

# TOP 10 2022 DIGITAL MARKETING TRENDS



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Hi! I'm Giselle Aguiar my company is AZ Social Media Wiz which I started in 2011. But, I've been doing Internet marketing since 1995. Ever since the pandemic, there's been a digital transformation. A lot of new features were added to platforms and some removed. One overall truth is that it's constantly changing! Here are a few that are still relevant.

# Who's your Target?



Before you start doing anything, you have to clearly define your target market niche. You can have more than one target audience. Are you Business to Business (B2B)? Your main targets are other businesses, but you still have to deal with people in the business. (B2C) Business to consumer: your main customer is the average consumer who would buy your products or hire your services. You could have more than one “persona”. Do some research. What are their interests, desires, wants and needs? What are their pain points? A company can have both B2B and B2C targets. Consider what percent is business and consumer so you can split your marketing efforts accordingly. Also, consider what part of your business you want to boost. If you skip this crucial step, you will be wasting time, effort and money trying to reach everyone and reach no one.

# Competition



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Next, who are you up against. What are your competitors doing online?  
Where do they come up in Google search compared to you for major keywords & phrases?  
Who are in the 9th or 10th spot?  
How many followers do they have? Are they active in social media?  
How often are they blogging and posting?  
Whatever they are doing, you have to more of it.

# The Recipe for Success



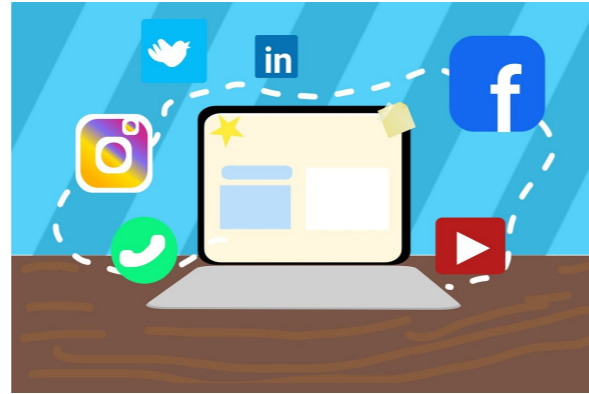
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Now that you know who you're trying to reach and who you're up against, let's go over how all this works. This is the recipe for success. It starts with content — the fresh material that Google is looking for written for your target with the search engine in mind. You want to become a content magnet. How do you do that? You promote that content and engage with your potential customers on **social media**. That's the formula: content + social media = SEO or traffic to your website. Given that, you must have a website that's set up to **capture leads**. You need to convert that visitor in to a lead by offering a free download - ebook - yes, more content, a webinar or video or a coupon or a special offer. You want to capture their name and email and ask them 2 or 3 qualifying questions to be able to segment your email list. A couple of days after the download, send them an email with a video. If they watch the video, they then get another email. If they don't watch the video in 3 days, they get a different email. The idea is to nurture the lead into a sale with content!

# Figure it Out



- ◆ Familiarize yourself with the different channels available
- ◆ Figure out which social media networks are best to reach your target market
- ◆ Determine which forms of content — blogging, video, animations, podcasts, graphics — you are going to produce that will be of interest to your target audience.



I have a lot of resources online as well as The ACA and SCORE.

# 1. Live Video Streaming

- ◆ Create videos as often as you like.
- ◆ Do short, how-to videos on your smartphone
- ◆ Do voice-over recordings of PowerPoint presentations
- ◆ Determine which format works best for you...
  - ★ ease of creation and editing
  - ★ your abilities
  - ★ your audience
- ◆ Fact: Videos Convert!



