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UPCOMING TRENDS FOR ORGANIC MARKETING IN 2015

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SLIDE 2 WARNING 

I SWEAR WHEN I GET PASSIONATE
SO SORRY IF I OFFEND

I AM GOING TO TAKE YOU ON A
JOURNEY.....

2014 WAS.....

THE YEAR THE WORD WAS
REPLACED BY 

THE YEAR OF MOBILE



BROWSING NOT PURCHASING YET

THE YEAR FACEBOOK TOOK
CONTROL OF MOBILE 👍
AD REVENUES & BROUGHT POPULAR APPS

THE YEAR OF *PRIME EXPECTATIONS*



THE YEAR OF UNHAPPY BUSINESSES



THE YEAR OF UPDATES



GOOGLE, BROWSERS, YAHOO, FACEBOOK, TWITTER, ETC, ETC.

THE YEAR SOCIAL MEDIA BECAME
~~SOCIAL~~ MEDIA OUTLETS



THE YEAR SOCIAL MEDIA WANTED TO JOIN THE INSTANT MESSENGER MOVEMENT



THE YEAR SOCIAL & IM'S HAPPILY SELF-DESTRUCTED



THINK SNAPCHAT, CYBERDUST ETC.

THE YEAR BUSINESSES ASSIGNED A
COST TO THE 'COMMUNITY'
(AND NOT JUST THE COST OF THE COMMUNITY MANAGER)



THE YEAR COMPANIES BECAME
TRUE VICTIMS OF THE NEWSFEED










THE YEAR COMPANIES STRUGGLED
TO GAIN TRUE CUSTOMER AFFINITY
& FREE (ORGANIC) REACH



THE YEAR THE CONSUMER REQUIRED
MORE TRUST OUTLETS



THE YEAR YOUR CONSUMER REQUIRED MORE TRUST OUTLETS

- WEBSITE 
- GOOD MOBILE APP ACROSS IOS  & ANDROID 
- SOCIAL
 - ACTIVE FACEBOOK PAGE 
 - ENGAGED TWITTER PROFILE 
 - LARGE SOCIAL FOLLOWING ACROSS ALL NETWORKS
 - QUICK FEEDBACK BY EMAIL 
- A PHONE NUMBER THAT YOU CAN STILL SPEAK TO A PERSON 

THE YEAR "UNBUNDLING" TOOK OVER OUR SMARTPHONES

(FACEBOOK, GOOGLE DRIVE, LINKEDIN, EMAIL)

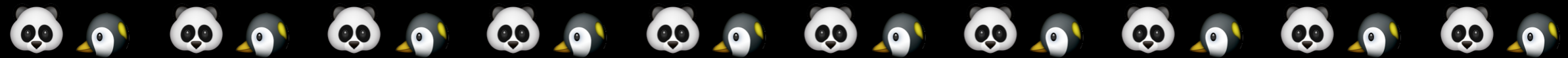


THE YEAR THE PODCAST RETURNED AS COOL CONTENT



(THANKS TO THIS AMERICAN LIFE, SERIAL)



THE YEAR GOOGLE CONFUSED SEO'S AND
WEBMASTERS MORE THAN EVER BEFORE



THE YEAR GOOGLE HAD A MIXED YEAR:

- STRONG MARKET SHARE YEAR FOR ANDROID 
- HARDER YEAR FOR ADVERTISING REVENUES
- INTRODUCED (MORE) ANSWERS WITHIN SERP'S 
- STRONG YEAR FOR ALGORITHMIC UPDATES
- GOOGLE GLASS 
- A NEW REPORTING LINE MANAGER - SUNDAR PICHAJ
- MATT CUTTS TOOK AN EXTRA LONG SABBATICAL 
- MOBILE ADS STRUGGLED FOR CONVERSIONS (& CLICKS)
- YOUTUBE WAS TAKEN ON BY FACEBOOK 
- ~~KILLED GOOGLE+ & AUTHORSHIP AS WE KNOW / ABUSED IT~~ 

THE YEAR KIM KARDASHIAN BECAME THE
MEGA BRAND;


THE KARDASHIAN BRAND 🍌

THE GAME 🎮

THE MOST LIKED PHOTO ON INSTAGRAM 🙈

AND THOSE BREAK THE
INTERNET PHOTOS 📷



WITH ALL THAT SAID 
DANNY WHAT TRENDS ARE IN STORE
FOR US IN 2015.....

  **SEO TRENDS**  

VOICE SEARCH.....

SOMETHING A LOT OF PEOPLE ARE
DISCOUNTING IS THE IMPACT OF
"PERSONAL ASSISTANTS".
VOICE SEARCH & TYPED SEARCH ARE
VERY DIFFERENT.

SIRI VS GOOGLE NOW VS CORTANA

THE TRENDS FOR SEO

1. IMPROVING SITES, TECHNICALLY & FUNCTIONALITY
2. ANSWERING QUESTIONS WITH THE RIGHT CONTENT
3. QUALITY CONTENT
 - *DIGEST-ABLE VS LONG FORM*

THE TRENDS FOR SEO.....

