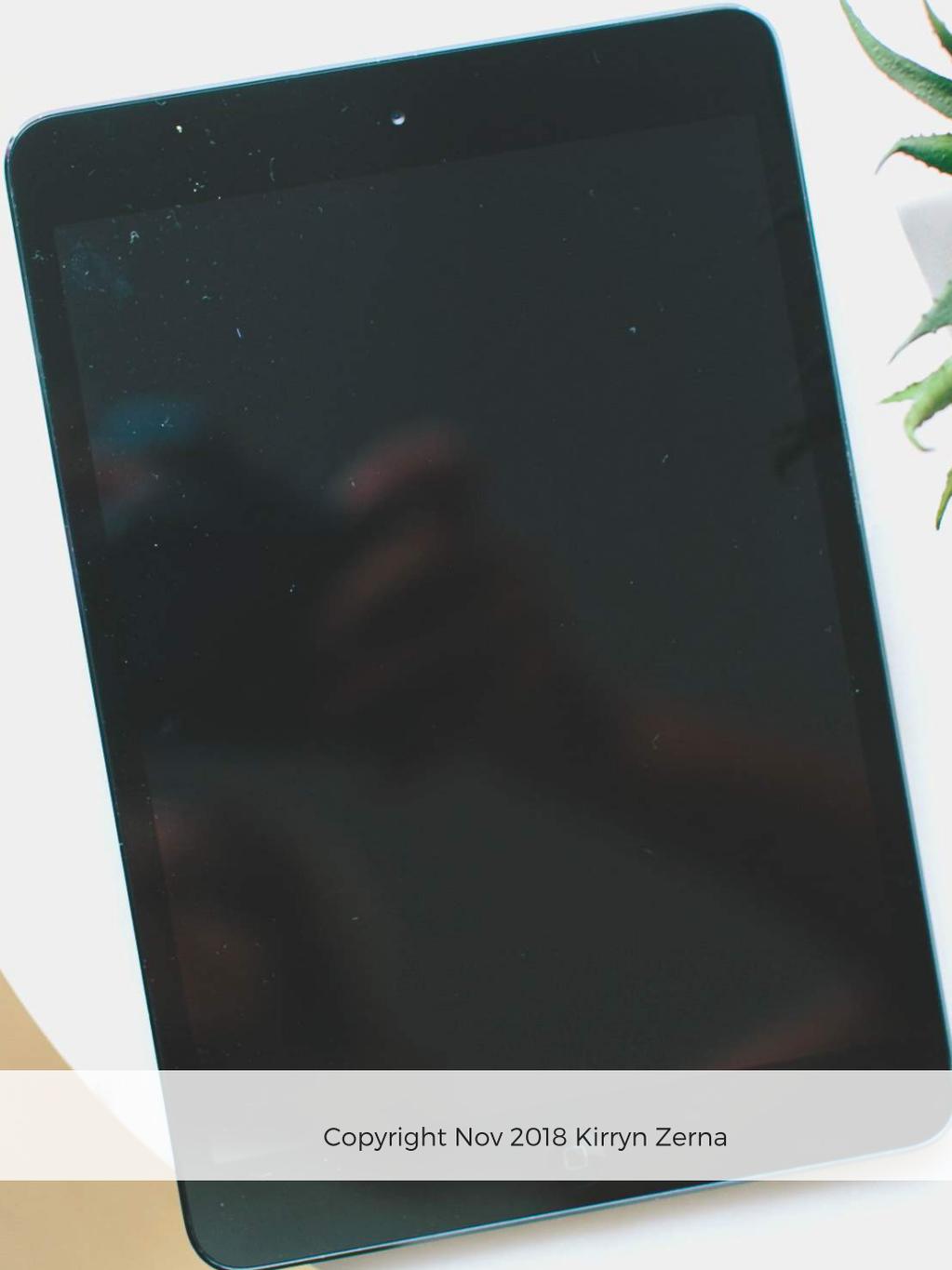


Digital Content **TRENDS 2019**



DIGITAL CONTENT TRENDS 2019

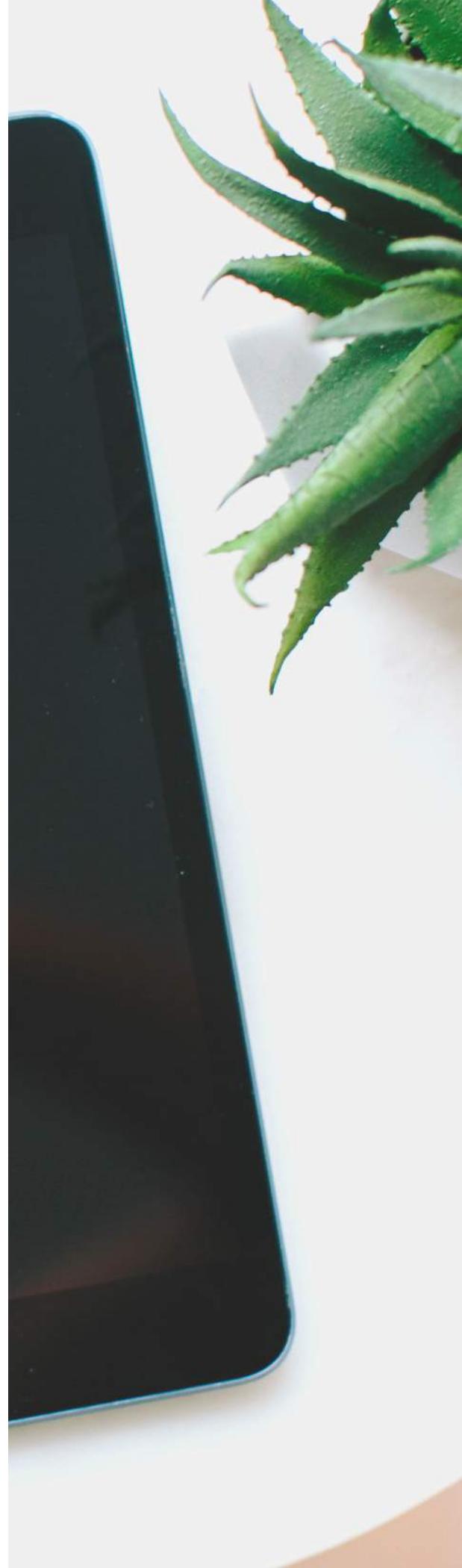
BY KIRRYN ZERNA
SPEAKER, MENTOR, WRITER

Where will you focus your digital marketing efforts to reap the greatest return for your brand in 2019?

There's much discussion on the regular suspects - Artificial Intelligence, Chatbots, Voice Assist and Augmented Reality. While they are on the horizon, there are some digital content trends that are deceptively simple, yet cunningly effective to deliver your social success.

What I've found from speaking and connecting with over 1,300 entrepreneurs, leaders (intrapreneurs), and businesses this year (as well as the research for my upcoming book) is that 2019 is less about technology and more about narrative. This will be key for you to become known as the author and authority on your topic, and how you demonstrate that over time, so that you stand out, without selling out in your industry and beyond.

Read on for content trends that will deliver a return for your business in 2019.





- By 2020 video will account for 80% of online traffic (SmallBizTrends)
- It's highly favoured by social media algorithms.
- Conversion and engagement rate soars over other digital media.
- It is an engagement tool that you cannot ignore.

YOU'RE THE STAR (AND THE PRODUCER)

Tell the story of your business. Become the TV host or "guide" for your ideal client and then your content will lead them towards relationship, sales and brand building.

A combination of formal video and informal works. Too polished, people drop off. Too sloppy, you're not taken seriously (think wobbly selfie stick vision)

Document the process of learning, show behind-the-scenes, introduce the team, show your product in action. TIP: Use an app like Magisto, Filmora Go or Animoto to make awesome videos on your phone.

FACEBOOK TAKES ON YOUTUBE FOR TOP TV

- Facebook is on a quest to dominate the video channel with over 8 billion video views per day (!!!!!) (TechCrunch).
- Building on the success of Facebook Live, they've created Facebook Watch (as a TV channel with tailored video content).
- The Facebook Video tool for Facebook Pages is fully equipped for edits, adding in captions and sharing. TIP: Upload your videos direct into Facebook for greater engagement and think about your videos as "webisodes."