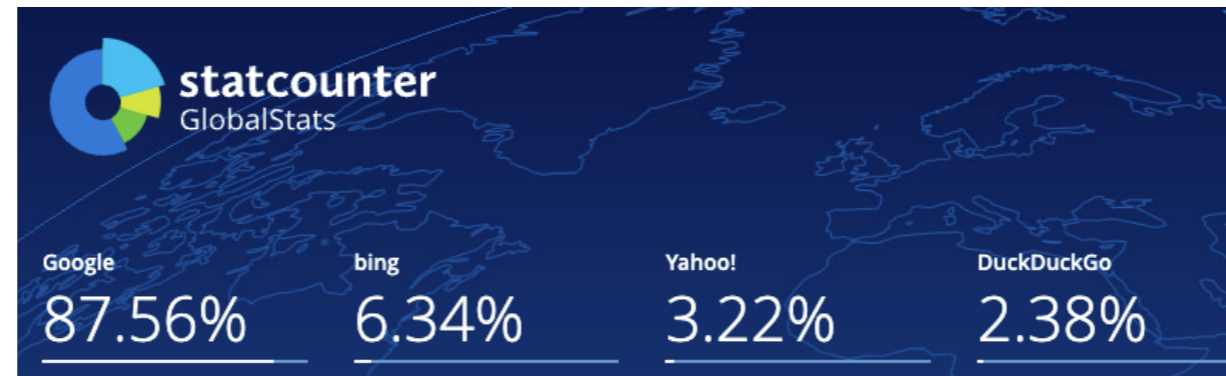
In 2016, Facebook introduced Facebook Live Streaming Video. Ever since then, it's been a strong element in its platform and all the other social media networks have added this feature in one form or another. You can go live from anywhere as long as you have good WiFi and a camera on your smartphone, tablet or laptop computer.

On Facebook, Live and Native Videos get more exposure than regular posts. A Native Video is a video that is uploaded directly into Facebook not just a YouTube or Vimeo link shared on your page. See, Facebook doesn't want users to leave their site. Thus, they give more reach and visibility to videos recorded live or uploaded directly.

On LinkedIn, you can apply to go live streaming and use Zoom as the 3rd party tool.

Once the live session is over, you can save that recording and upload it everywhere. "In fact, when video is prominently featured on a landing page, conversion rates can go up by a whopping 80%." ~ Convince and Convert

## 2. Google Still Owns Search



- ◆ People-first not Keyword-first: It's the customer experience.
- ◆ Google looks for the freshest, most relevant content that matches the search
- ◆ Keyword research - discover other phrases with high search volume
- ◆ Use the list of suggested keywords as blog topics



Source: <https://gs.statcounter.com/search-engine-market-share/all/united-states-of-america>

Google keyword research tool video: <https://youtu.be/mqANI5TEDBI>

# 3. Mobile First

◆ Google “Core Web Vitals” algorithm update - Started June 2 - August 2021

- ★ Largest Contentful Paint: How fast a page’s main content is loaded
- ★ First Input Delay: How fast users are able to interact with a page after landing on it.
- ★ Cumulative Layout Shift: Text moving up or down because of graphics, widgets, or ads.



Test your site: <https://developers.google.com/speed/pagespeed/insights/>



Core Web Vitals: These Core Web Vitals metrics look at all kinds of situations, so make sure your site performs well everywhere and for everyone. Remember, it’s mobile first. If you score below 80, it will tell you what needs to be fixed. Sometimes it will just be reducing the sizes of your graphics. Other things are more technical. The older your website is, the more things will have to be fixed. Some sites will have to be totally rebuilt.

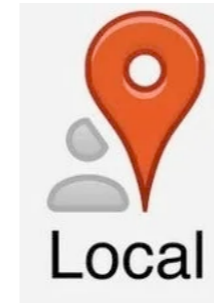
If your website scores less than 75, you need to fix it. Otherwise, your SEO will suffer. The test itself will tell you what you need to fix. Some are easy fixes like removing large images from the top of your website. For others, you may need a web developer to help you.

Test your site: <https://developers.google.com/speed/pagespeed/insights/>



## 4. Local SEO

- ◆ Near me
- ◆ Google My Business



If you're a LOCAL BRICK-AND-MORTAR business, this is important. (If you are a local consultant without an office where you want clients to go to or an ecommerce business, make sure you tell it to not show your address on Google Maps. People will search for things like, "accountant near me". If your business is not in GOOGLE MY BUSINESS, with your location, you won't come up. However, that doesn't mean you have to add the words "near me" in your content. Google bases the search results on the user's GPS and your listing in Google My Business.

What you need to do:

Go to Google My Business and make sure your listing is accurate and that everything is filled out completely. Take advantage of all the features they offer.

# 5. Voice Search

- ◆ Answer the questions your target is asking
- ◆ Review the content on your website
- ◆ Look at your Meta Tag descriptions for each page & blog post
- ◆ Are your pages and posts optimized?
- ◆ Research



This is something to consider when doing the copy (static content) on your website. People don't talk like they write. Whether they're using their smartphone, Amazon's Alexa, Siri, Google Home or other voice command system, they'll ask a question. It's up to you to have the answer to the questions your target market is asking! Go through your site and read the content on your main pages. Is it compelling enough to attract a visitor and KEEP THEIR ATTENTION? Does it answer their questions? Look at your meta tag descriptions – Is the question you are answering there? Meta tags are important as this what appears on the SERPs (search result pages). This is what a searcher uses to judge if the content of the site is what they were looking for. It should include your major keywords, but also offer enough information to entice a searcher to click on the link. If you don't have meta description, Google will take the first paragraph of a page. And it should be only one or two sentences or it will get cut off.

