

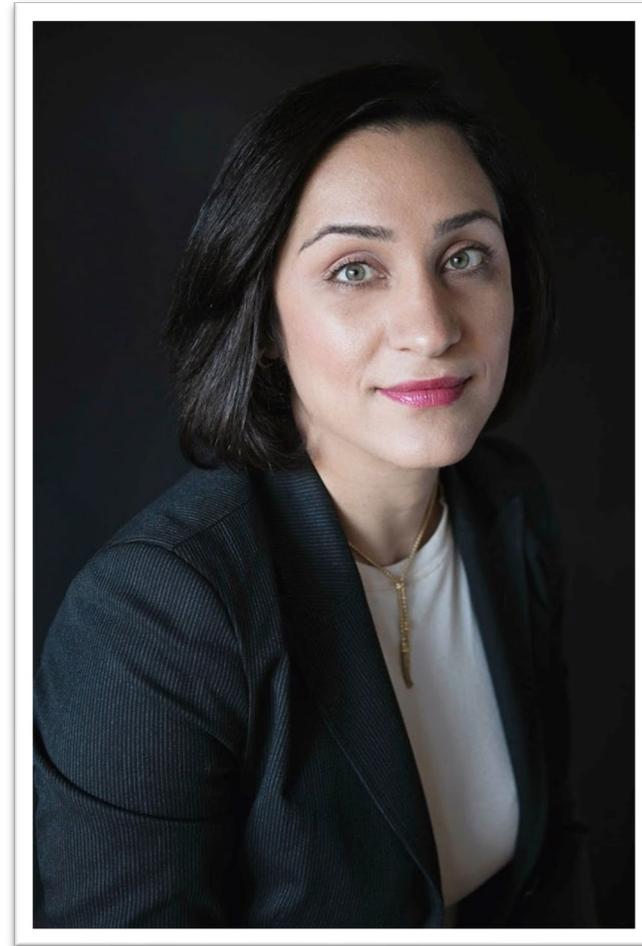


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# 2021 Digital advertising strategies

# Maryam Golabgir

Maryam Golabgir is a digital marketer, programmer, and a website guru. She's been a speaker at Grind Up, Aurora and Newmarket Chamber of Commerce and 2017, 2018 and 2019 Women's Summit on SEO. Digital Marketing Experts was nominated as one of the top advertising agencies in York Region last year.



# Message us anytime you want...

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DIGITAL

STRATEGY



Long ago artificial intelligence, data-driven marketing and voice search engine optimization (VSEO) were ambitious concepts bordering on the ridiculous.

But today, these innovative digital marketing trends are among the top priorities for most business owners in 2021.



STEP 1:  
Someone Clicks on  
the webpage



STEP 2:  
The publisher of the  
page puts up the ad  
impression for  
auction



STEP 4:  
The advertiser  
willing to bid the  
most for the  
impression wins the  
right to display their  
ad



STEP 3:  
The ad marketplace  
holds an auction  
among the  
advertisers  
competing for the  
impression



STEP 5:  
The ad is delivered  
to the prospective  
customer



STEP 6:  
Customer clicks on  
the ad and the  
advertiser converts  
them into a sale  
and profits!

## Programmatic Advertising

Programmatic advertising means using AI to automate ad buying so you can target more specific audiences. Real-time bidding, for example, is a type of programmatic ad buying.

Most search-driven manual advertising campaigns (even those performed with professional tools) take into account three or four targets: the keyword, time of day, and location.