7. Video

"The single most important strategy in content marketing today is video."

- Gary Vaynerchuk

Who is using Video like a Pro?



LEGO, a brand synonymous with play reaches over 50 million consumers each month using its social media channels. Senior global director at LEGO Group, Lars Silberbauer said the key channel for LEGO is YouTube, where it reaches more than 30 million unique users monthly, with over 5 million subscribers. Silberbauer highlights LEGO's designer videos as a key example of its success on this channel. The designer video for its Star Wars Millennium Falcon model released last year gathered more than 250,000 views, while another for its Downtown Diner model clocked more than half a million. "The LEGO designers are the rock stars of the company, and for us it was important to show how they work and the thought that goes into the creation of a LEGO set," he says. [From CMO magazine]



2. Stories

"Rather than serving as a yet-another-distraction, ephemeral content invite focus."

- Danah Boyd,
Researcher and author

- Ephemeral Content (AKA Stories) are photos and video posts that last for 24 hours. Think Insta Stories, FB Stories and Snapchat. Here today, gone tomorrow.
- Zuckerberg, Facebook Founder, has predicted Stories will replace Facebook posts in future.
- With 300M active daily users of stories, brands that nail the tell-and-sell mode of stories are winning over a devoted tribe and selling through the narrative of life.

STORIES LIKE A BOSS ON INSTAGRAM

Keep your Instagram profile like the wall of an art gallery. It's well planned and placed for colour, message and aesthetics. Then let your Stories feature the behind-the-scenes, narrative and life of your account.

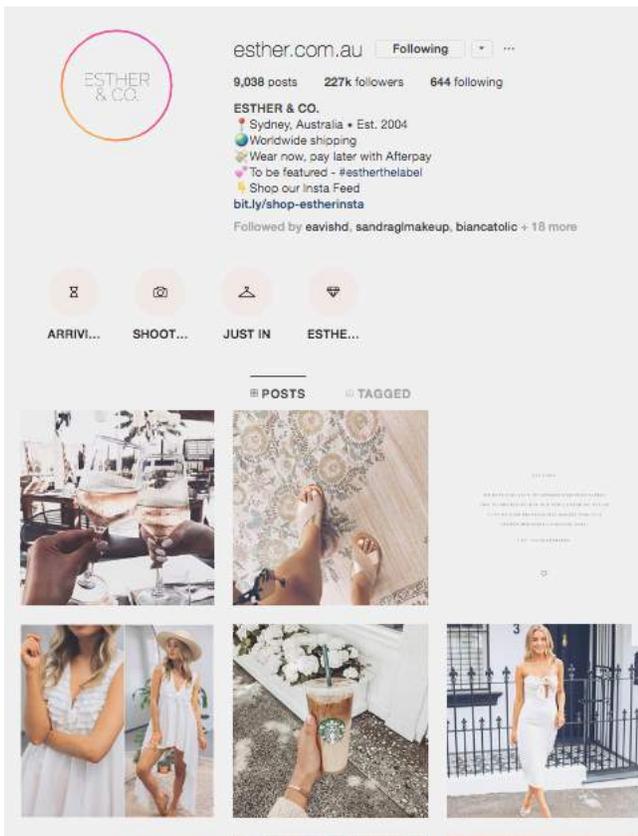
Put your TV Producer hat on and think what makes for engaging viewing? Try a "day-in-the-life-of" style of narration of your day including the work you do, the people you meet, your philosophy and approach with a glimpse into the people behind your brand.

You can speak direct via video, take photos and use emojis and colourful text. Or try taking a screen shot of your blogs, social posts or podcasts to draw attention to the work you're doing. Users can reply and comment with Direct Messages, don't forget to check your Inbox.

WHO STORIES THE BEST?

- For Gen Y and Gen X - Instagram is the most popular.
- With Gen Z, Snapchat and Instagram are the place to be.

Who is using Stories like a Pro?



