

DIGITAL MARKETING TRENDS

TRENDS ON THE RISE: VIDEO, LIVE VIDEO, SOCIAL

VIDEO

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

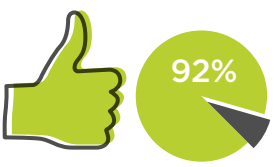
LIVE VIDEO

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



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

SOCIAL



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



63% plan to increase their use of Instagram.

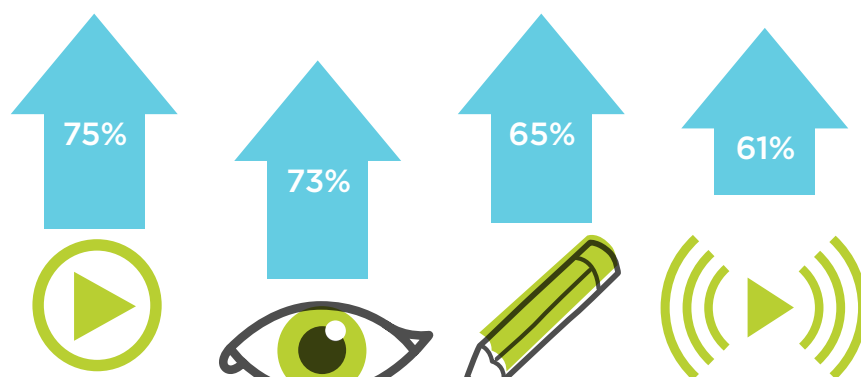


64% plan to increase their use of Facebook.



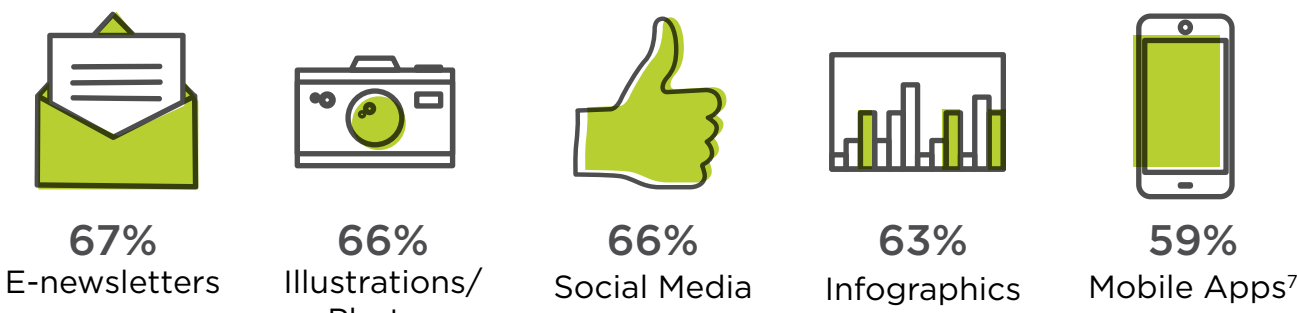
85% use visual assets in their social media marketing.⁴

CONTENT MARKETING: WHAT YOU NEED TO KNOW



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

MOST EFFECTIVE CONTENT MARKETING TACTICS REPORTED BY B2C BUSINESSES



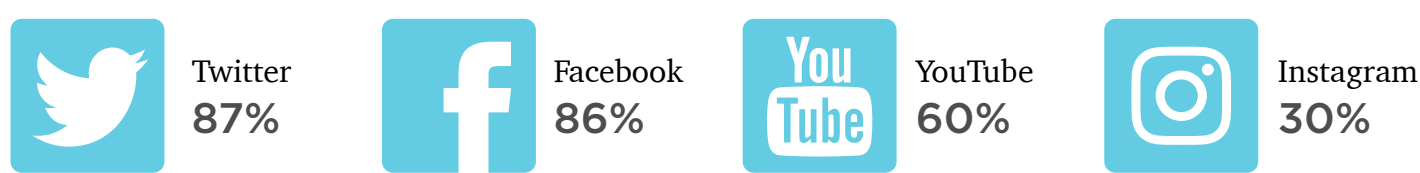
MOST EFFECTIVE B2B CONTENT MARKETING TACTICS