## Chatbots

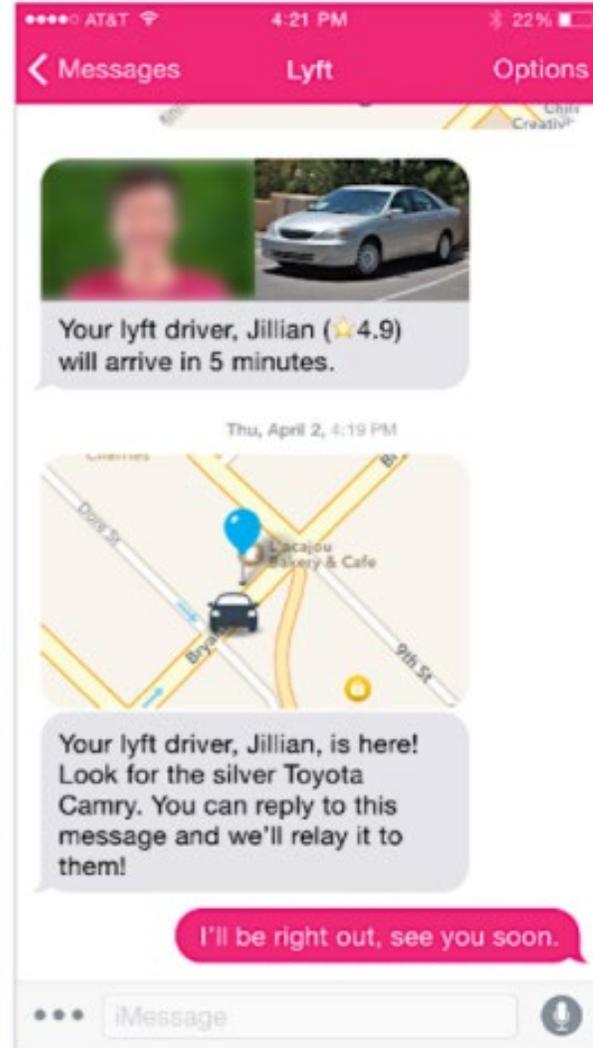
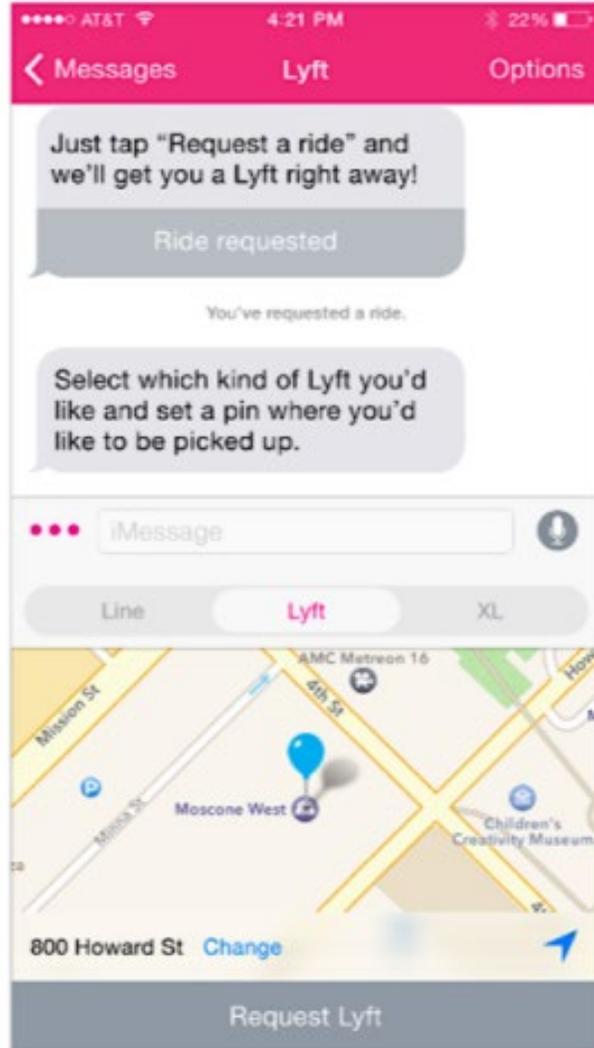
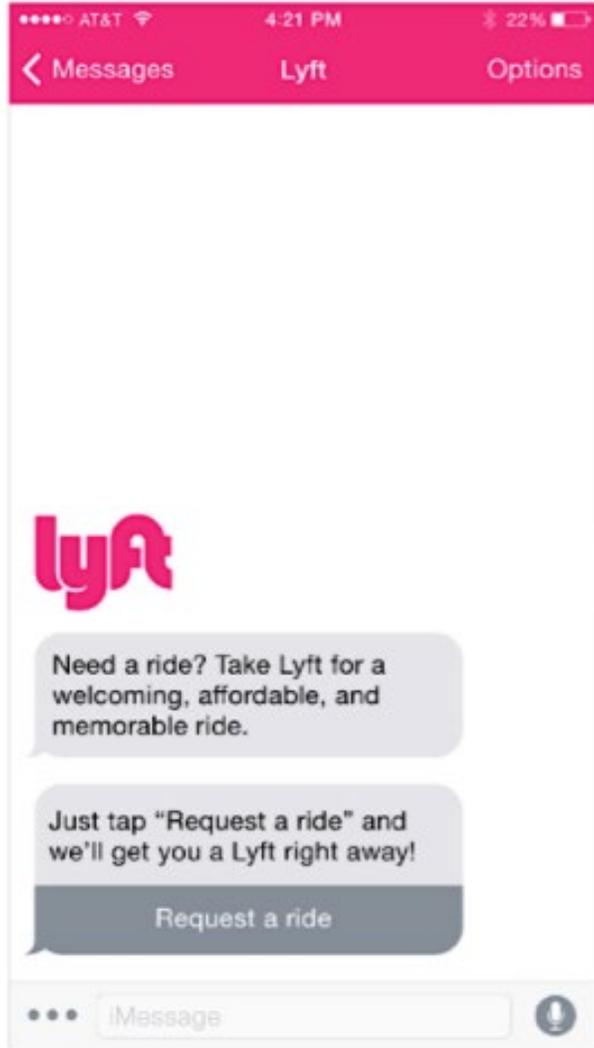
Chatbots power 85% of customer service by 2020