Esther & Co are an Australian online fashion brand connecting with over half a million women from a global audience. From a beginning in bricks and mortar retail, Founder and CEO Talita Estelle used social media, with no advertising, to build her global business. Today her marketing team seamlessly appeals with aspirational images and beautiful photography of her products to "sell through the narrative of life" on Instagram, Facebook and Pinterest. The Instagram wall is beautifully crafted in colour blocks and visually aesthetic layout, while the Instagram Stories feature the products in more detail, a sneak peek into behind the scenes of their team and production, and features their current promotions or giveaways. This real time connection with their loyal tribe, collaborations with other brands, and joint promotions has been key to their exponential success



- The Stand Out Leaders and Brands all have a strategy of two-way engagement. With organic, unpaid reach at an all time low, this is the unspoken strategy that feeds the crowds, stokes the algorithms and swells their numbers.
- Facebook's CEO Mark Zuckerberg "decreed" in August 2018 that posts that generated high levels of engagement would be featured more prominently in the News Feed. This doesn't just mean likes, it means conversations and comments. (yikes).
- Leaders and brands on all platforms (not just Facebook) should be mindful not only of creating great content, but also how each piece invites people to interact with it.

3. Engagement

COMPELLING CONTENT THAT CONNECTS

The first step is to always consider, "What is the engagement hook for this piece of content? Could you ask a Question? Questions get people talking, things like "What are your favourite travel tips?" "What do you always wish you could ask...?" "What baffles you about xxx"

Share about the people behind your brand. A photo, behind-the-scenes of the team, a photo of you. Social media is social and photos of people are more likely to create Likes and comments.

Strive to create interactive and detailed content. Can you share videos, tutorials, recipes, quizzes, infographics, how-to's? Content that keeps people on your page interacting with your content.

