

Clicks

The Online Marketing Guide for Small Business

7 Marketing
TRENDS
YOU CAN'T AFFORD
TO IGNORE
in 2019

The **Pros**
& **Cons**
OF HAVING AI INTERACT
WITH YOUR CUSTOMERS



This is the YEAR

HOW TO AVOID
GETTING SLAPPED BY
Google's
E.A.T Update

HOW TO
CREATE A KILLER
facebook
VIDEO AD FOR YOUR BUSINESS

Contents

7 Marketing Trends You Can't Afford to Ignore in 2019 03



Who cares about marketing trends, right? If that's your attitude, I get it. But the truth is... If you've been ignoring all trends in favor of the tried and true, then guess what? It's time. 2019 is the year to shake things up. With that in mind, here are 7 trends that you can no longer afford to ignore in 2019.

How to Avoid Getting Slapped by Google's E.A.T. Update 08



Has your organic traffic taken a nosedive lately – or if not a nosedive, at least a significant dip? There's a reason for that. Google tweaks its search algorithm all the time. Some updates are small while others are major. And, Google's E.A.T. update, caused some previously top-ranked sites to lose more than 50% of their organic traffic overnight. Yikes. So what Does E.A.T. Stand For? We will reveal everything you need to know starting on page 9

The Pros and Cons of Having AI Interact with Your Customers 13



What do you think of when you think of artificial intelligence? If your thoughts veer to the ominous HAL in 2001: A Space Odyssey, you're not alone. But in my opinion it's a mistake for small business owners to avoid investing at least a little bit of time and money in AI. It's a trend that's here to stay. But there are some serious risks to using AI too and it's important for you to understand both the pros & cons so you can make an informed decision about whether AI is a worthwhile investment for your business.

How to Create a Killer Facebook Video Ad for Your Business 17



Not using Facebook video for advertising? I'm not going to beat around the bush. You're making a mistake. In fact, I think Facebook video marketing may be the single best way to increase conversions and sales for your business. Just a few years ago, video marketing on Facebook was seen as cutting edge. Now, it's the norm. If you're not doing it, you are losing customers to your competitors. It's just that simple. We've put together some tips for a successful campaign.

Welcome To Clicks Magazine

Thanks for checking out our 51st issue of Clicks, your online marketing resource guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,

Your Name Here
Your Title Here

CLICKS IS BROUGHT TO YOU BY

(Your Business Name) is the leading small business marketing service in the (insert area) for over (insert years). We help small businesses connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions and can deliver results. We hope you enjoy this issue of Clicks and feel free to reach out to us anytime.



7 MARKETING TRENDS

YOU CAN'T AFFORD

→ *to Ignore in 2019* ←

Who cares about marketing trends, right?

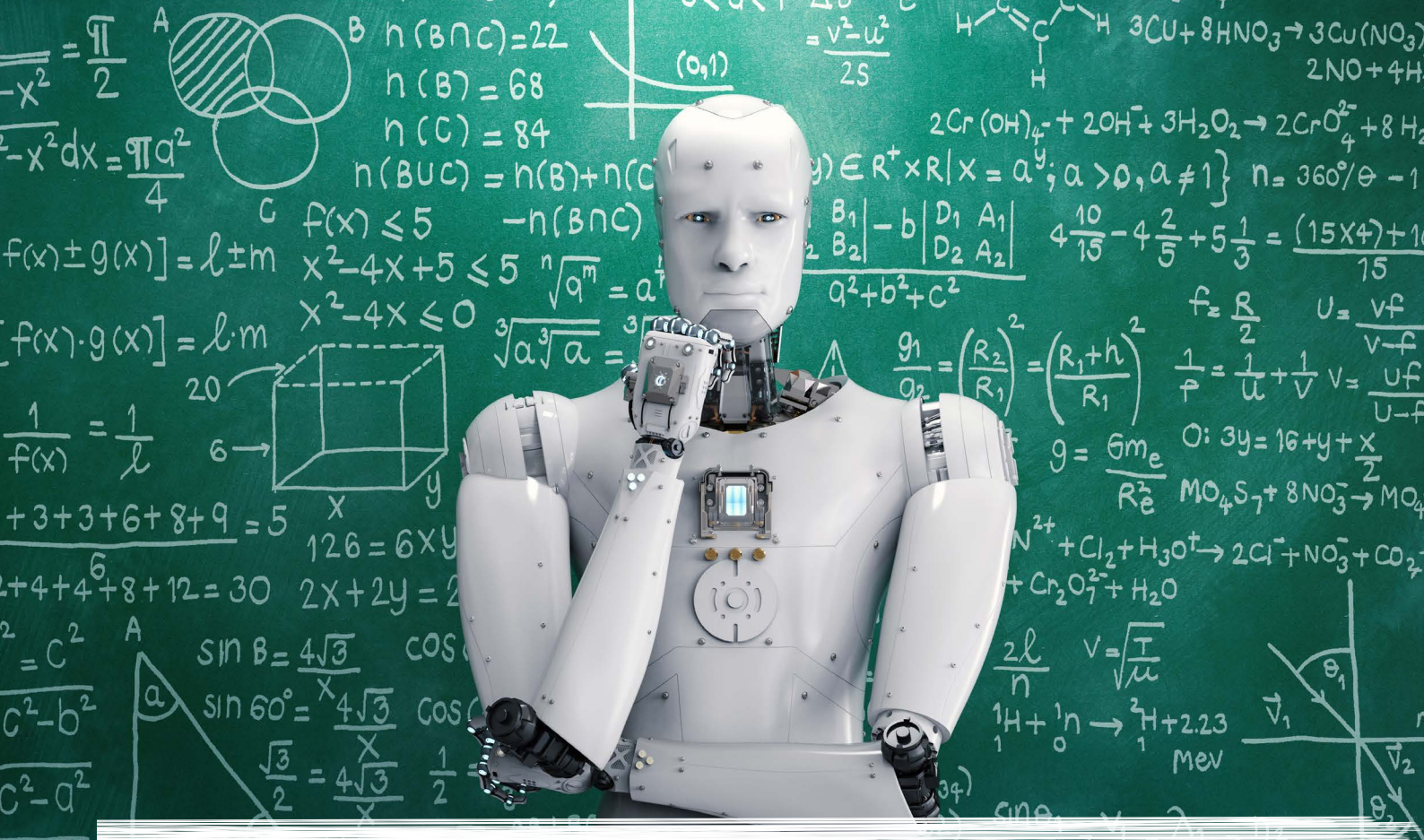
If that's your attitude, I get it. Some trends are here and gone before you even have time to figure out how to take advantage of them. It's easy to dismiss trends as fleeting.