4. GENERATING THE RIGHT NEWSWORTHY CONTENT TO GENERATE AUTHORITATIVE LINKS

5. ACTUALLY UNDERSTANDING THE DIFFERENCE (AND IMPACT) ON SALES WITHIN APPS VS WEB BROWSER

WHAT YOU SHOULD DO:

- ALWAYS BE AUDITING (MENTALITY) AND MARKETING
- BECOME LESS DEPENDANT ON GOOGLE
- MAKE USERS HAPPY
- ANSWER THEIR QUESTIONS (EVEN BEFORE THEY ASK THEM)
- MAKE THEM HAPPY ACROSS DEVICES & MAKE THEIR LIFE EASY.

DO NOT FORGET (ABOUT):

THE APP STORES (ASO) & "INTERNET
OF THINGS" (IOT);

*WHAT CAN BE OPTIMISED:
WILL NEED TO BE OPTIMISED*

SOCIAL MEDIA TRENDS

(PINTEREST & INSTAGRAM)

PINSTAGRAM BECOMES
INCREDIBLY IMPORTANT
CHANNELS FOR BUSINESSES

"SHAREABLE" BECOMES
COMMON PLACE IN
BOARDROOMS

'GOING VIRAL' GETS REPLACED

TWITTER STARTS TO APPLY REAL AUTHORITY TO ACCOUNTS BEYOND "WHAT YOU MIGHT HAVE MISSED"

- FOLLOWED/HOW ENGAGED/LISTED
- FOLLOWED/HOW ENGAGED/NOT LISTED/MUTED
- FOLLOWED/HOW ENGAGED/MUTED/% OF UNFOLLOWS
- AUTHORITY ON SPECIFIC TOPICS

PREDICTED TRENDS

- PAID SOCIAL (THINK PPC & SEO)
- UNIQUE QUALITY SOCIAL FIRST/ONLY CONTENT
- GROUPS OVER PAGES
- INSTANT MESSENGER OVER JUMPING ON THE LATEST SOCIAL NETWORK
- USING SOCIAL AS ACTIONABLE BRANDED DESTINATIONS
- THE YEAR VIDEO CHANNELS GET REAL RESOURCES
- GEO TARGETING CONTENT
- DEMO TARGETING CONTENT

I CHALLENGE BRANDS TO TAKE
YOUR COMMUNITY BACK, TAKE
THEM BACK TO YOUR SITES
RATHER THAN TO "RENTED
GROUND"

- GOOD LUCK WITH THAT 🤨

QUICK NOTES ON VIDEO

THE FIGHT FOR DOMINANCE IN
VIDEO BECOMES REAL:
YOUTUBE WILL NEED TO DEFEND
AGAINST FACEBOOK & TWITTER'S
NEW NATIVE VIDEO PLATFORM

LINKEDIN MAY ALSO PUSH NATIVE VIDEO

SMART BRANDS AND VLOGGERS
WILL USE NATIVE VIDEO ON
FACEBOOK AS IT OFFERS BETTER
VIEWING NUMBERS

ADVERTISERS WILL LEARN QUICKLY TO LOVE THIS

VIDEO OUTLETS (ESP YOUTUBE) WILL TRY TO INCREASE THE QUALITY OF CONTENT UPLOADED SO THEY CAN ATTRACT THE RIGHT ADVERTISERS

ATM ADVERTISERS DO NOT TRUST YOUTUBE'S ABILITY TO ASSOCIATE OR CONTROL THEIR ADS WITH QUALITY CONTENT

CONTENT MARKETING TRENDS

CONTENT MARKETING GROWS
UP!

AKA MARKETING GROWS UP!

THE YEAR OF AUDIO

(SNACKABLE & BITESIZED)

BRANDS MAKE CONTENT FOR PEOPLE
TO ACTUALLY CONSUME!
NOT JUST TO CREATE MORE CONTENT

REMOVAL OF CONTENT CREATION
FOR CONTENT SAKE.
CONTEXTUAL CONTENT MARKETING
REPLACES MASS PRODUCED
CONTENT

THIS IS WHY AUTHORS CANNOT WRITE 100'S OF BOOKS PER YEAR

THE YEAR CONTENT AMPLIFICATION
AND PROMOTION IS INVESTED IN.
PROMOTION & RIGHT
CONSUMPTION IS KEY IN 2015

THE YEAR CONTENT MARKETING
APPS ARE CREATED FOR
CONSUMPTION & DISTRIBUTION

GIFS ARE CREATED FOR GOOD
AND EDUCATION
(NOT JUST ENTERTAINMENT)

LONG FORM CONTENT!

MOBILE ONLY MOBILE FIRST

(THINK IMPROVED MOBILE EXPERIENCE, APP ONLY, THEN PUSHED TO SITE)

SOCIAL INFOGRAPHICS

(FOR SHARES & ENGAGEMENT, NOT LINKS)

FINAL THOUGHT: SOMETHING TO CONSIDER IN 2015

APPLE = PUSH
EVERYTHING
TOWARDS THE 'APP'

FACEBOOK = PUSH TO ANY
FACEBOOK 'PLATFORM'
THROUGH QUALITY
CONTENT CONSUMPTION

GOOGLE = PULL
EVERYTHING BACK
TO THE 'WEB'

AMAZON = PUSH & PULL (AKA
'OWN') ALL ECOMMERCE
PURCHASES THROUGH & ON
ANY PLATFORM

LASTLY, THANK YOU

THIS DECK IS AVAILABLE @

[HTTP://PO.ST/OM2015](http://po.st/om2015)

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