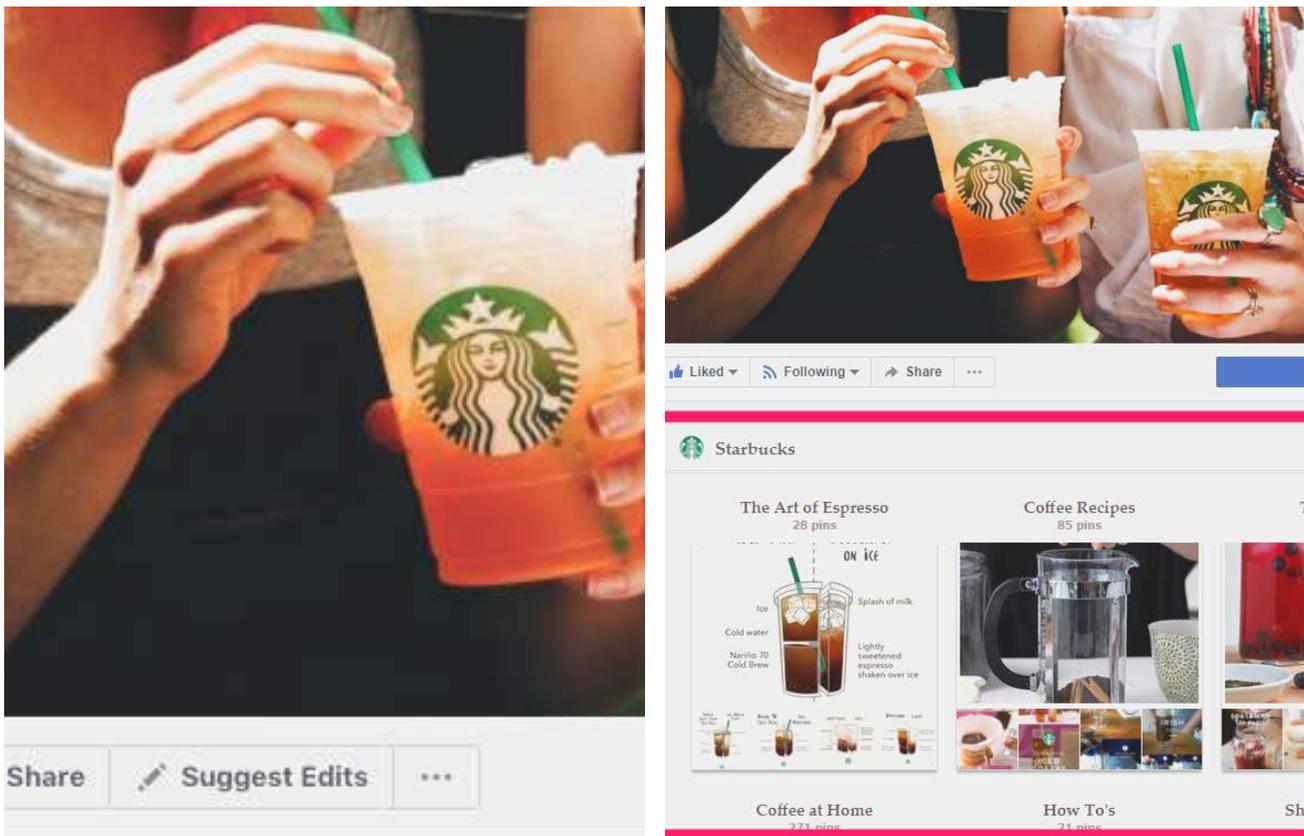
SEEK OUT AND YOU SHALL GROW

- Choose to follow, connect and chat with 10 brands who are influencers in your space. This can lift your overall visibility and give you a chance to connect with people who connect with them, too.

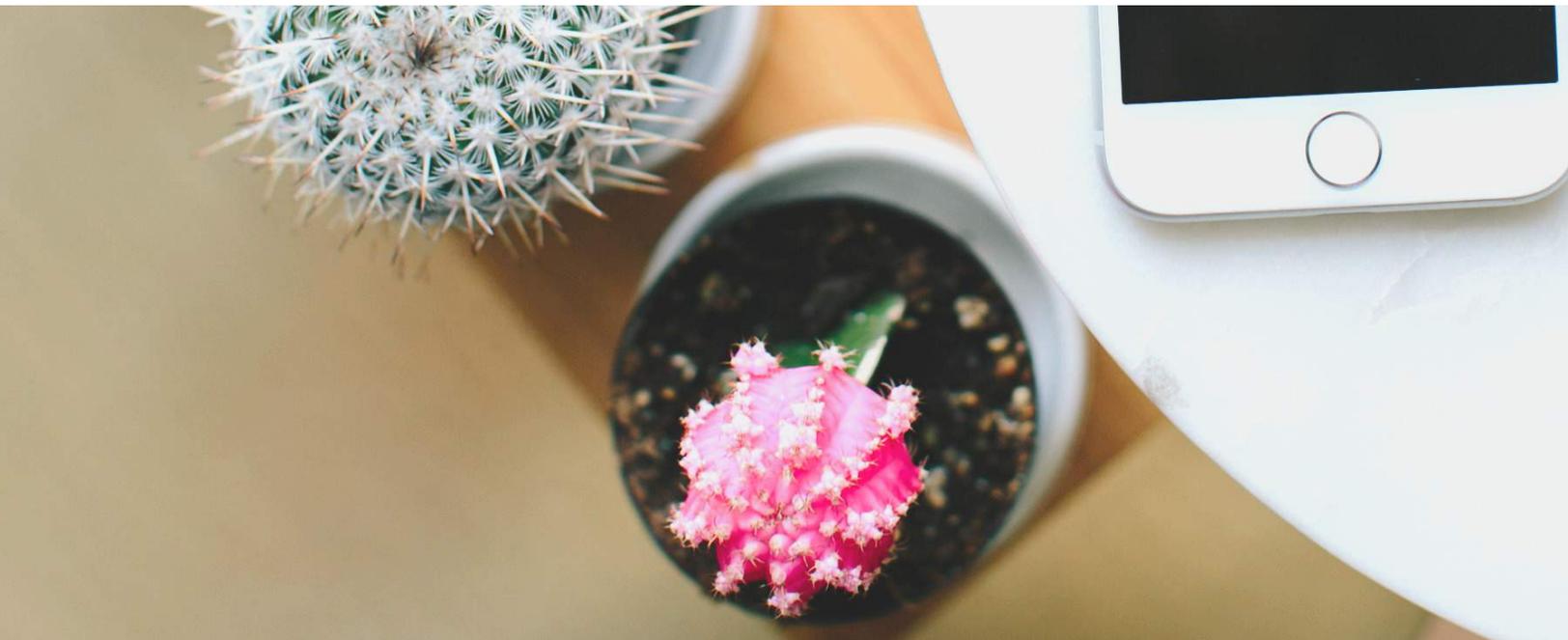
"You cannot buy engagement. You have to build engagement."