But the truth is... some aren't

fleeting. Some are here to stay. As the year ends and 2019 approaches, it's a good time to take stock of your current marketing strategy. And, if you've been ignoring all trends in favor of the tried and true, then guess what? 2019 is the year to shake things up.

Now, I'm not saying that you

need to jump on every trend as soon as you become aware of it. I am saying that I've noticed that a lot of small businesses aren't taking advantage of the big trends – the ones that, for better or worse, aren't going anywhere. And with that in mind, here are 7 trends that you can no longer afford to ignore in 2019.



#1: ARTIFICIAL INTELLIGENCE

I wrote about artificial intelligence last month, so you already know I think it's important for small businesses to embrace this technology.

In marketing, the use of AI in the form of chatbots has taken root and many small business-

es are adopting it. The bottom line is that a well-programmed chatbot can improve your customer service and increase sales.

AI is also becoming increasingly important in the field of marketing analytics. You can use

it to make market predictions and get ahead of the curve as your audience's preferences change and develop. And, let's not forget that [programmatic advertising](#) – which uses AI to automate ad buying – is on the rise.

#2: PERSONALIZATION

One-size-fits-all marketing is rapidly becoming a thing of the past. While there's still some benefit to targeting ads to a large audience, the trend increasingly is toward the kind of one-to-one marketing that Amazon has done brilliantly for years.

If every visitor to your website is seeing the same content,

it's time to think about how to personalize it. You can do that using cookies that make recommendations based on a user's previous activity on your site. Or, you can allow users to choose the type of content that they want to see. Either way, the goal is to make every customer feel that you're speaking directly to them.

Incidentally, the same trend should be applied to email marketing. Sending emails that are triggered by a customer's behavior is [three times more effective](#) than sending batch emails – something to keep in mind in the new year.



#3: INFLUENCER MARKETING

Ad blocking has been a challenge for marketers for years now, but the [recent stats](#) show that it's now impacting mobile advertising as well as desktop. What can you do to get around it?

I've written about influencer marketing before, but it really has proven to be one of the best ways to engage with potential customers with-

out needing to worry about ad blockers. It uses influential social media accounts that appeal to your audience.

It can take a bit of trial and error to find the right influencers but once you do, influencer marketing can be a cost-effective way of attracting new customers to your business.

#4: VIDEO MARKETING

If you're not making marketing videos to share with your audience, it's time to stop pretending that video is too expensive (or too technical) to be worth your while. Research shows that businesses who use video marketing grow [49% faster](#) than businesses that don't. How can you ignore that?

The good news is that video doesn't need to be expensive and you don't need to be Spike Lee to make a terrific marketing video that will attract new customers. Even a simple Facebook Live session where you take questions from your followers can help you grow your business.

#5: SOCIAL MESSAGING APPS

Did you know that every month, businesses exchange 2 billion (that's with a B!) Facebook Messenger apps with their customers? That's not just a trend – it's a tsunami.

Using social messaging tools like Messenger or WhatsApp can help you connect with

customers on a personal level. And – hearkening back to the first trend I mentioned – artificial intelligence can help you do it.

Creating a chatbot for Messenger or any other app is a relatively easy (and affordable) thing to do. A lot of companies

use chatbots to suggest products or answer simple questions. That means that using messenger apps is an extremely effective way to connect with your existing audience and attract new potential buyers for your products and services.

#6: VOICE SEARCH - SMART SPEAKER

If you've said "Okay Google" or asked Siri, Alexa, or Cortana to find something for you online, then you know that voice search is here to stay. In fact, researchers estimate that [50% of all searches will be voice](#)

[searches by 2020](#) – and that means that it's time to optimize your web content for voice search now.

You can start by using the language of voice search – opti-

mizing for the terminology that your audience is most likely to use. You may also want to start thinking about audio-only ads. It's probable that you'll start hearing sponsored content on Alexa before long.

