

WHY THE DIGITAL MARKETING LANDSCAPE OF 2015 IS LIKE THE WILD, WILD WEST

★ BACK IN 1850s CALIFORNIA ★

THE GOLDRUSH CREATED A LANDSCAPE BOTH FULL OF POTENTIAL AND RIFE WITH DANGER, AND DIGITAL MARKETING IS THE SAME IN 2015.



OK, SO YOU'RE NOT GOING TO GET SHOT FOR BEING A VARMINT – BUT KEEPING UP TO DATE WILL STOP YOU WASTING YOUR TIME AND YOU COULD EVEN HELP YOU STRIKE GOLD! HERE'S OUR VERY QUICK OVERVIEW OF WHAT TO WATCH IN 2015

1 SEO

Traditional SEO is dead. There are no more shortcuts - if you want your site to rank well, it needs to be interesting and relevant.

CONTENT TRULY IS KING!

And don't miss a trick with mobile SEO. Your site might look good on mobile but you MUST signal to Google that's what you've done.



2 SOCIAL MEDIA

2015 is the year of the video.

Facebook, Instagram, Twitter and Vine are all experimenting with paid or sponsored video spots. Super targeted ads on a per impression basis - could it work for your brand?

LinkedIn

LinkedIn Audience Network
 LinkedIn have launched a new ad platform allowing advertisers to retarget across the web based on LinkedIn user profile data. Serious big data stuff but also a little bit creepy?!

3 EMAIL

MORE THAN 40 YEARS OLD and still going strong.

Email is still very cheap and widely used...

80%

of B2B content marketers use email as a channel so don't dismiss this old dog - just learn its new tricks.

Email on mobile has turned design upside down. For a decade we've had to design for the peccadilloes of desktop clients (looking at you MS Outlook) and considered those reading on mobile devices secondary.

But with more than

50%

of email now viewed on mobile, creative design is front and centre. Embedded video, gifs and other rich content can make your emails stand out and work harder.

4 MARKETING AUTOMATION

The Emperors New Clothes of 2015 marketing. Just like CRM in the noughties, Marketing Automation can work wonders for companies who really need it and make the effort to get it right. But many companies will end up wasting time, money and effort and be left with a system gathering dust.

The automation industry is growing at 25% per year

But beware, it's not for everyone by a long stretch and for many people a simple service like Mailchimp will do just nicely.

5 VIDEO

THE BIG BOYS...

...of social media already know the importance of video, and for the everyday marketer it's time to catch up. Don't view video in isolation, but as a key part of your content strategy and one that can be immensely targeted.

With **MICRO VIDEOS, EXPLAINER ANIMATIONS, WEBINARS AND SCREEN CASTS** at your disposal, what are you waiting for.



If you would like help with your marketing, we'd love to help you strike gold.