-Tara-Nicholle Nelson, CEO of Transformational Customer Insights

Who is doing Engagement like a Pro?



When you visit the Starbucks Facebook page, it is like an extension of their coffee house. You're there sipping your warm white chocolate frappuccino while listening to soft jazz against the hues of earthy woody tones. The consistency of look, language and environment is on point. Yet what really engages is their pursuit of responding to every comment made on the page, providing location services for people looking for stores and their interactive and detailed content of recipes, "how-tos" and competitions. Thirty seven million people who like the page, can't be wrong. This brand has engagement whipped up like a cappuccino with extra cream.



4. Become The Author

"The sharing of what you know makes you an expert, not the other way around."

- Susie Moore

- To become an authority on a topic, one must first become an author. Brands that will stand out in 2019 and get known as an authority in their industry and beyond, will do this.
- Today, 70% of people would rather learn about a brand through an article than an advert (DemandMetric). In 2019 content will maintain the reign as king.

GET KNOWN AS AN EXPERT IN YOUR INDUSTRY & BEYOND

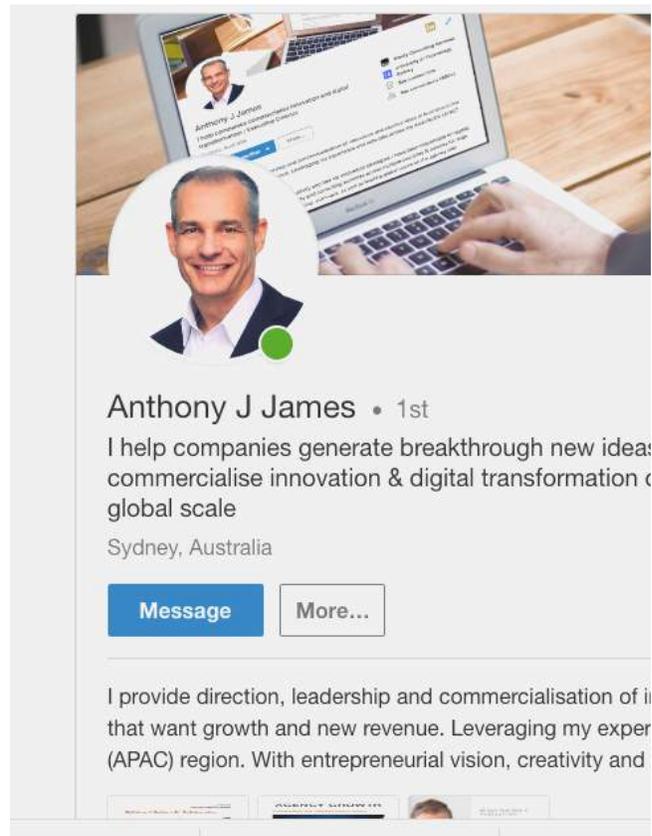
Authoring content can look like videos, written articles including LinkedIn Articles, e-books, webisodes, podcasts, guest posts on other sites and news channels etc. 59% of Marketers still consider a blog (a dedicated broadcast channel) as the most valuable channel.

Once you've authored content, then share it. Guest posting on key news sites or popular sites, is an excellent strategy to build your case for credibility. TIP: Create a plan for the year ahead based on the "problems" of your target market. What keeps them up at night? Plan out a series of content that will serve their needs and position you as the solution.

BECOME THE AUTHOR-ITY ON LINKEDIN

- LinkedIn is a wonderland for entrepreneurs and intrapreneurs who are looking to become an authority in an industry, and beyond.
- How? Daily visibility with content you create and share. A mix of text, photos and video that is uploaded directed to the LinkedIn platform.
- LinkedIn Articles help to build your authority, through authoring articles that demonstrate your expertise and add value to your community and clients..

