

# 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.<sup>1</sup>

### LIVE VIDEO

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

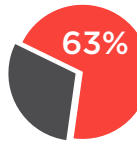


YouTube (a subsidiary of Google) is making it easier for businesses to run video ads. Google AdWords can help you create a custom campaign using an existing video. No video? No problem. YouTube also provides resources for video inspiration and even production.<sup>3</sup>

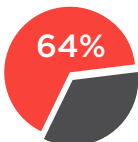
### SOCIAL



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.

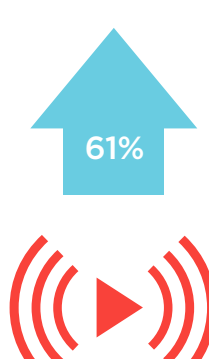
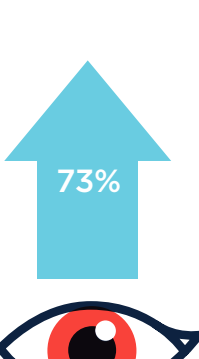


85% use visual assets in their social media marketing.<sup>4</sup>

## CONTENT MARKETING: WHAT YOU NEED TO KNOW



**12** = AVERAGE NUMBER OF CONTENT TACTICS USED BY B2C MARKETERS<sup>4</sup>

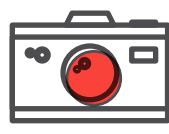


Marketers plan to increase their use of **videos** (75% of those surveyed), **visuals** (73%), **blogging** (65%), and **live video** (61%)<sup>6</sup>

### MOST EFFECTIVE CONTENT MARKETING TACTICS REPORTED BY B2C BUSINESSES



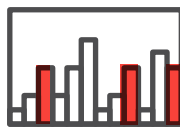
**67%**  
E-newsletters



**66%**  
Illustrations/  
Photos



**66%**  
Social Media

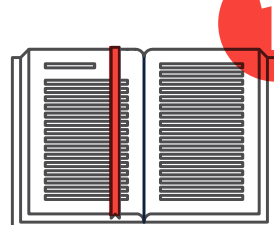


**63%**  
Infographics



**59%**  
Mobile Apps<sup>7</sup>

### MOST EFFECTIVE B2B CONTENT MARKETING TACTICS



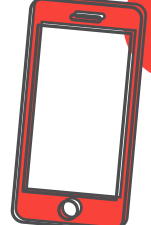
**1**

Books/  
White Papers  
**50%**



**2**

Case  
Studies  
**47%**



**3**

Social Media Posts  
(excluding videos)  
**41%**<sup>8</sup>

### SOCIAL MEDIA TRENDS TO WATCH



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



Twitter  
**87%**



Facebook  
**86%**



YouTube  
**60%**



Instagram  
**30%**

## HOW SMALL BUSINESS DOES SOCIAL



**24%** of small businesses have not used social media for their business

Over **90%** of small businesses using social media are on Facebook

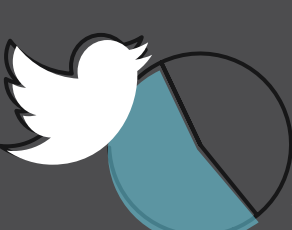
**41%** share content and engage with followers multiple times a day

More than **50%** rely on in-house staff for social media marketing<sup>11</sup>

### THE MOST POPULAR SOCIAL MEDIA PLATFORMS FOR SMALL BUSINESSES ARE



**91%**



**55%**



**52%**<sup>12</sup>

### TOP SOCIAL MEDIA OBJECTIVES FOR SMALL BUSINESSES



**25%**  
Clicks to  
Website



**25%**  
Audience  
Growth



**20%**  
Engagement<sup>12</sup>

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