Go through your blog posts – are they all optimized? Do they have the relevant keyword tags? Are they indexed in the right category? (And that's not "uncategorized".) Are the titles worded in the form of a question?

## 6. Artificial Intelligence (Ai)

A **business plan** is a formal statement of **business** goals, reasons they are attainable, and **plans** for reaching them. It may also contain background information about the organization or team attempting to reach those goals.

[Business plan - Wikipedia](https://en.wikipedia.org/wiki/Business_plan)  
[https://en.wikipedia.org/wiki/Business\\_plan](https://en.wikipedia.org/wiki/Business_plan)

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### People also ask

- How do you start a business plan? ▾
- What is the purpose of having a business plan? ▾
- How long should a business plan be? ▾
- What is in a business proposal? ▾



Yep. Now machines are trying to do your thinking for you. Well, think about it. Sometimes when you're looking for something, you're not sure what to ask. You may enter several search terms in the box before you get the answer you want. Google's AI, RankBrain, will come up with "people also ask" with other similar questions that you may be asking yourself. All in attempts to provide you with the best answer to your question. It's machine learning as it applies to search. The AI has the ability to learn and categorize information to accurately match a searcher's query. In searching for "business plan", below the paid ads, was the definition as well as related questions. The top box is called a featured "snippet".

RankBrain, an artificial intelligence algorithm, modifies the weighting of other algorithms over time to place more importance on some than others. It also plucks out the important keywords from questions or longer searches to be able to 'understand' questions and answer them as accurately as possible. ~ SEMRush

Now you must be asking, "How do I get my answers as the 'featured snippet'". Here's Google's answer to that question:

When we recognize that a query asks a question, we programmatically detect pages that answer the user's question, and display a top result as a featured snippet in the search results.

# Identify User Intent



What You Need to Do:

Identify the user's intent.

What does the searcher expect to find when querying your keywords? Answers to their questions and problems. What are they asking? Use a Q&A site like [quora.com](https://www.quora.com) to see what people are asking in your field of expertise.

## 7. Unique, Quality Content



- ◆ No fuzzy graphics - there is no excuse!
- ◆ Proofread before you publish or post!
- ◆ Preview your blog posts before publishing

“Most Americans are exposed to 4,000 to 10,000 advertising messages a day!” ~ Convince and Convert



Why unique?

“Most Americans are exposed to 4,000 to 10,000 advertising messages a day!” ~ Convince and Convert

Good, quality content is the main building block of today’s successful, digital marketing strategies. If you don’t create content, you might as well close up shop. Quality over Quantity! Don’t forgo quality in order to get more content out there. No fuzzy graphics — there is no excuse! You can create high-quality pictures with free online, easy-to-use graphics programs like Canva. Download free, license free, online pictures and graphics from sites that I list in this blog post. And don’t steal!

Proofread before you publish or post — read your blog post aloud to yourself. Even your social media posts!

Preview your blog posts before publishing — Do the graphics look good? Does the eye of reader make a natural progression down the page to your Call-to-Action?

What makes what you have to say or show unique? What makes you different? How is your content different from what your competition shares?

What You Need to Do:

Plan out what content you’re going to create.

# 8. Re-share On Social

## SOCIAL MEDIA



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Resharing content can increase engagement by over 600%!

So you publish your blog post at 9 am and share it on all your social media networks at the time. Someone that logs on at 3 pm or in the evening probably won't see it unless they have you in a Twitter list or on in group; or have your posts showing first (a Facebook feature). You can manually schedule it to republish on your social networks using tools like HootSuite, dlvr.it, Buffer or TweetDeck.

Another way to give your content extra exposure and traction is to publish it on LinkedIn. At the end of the post, add the line, "This post originally appeared on \_\_\_\_\_" with a link to the original article on your blog. Your site still maintains the authority because there is where the post originated. Yet, on LinkedIn, you validate your expertise by showcasing what you know and how you can help people. You can now write articles on LinkedIn as yourself or as your company.