Who is Authoring Content like a Pro?



Anthony J James isn't a celebrity. And yet he has over 100,000 followers on LinkedIn and is known as the 2018 Power Profile, TopVoices in Australia and the LinkedIn Asia Pacific Influencer. How has he done it? He has made himself a steadfast author on LinkedIn creating and curating focused and interesting content over 25 times a day and being strategic in his connections (he acknowledges and comments to every new follower and contact). He will be the first to tell you that it doesn't happen overnight, but is the result of years of focus and commitment to authoring compelling content that connects and serves his audience.



TECHNOLOGY TRENDS TO WATCH

WHILE THE FOCUS OF THIS REPORT HAS BEEN CONTENT TRENDS, HERE ARE 3 TECHNOLOGY TRENDS TO WATCH.

CHAT BOTS

Messenger apps like Facebook Messenger and Whatsapp are on the rise and expected to surpass some social networking sites. With the goal to create frictionless customer experiences in these messenger apps, brands are turning to chatbots and automations to answer questions, book tickets and make some purchases without leaving messenger. By 2020 IBM predicts chatbots will power 85% of all customer service interactions. With a higher conversion than email, a consistent experience and 24/7 availability they prove a powerful addition to a stand out strategy.

VOICE SEARCH

By 2020 50% of web searches will be given by voice command (Forbes). That means when writing SEO search terms and action prompts, marketers will need to consider the spoken language in copywriting moving beyond type-form; E.g. "Find me a Chinese restaurant near me."

With the improvement of digital assistants apps and devices like Amazon Alexa, Siri and Google Assist, a new distribution channel will emerge called xxx

AUGMENTED REALITY (NOT VR)

Virtual reality hasn't practically found its feet, while its cousin Artificial Intelligence is fast finding its purpose. Skyrocketed to success with Pokemon Go, and made popular through Snapchat (and now Insta and FB filters). Today marketers are sponsoring filters to promote key events or products with Facebook partnering with over 700 brands in 2018. The intent is for live experiences to translate to immediate purchases and greater brand loyalty.



WANT TO STAND OUT IN 2019?

WWW.KIRRYNZERNA.COM

How do you seize the opportunity to amplify your brand and reputation? How do you stand out in this complex and crowded space without selling out on what makes you unique?

If you're looking to take your brand to the next step to stand out, without selling out then I'd love to work with you.

BOOK A KEYNOTE SPEAKER FOR AN EVENT

Keynote 1: How to Stand Out without Selling Out
Perfect for Entrepreneurs or Intrapreneurs on practical action to create a remarkable digital brand.

Keynote 2: The Influencer Effect
How to EQUIP and MOBILISE individuals in your organisation to build a digital brand that can't be ignored.

Keynote 3: The Social Business
What are the lessons from the Age of Online Influence that can transform today's workplace and teams in readiness for tomorrow?

BOOK A MASTERCLASS FOR YOUR TEAM

Topics include:

- Digital Storytelling for teams
- Digital Storytelling for events
- Build Your Professional Brand on LinkedIn
- How to Craft Your Online Brand
- Customised for your topic



ABOUT KIRRYN ZERNA

WWW.KIRRYNZERNA.COM

KIRRYN ZERNA is a captivating and creative keynote speaker whose presentations immediately translate into action. Widely recognised as an expert in brand communication strategy, Kirryn's passion is to help individuals and teams to stand out in the age of online influence.

Having spent almost two decades working with corporate and public sector clients large and small (including over 1,000 small businesses and entrepreneurs around NSW through state and federal funded programs), Kirryn's passion is to help clients get the attention they deserve and the cut-through they desire.

Kirryn holds a Bachelor of Management, a Masters of Management and is a Graduate of the Australian Institute of Company Directors. In 2017 she was awarded the Kerrie Nairn Scholarship by Professional Speakers Australia and is a regular contributor to Smart Company, Internet Retailing and Westpac's Ruby Connection.