This is an opportunity for you to beat out your competitors who may be lagging in this area.



#7: SOCIAL MEDIA STORIES

If you've logged onto any social media account lately, you've probably noticed something: stories. Facebook may prompt you to add to your story, and other platforms – including YouTube – have jumped on the trend.

A social media story is temporary content that

can be used to trigger your customers' FOMO (that's fear of missing out.) It's ideal for seasonal promotions and deals, and it can be a great way to engage your audience. If you're not already using social media stories to connect with your customers, 2019 is the year to start.

TRENDS AREN'T ALL FLEETING...

It's one thing to avoid jumping on a trend bandwagon at the first opportunity. But ignoring the 7 key trends I've outlined here in 2019 will put you in a tricky position if your competitors are using them.



STORYTELLING



How to Avoid Getting Slapped by

Google's

E.A.T. Update

Has your organic traffic taken a nosedive lately – or if not a nosedive, at least a significant dip?

There's a reason for that. Google tweaks its search algorithm all the time. Some updates are small and make only a small difference in search rankings. Others are major. And, that's

the case with the E.A.T. update, which caused some previously top-ranked sites to lose more than 50% of their organic traffic overnight.

Yikes.

If you're familiar with Google's methods, then you know that they hardly ever comment on

updates or share relevant information about them. That means that marketers and SEOs have to guess what's going on.

That can be tricky, but it turns out that this latest update can be summed up with three letters: EAT. Let's talk about what they mean.





What Does **E.A.T.** Stand For?

Google's E.A.T. algorithm has been given that name because of the three key things it prioritizes. They are:

1. Expertise. How knowledgeable are you (or any contributing writers to your site) about the subject matter related to your business?

2. Authoritativeness. How credible is your business in your industry or niche?

3. Trustworthiness. Can readers trust the content you publish and trust you with their business?

Those three factors – expertise, authoritativeness, and trustworthiness – are things that loom large for consumers.

Since Google prioritizes sites that are useful to searchers, it's really not a surprise that they would find a way to reward

sites that demonstrate them.

The trick, of course, is knowing what things Google's looking at and what you can do to improve your results. Chasing organic traffic was already difficult. In fact, only about [9% of content](#) gets any organic traffic from Google.



How to Demonstrate Your Expertise

The best way to demonstrate your expertise is to update and optimize your author biography and About Us pages. These pages give you the opportunity to let readers (and Google) know who you are and why you're an expert.

You should have a biography page for every contributor to your blog. Their byline should link to their bio. The bio should include:

- > Education and degrees
- > Industry experience
- > Professional certifications and accomplishments

In addition to formal awards and things of that nature, it's also a good idea to share information about your social following if applicable. Anything that demonstrates that people turn to your

authors for advice and information will help you with Google.

The same thing goes for your About Us page. On the page, you can still explain the usual things like how and why you started your business. In addition, make sure to mention:

- > The experts you've hired to be part of your team
- > Any industry awards or recognition your company has received
- > Anything that sets your business apart from your competitors

Using important keywords and linking to authoritative sources will help you highlight your expertise.



How to Demonstrate Your **Authoritativeness**

The next element of E.A.T. is authority. Here are the most important things you can do to signal your authoritativeness to Google.

- 1.** Build backlinks to your site. Every SEO knows that backlinks are essential. When authority sites link back to your site, it tells Google that your site is an authority source of information in your industry or niche.
- 2.** Offer your services as an authority and do what you can to increase your visibility online. If

you write a guest blog or speak at a conference, those things can add to your authority.

- 3.** Be a thought leader. Authority doesn't come from following what others do. If you want to be seen as an authority, you must offer opinions and analysis without worrying about what other people are doing.

Establishing yourself as an authority figure will help to earn you a high place on Google's SERP.

How to Demonstrate Your **Trustworthiness**

It's a common saying that trust needs to be earned. That applies to marketing as much as it does to anything else. In other words, trust isn't something you can wish into being. You must give people reasons to trust you.

Reputation management plays a big role in trust. When people review your company on sites like Yelp or Google My Business, what do they say about you? How do you handle negative reviews? Do you have quality testimonials on your

site? Each of these things plays a role in establishing your reputation online.

The same is true of social mentions. It's essential to keep track of when and how your business is mentioned on social media.

Finally, you can build trust by having proper security on your site. That means installing a security certificate and using encryption to protect your most important data.

Other Quick Fixes for E.A.T.

In addition to the things I've mentioned above, there are some other important steps you can take to make the most of Google's latest update.

- > Evaluate your traffic and delete or redirect pages with low E.A.T. ratings.
- > Moderate user-generated content and be careful to label it accordingly, so it's not mistaken as being representative of you or your company.
- > Make sure to present a consistent brand across all platforms. That may mean updating your social media profiles, re-writing content on your website, and re-doing paper marketing materials as well.

> Create E.A.T.-friendly images, such as infographics and charts, to support the information on your website.