If you're on WordPress, there's a plugin I use called Revive Old Posts. For free, you can re-share posts to Twitter and Facebook. With the upgraded version, you can also re-share to LinkedIn. I think it's worth it just to save the time of manually scheduling. You pick the time frame and you can exclude posts that are not "evergreen" or are time-sensitive. Also, if you're just starting out with your blog content, wait until you've got at least 20 posts so it won't be sharing the same thing over and over again. You can set the time frequency depending on how many blog posts you have. For instance, I have over 120 and I have them going out every 2 hours. Think of it this way, your perfect potential customer could have missed it the first time it went out! This also helps with SEO!

What You Need to Do:

Don't be afraid to re-share your content.

# 9. Blogging

- ◆ A Core part of your content strategy
- ◆ Blogs are rated 1 out of 5 the most trusted sources of information online.
- ◆ Organic - non-paid content gets more clicks on Google



People ignore the paid ads in Google search and go for the organic content, because they know that's where they're going to find the authentic answers to their questions or problems.

# 10. Data, Analytics & Insights

- ◆ Have Google Analytics set up on your website
- ◆ Determine your key metrics before you start - What are you trying to accomplish?
- ◆ Social media insights & demographics of your followers



Going along with all this marketing comes tracking what's working and not working. Enter Analytics! Analytics aren't as scary as they seem and you don't need to hire an analyst to understand them or to get valuable information from them. Besides Google Analytics, each of the networks has insights and analytics available even if you don't pay for advertising.

You must check these at least once a month so you can judge which posts were effective and what isn't bringing you business or doing what you expected. [Related: Determine Your Key Metrics Before You Start]

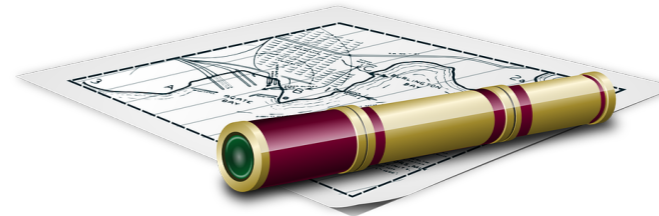
All the networks also use the data garnered from users to help you find your target market niche. Additionally, they assist you in targeting your perfect customer. That's why you need to Define Your Target Market first and then do some research on them. For instance, if you're on Snapchat trying to reach Baby Boomers, you're not going to be successful. If you want to reach 12-24 year-olds, then yes, Snapchat is a tool for you.

What You Need to Do:

Get into the habit of checking your analytics at the end of each month.



# Plan it Out



TODAY...

1.
2.
3.
4.
5.
6.
7.



Write out a strategic plan. Without a plan, you will be overwhelmed!

Start with SMART goals on what you want to accomplish with your content marketing. What are your objectives? Drive traffic to your website? Lead Generation — grow your email list with quality leads? Grow your social media following? (This may be a goal if you're starting out.)

The strategic plan is how you're going to accomplish those goals. Include the data from your research. Based on your research, how often do you need to blog? How often will you record a video or podcast? Then the tactical plan is detailing how you're going to implement the strategy. Basically, your to-do list. What are you going to do when?

# The Best Guide to DIY!

1. Step-by-step & Easy-to-follow!
2. Everything from goal-setting to hashtags!
3. Which networks to focus on!
4. How to beat the competition!
5. How to drive traffic to your website
6. What type of content to create
7. Strategies for each network
8. Create your own customized strategic and tactical plans.
9. What you need to take your digital marketing to the next level!



If you decide that you want to take the do-it-yourself route, more power to you! And my book will absolutely help you. It takes the social media marketing plan template that I use for my clients and outlines all the strategies and tactics that you need to make your online marketing efforts effective. Now on Amazon Kindle!  
The link is in the video description.

# Don't be Overwhelmed!



AZSocialMediaWiz.com

## Free 15-Minute Phone Consultation



Planning your digital marketing need not be overwhelming if you take everything step-by-step. If you're not sure what to do, I can help guide you with a free 15-minute phone consult and I'll look at your current marketing efforts — website and social media — even if you're just starting out and you don't have anything up yet. Click on the link in the description to schedule a call or visit my website: [www.AZSocialMediaWiz.com](https://www.AZSocialMediaWiz.com). I have lots of free resources there and you can check out my other services. Thanks for watching and remember, my goal is to help you become social savvy!

# Questions?



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