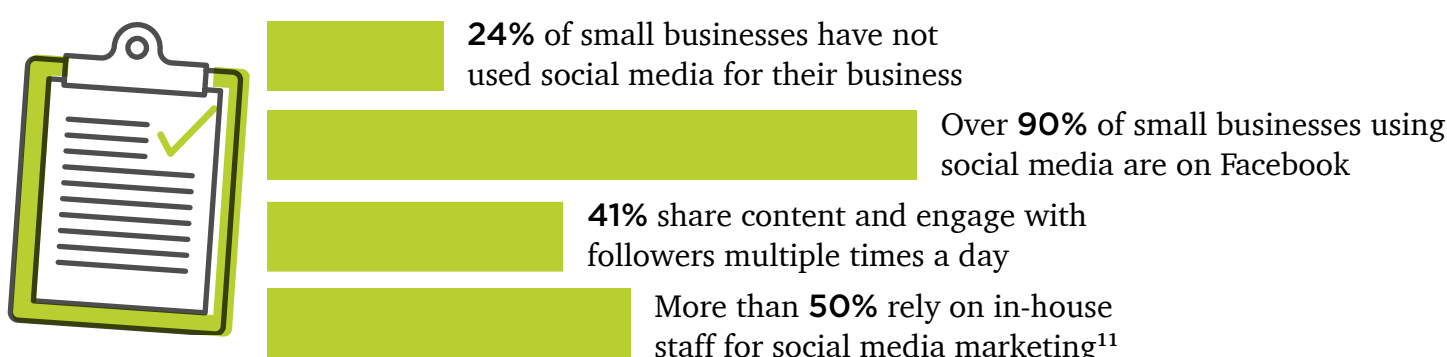
SOCIAL MEDIA TRENDS TO WATCH



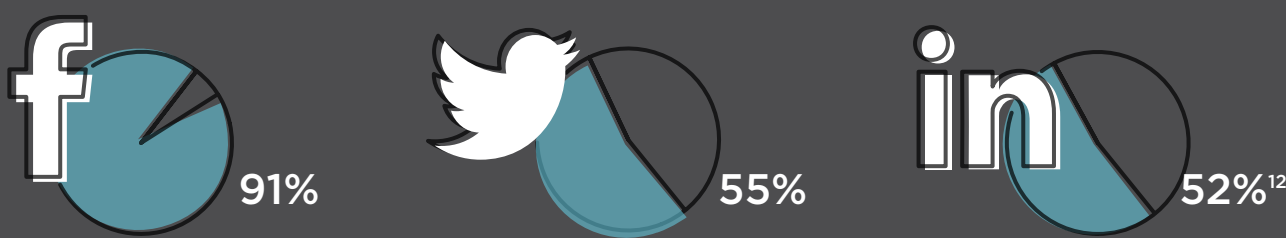
97% of B2B marketers rank LinkedIn as the most important social media platform for their businesses.⁹ Other effective platforms include:



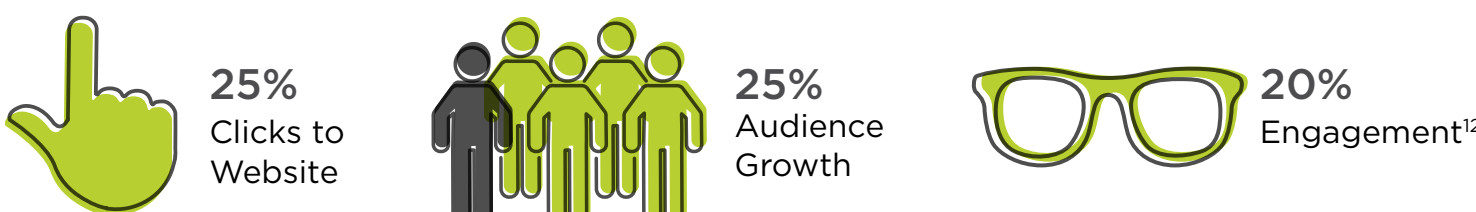
HOW SMALL BUSINESS DOES SOCIAL



THE MOST POPULAR SOCIAL MEDIA PLATFORMS FOR SMALL BUSINESSES ARE



TOP SOCIAL MEDIA OBJECTIVES FOR SMALL BUSINESSES



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SOURCES:

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