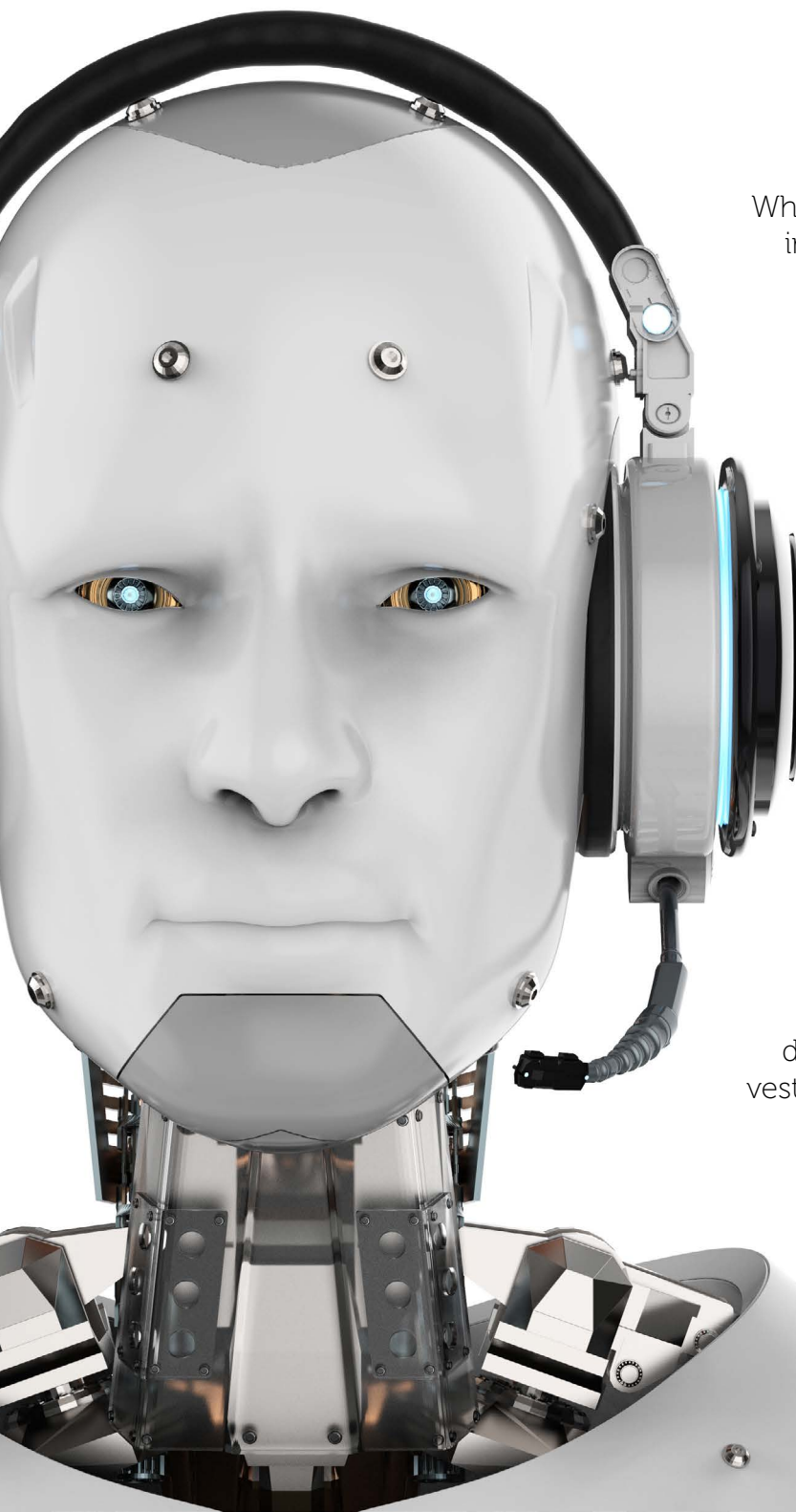
As you're reworking or adding content, keep in mind that Google still prioritizes content that's written for people, not machines. This isn't about gaming the system or fooling Google. Rather, you should be honoring the things that they have identified as important while also providing your readers with useful, valuable, and actionable content.

You are what you E.A.T.

It's natural to be nervous about a major update like E.A.T., but my takeaway is this. E.A.T. is a huge opportunity for local businesses to build their brands and provide their customers with the best possible content while also building trust and authority. In other words, E.A.T. updates can help you attract new customers and make your existing customers appreciate you in a whole new way.



THE PROS & CONS OF HAVING AI INTERACT WITH YOUR CUSTOMERS



What do you think of when you think of artificial intelligence?

If your thoughts veer to the ominous HAL in 2001: A Space Odyssey, you're not alone. And yet, in my opinion it's a mistake for small business owners to avoid investing at least a little bit of time and money in AI. It's a trend that's here to stay.

Now, that's not to say that there aren't some potential downsides to using AI. The most natural application of the technology for small business owners is a chatbot that can augment and improve your customer service. That means the bot would be interacting directly with your customers.

Scary? Maybe a little. But there are some serious benefits to using AI to go along with the risks. It's important for you to understand both, so you can make an informed decision about whether AI is a worthwhile investment for your business.



THE PROS OF AI

Let's start with the good news. Finding ways to have artificial intelligence interact directly with your customers can offer you some big rewards. Here's what you need to know.

NO HOLIDAYS OR TIME OFF

The first plus of using AI for customer service is that AI isn't human. That means it doesn't need time off. It can be available to your customers around the clock, 365 days a year. If a customer needs help, your chatbot or virtual assistant can be there to offer it.

