone else is doing when you can be:

- # Unique
- # Engaging
- # Inventive

What can we expect to see in 2019?

- # Offline and online marketing working in harmony with print complementing digital.
- # Useful content targeted to smaller niches. Think explainer
- # articles that delve into the details of trickier subjects like blockchain and crypto.
- # Entertaining content that's easy to share across social sites.
- # Informative content from thought-leading professionals on
- # social platforms like LinkedIn.

**CREATIVITY
OVER
CONFORMITY
WILL
TRIUMPH**



CONTENT MARKETING – WORK IT THROUGHOUT 2019 AND BEYOND!

Ready to perfect your content marketing twirls and be the star of the content catwalk? Contentworks has the skills and expertise to thrust your business into the limelight. Contact us today and enjoy a marketing makeover that embraces the latest trends.

Get Rockstar Status

Our Complete Content and Social Media Marketing Solution

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