In the long run, you can save money on customer service because a chatbot can be programmed to handle a high volume of incoming requests and you won't need to pay it a salary or benefits.

NO HUMAN ERROR

Another big benefit of incorporating AI into your customer service is that it can, if programmed properly, eliminate human error and make your customer interactions completely consistent across the board. That means no more flustered employees or inaccurate responses.

Even the best employee can be forgetful or have a bad day. A chatbot won't have a bad day because they're not programmed to have one. You

can be sure that every customer who uses your chatbot will get the same professional, accurate information, every time.

DATA COLLECTION

Arguably the biggest positive associated with using artificial intelligence is that it can help you collect accurate and actionable data from your customers in real time. Since traditional customer research can take a huge amount of time, this is a huge plus and one that you can definitely use to your advantage.

You can learn which issues are causing trouble for your customers, which products they like the most, and at what times they're most likely to buy from you. You can also use the data you collect to improve the programming of your chatbots and make your customer service even better than it already is.

BRAND PERSONALITY

What's your brand's personality? Whether you're formal or casual, funny or low-key, you can program your AI solutions with the language and personality that fits your brand. Since it can be difficult to screen employees and figure out how they'll cope in a high-pressure situation, chatbots can be a good way to even things out.



The beauty of AI programming is that you can build variety and personality in with the right scriptwriters and programmers. You might not be able to imagine a chatbot with personality, but I also think you'll be surprised by how much can be done with good programming.

These benefits are no joke. If you properly design and program your chatbots, they can help you elevate your customer service, build loyalty, and increase sales.

THE CONS OF AI

The pros are undeniable, but what are the downsides of having AI interact with your customers? There are several, and not surprisingly, they correlate with the pros I've already mentioned.

ROUND THE CLOCK MONITORING

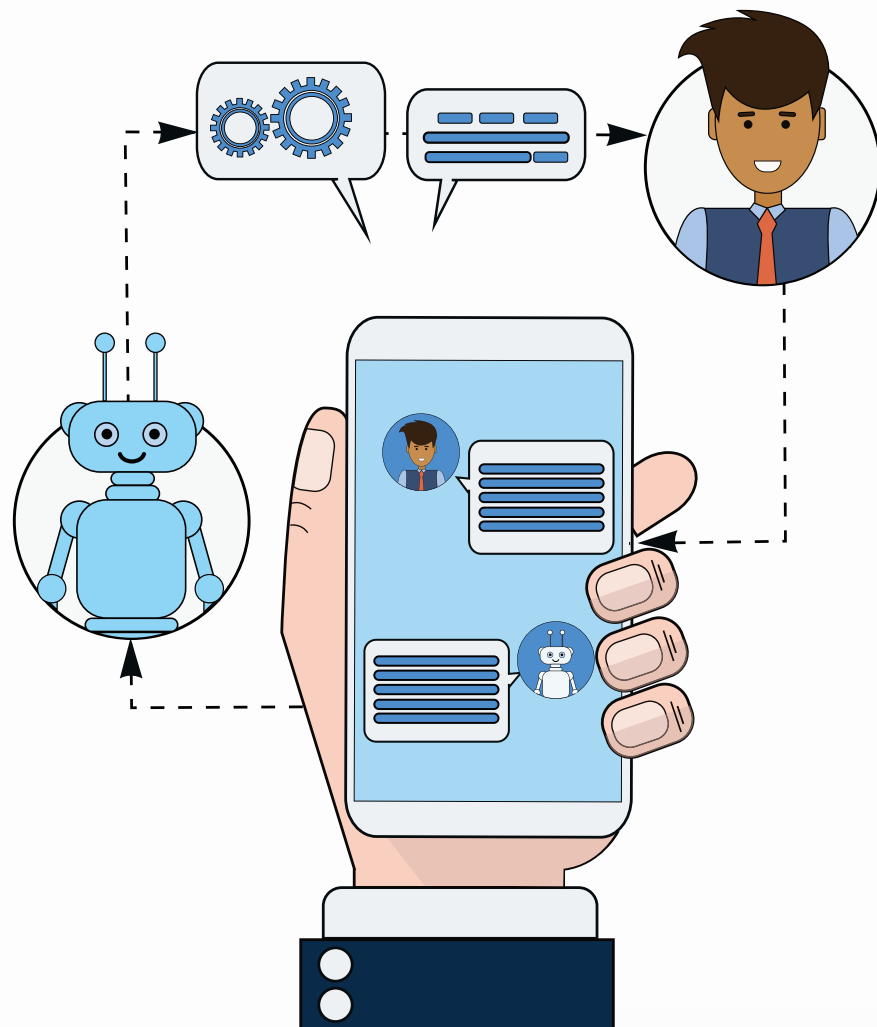
The first potential downside is related to the 24/7 nature of chatbots. A chatbot, even a well-programmed one, can't handle ever potential customer problem. In fact, part of proper chatbot programming is making sure that the bot knows when and how to get human assistance.

Reading between the lines, then, there's a need to have a human agent on call to back up the chatbot. That means that you'll still need some human support and people who are willing to be on call even after hours.

LACK OF IMPROVISATION

Chatbot programming can do a lot – but it can't do everything. In fact, one of the biggest downsides of using AI for customer service is that AI can't improvise. It can only do what it's been programmed to do.

In nine out of ten cases, that's probably going to be fine. But what happens if a customer isn't fluent in English or asks a question in a way that's unfamiliar to the bot? You've got to be prepared for the likelihood that some customers, some of the time, will find dealing with a bot to be frustrating.



DATA THEFT

I already told you that AI can collect data and that can be a huge benefit. But, of course, any time you collect data you've also got to store data – and that can leave you vulnerable to hacking.

This isn't really a downside so much as it is a warning. If you are going to use chatbots for your business, make sure to take appropriate security measures and use encryption to protect your valuable data.

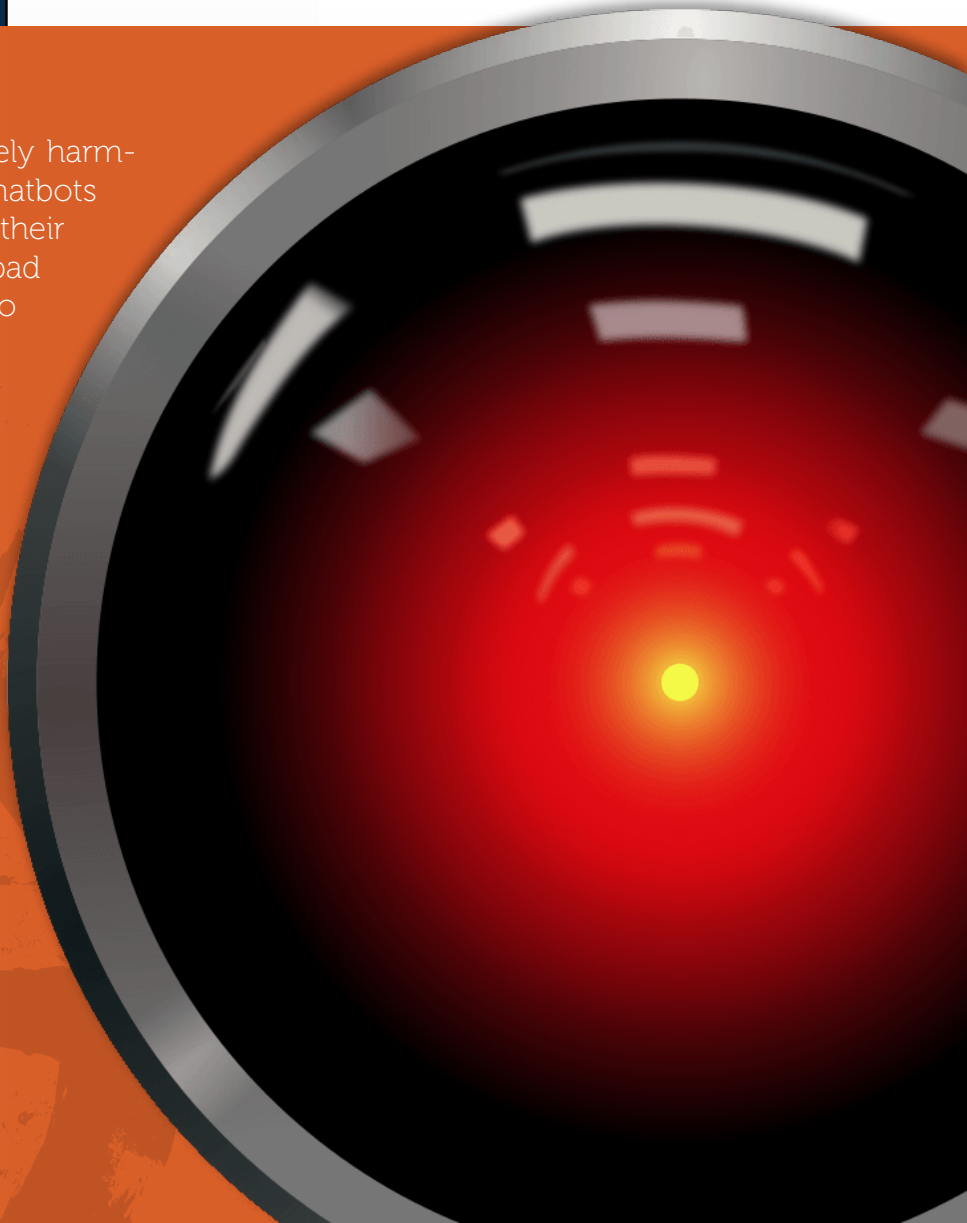
AI MANIPULATION

The final potential downside is the sort of worst-case scenario that we all think of when we think of AI. It's that a bad actor could find a way to manipulate your chatbots or virtual agents to make them work in a way that is contrary to your interests.

Some manipulations may be relatively harmless, but the danger is that, since chatbots use machine learning to improve their performance, they may pick up bad habits from some users. You'll need to be prepared to be on the lookout for problems and correct them immediately.

YOU'RE NOT HIRING HAL...

Using AI to interact with customers can do a great deal to help your business grow. The key is to put yourself in a position to reap the benefits while also protecting yourself from the potential downsides associated with AI.



HOW TO CREATE A KILLER **facebook** VIDEO AD FOR YOUR **BUSINESS**



Not using Facebook video for advertising?

I'm not going to beat around the bush. You're making a mis-

take. In fact, I think Facebook video marketing may be the single best way to increase conversions and sales for your business.

That's a bold statement, but I can back it up. People watch a huge amount of video on Facebook:



Videos on Facebook
get more than
8 BILLION VIEWS
per day



Facebook users watch
more than
**100 MILLION
HOURS OF VIDEO**
on the platform each day



Forbes estimates that
**HALF A BILLION
PEOPLE**
watch at least some video
on Facebook each day



Facebook videos have an
**ENGAGEMENT
RATE OF 6.3%**,
which is almost twice as
high as YouTube videos

See what I mean? Just a few years ago, video marketing on Facebook was seen as cutting edge. Now, it's the norm. If you're not doing it,

you are losing customers to your competitors. It's just that simple.



How to Capture Your Audience with Video Advertising on Facebook

So, you know you need to be using video to appeal to your audience. What you may not know is that there are some specific qualities your video most have to work on Facebook. Here are some of the things your video should do if you want your campaign to be successful.

Grab the Viewer's Attention Quickly

A recent Nielsen survey found that as much as 70% of an advertising video's impact can be felt in the first 10 seconds. That means you've got only a limited time to grab your audience's attention.

Video ads on Facebook play automatically in the feed – we'll talk more about that later. That means that you have a unique opportunity to grab a viewer's attention as they scroll past.

The key is to use powerful visuals right at the beginning of your video. You'll need something that is visually engaging, surprising, and gets your point across quickly.

One example we like comes from Purple Mattress. This video features two Sumo wrestlers

on top of a Purple mattress and it's designed to demonstrate the strength of the mattress pad.



When you watch it, you'll notice that the Sumo wrestlers appear at about 9 seconds. I think it might have been even more effective if they'd started with the Sumo wrestlers and then cut to the announcer. But as it is, the colorful video with its surprising visuals captured viewers' attention.

To make the most of your Facebook marketing video, think of a strong visual story that demonstrates the uniqueness of your product. Then, introduce the story at the beginning of the video, ideally within the first 5 seconds.



Allow Viewers to Watch without Sound

The next thing your video must do is work without sound. Facebook videos in the feed play automatically, but viewers must opt to use sound. You can (and should) make it clear that they can click for sound, but your video should make its point even if a viewer doesn't do that.

There are, of course, several ways that you can get by without sound:

1. Create a video that's all about visuals and doesn't require any sound at all.
2. Use bold titles and graphics on the screen.
3. Include subtitles in your video.
4. Create an animated video to tell your story.
5. Add a "tap for sound" reminder on the screen.

Some people may be scrolling Facebook in a place where playing the sound on your video is not an option. The reason you want to make your video compelling without sound is to capture their attention.

Here's an example we like from the website *Tastemade*, which features recipes, cooking advice, travel videos, and more. They created their *Tiny Kitchen* series to capture attention on Facebook – and they did it without any sound.

Here's one video they created. It shows a human chef preparing food in a tiny kitchen. The only sound is incidental. With the hands there for scale, it grabs attention immediately and kept viewers watching all 13 minutes of the demo – showing that a Facebook video doesn't need to be short to be compelling.



This was a Facebook Live video that grabbed more than 3.8 million view and was shared more than 17,000 times. Why? Because its surprising content and visually compelling style made people stop and pay attention.

Tell a Story

There's plenty of evidence to show that stories are an effective form of marketing. Stories engage our brains by triggering an emotional response. An effective advertising story may be moving or humorous. It can be long or short.

One of the most effective things you can do is to find ways to tell a story that supports your brand's personality and message. You don't necessarily need a lot of time to do that, but you do need imagination.

Here's an example I like from the company MeUndies. They claim to sell the most comfortable underwear in the world, but their story is not just about comfort. On their website, they say, "Finding underwear that makes you feel good is an easy way to boost your mood and your confidence."

How do they get that across in a video? Check out this short video – it's only 21 seconds long – that features a man wearing the company's glow-in-the-dark Star Wars briefs to act out his fantasy of being Darth Vader:

This video gets its message across quickly. It uses a pop culture reference to one of the most suc-



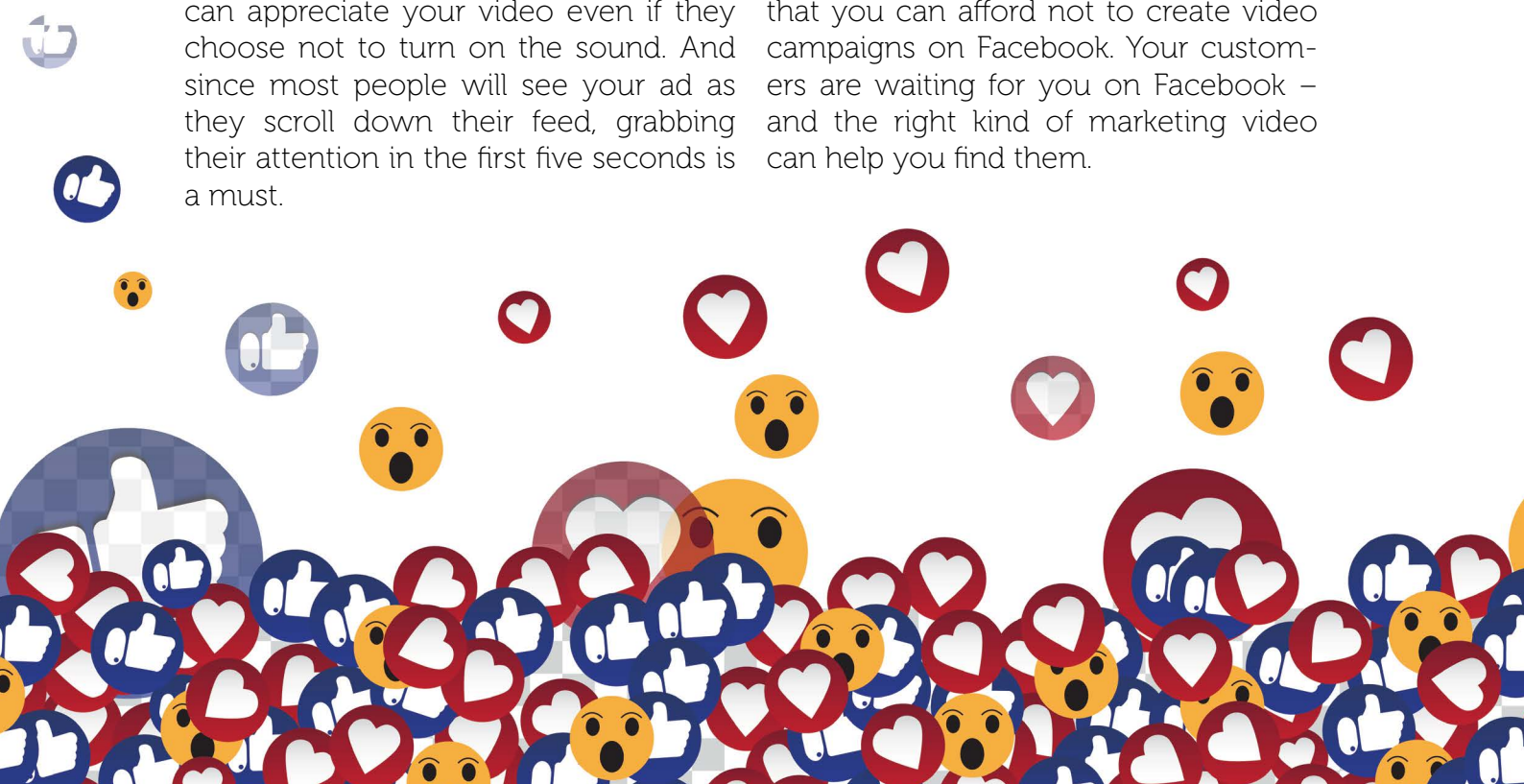
cessful film franchises of all time with a dash of humor as the man in the video realizes that his towel looks like Darth Vader's helmet.

MeUndie's [Facebook video campaigns](#) ultimately reached more than 1.4 million viewers and garnered them a 97% increase in incremental purchases.

Capturing your audience on Facebook might not be easy...

But, it's achievable if you follow these three key tips. Compelling visuals and an interesting story will ensure that people can appreciate your video even if they choose not to turn on the sound. And since most people will see your ad as they scroll down their feed, grabbing their attention in the first five seconds is a must.

And, considering that Facebook ads get a whopping [9.21% conversion rate](#) across all industries, it's time to stop pretending that you can afford not to create video campaigns on Facebook. Your customers are waiting for you on Facebook – and the right kind of marketing video can help you find them.



EMPOWER YOUR BUSINESS TO DO MORE IN 2019!

- ... MORE EXPOSURE ONLINE
- ... MORE CUSTOMERS
- ... MORE SALES AND REVENUE

Every Business is Unique and Has Its Own Set of Challenges When It Comes To Marketing.

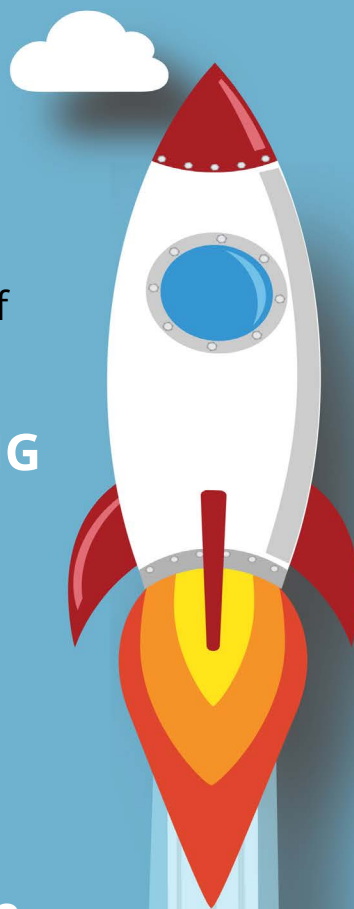
BUT THAT DOESN'T MEAN MARKETING HAS TO BE CHALLENGING.

Especially When You Have a Team of Passionate Marketing Experts Handling It For You :)

WE CAN HELP YOU WITH:

**LOCAL SEARCH
SOCIAL MEDIA
RESPONSIVE DESIGN**

**PAID ADVERTISING
CONSULTING & MORE**



Empowering Your Business Online... **It's What We Do...**

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