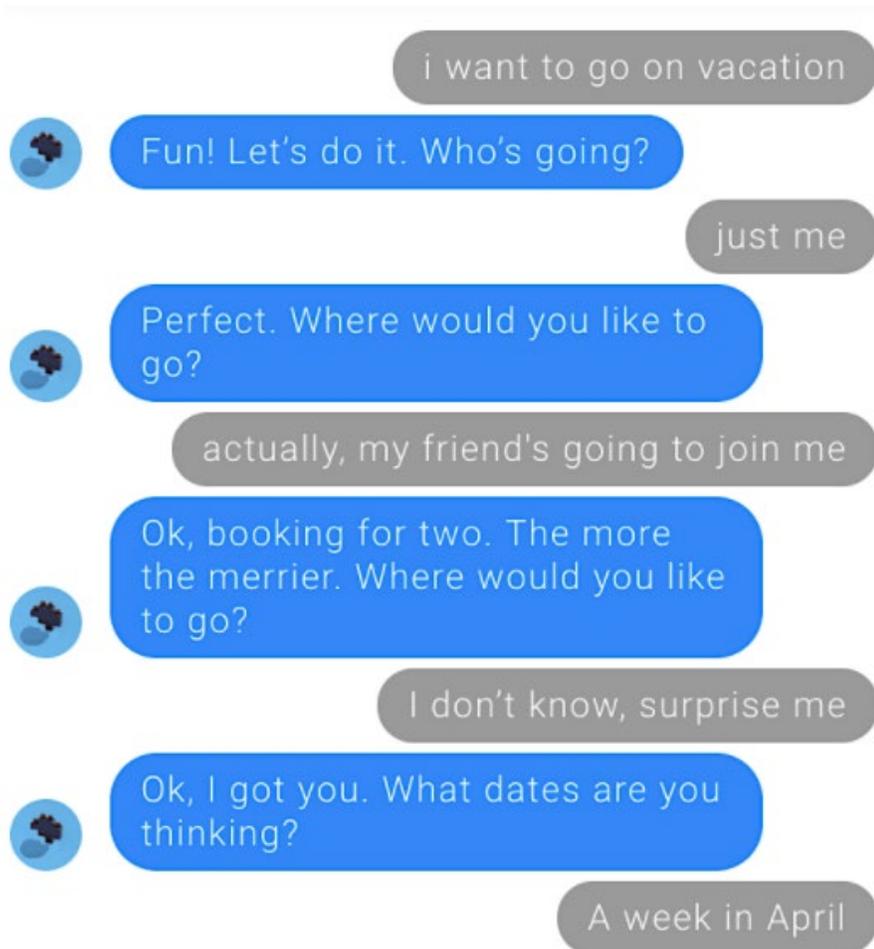
Top benefits of chatbots are 24-hour service (64%), instant responses to inquiries (55%), and answers to simple questions (55%)

# Chatbots that sound more intelligent and human

**80%**

of businesses want chatbots  
by 2020 - Oracle





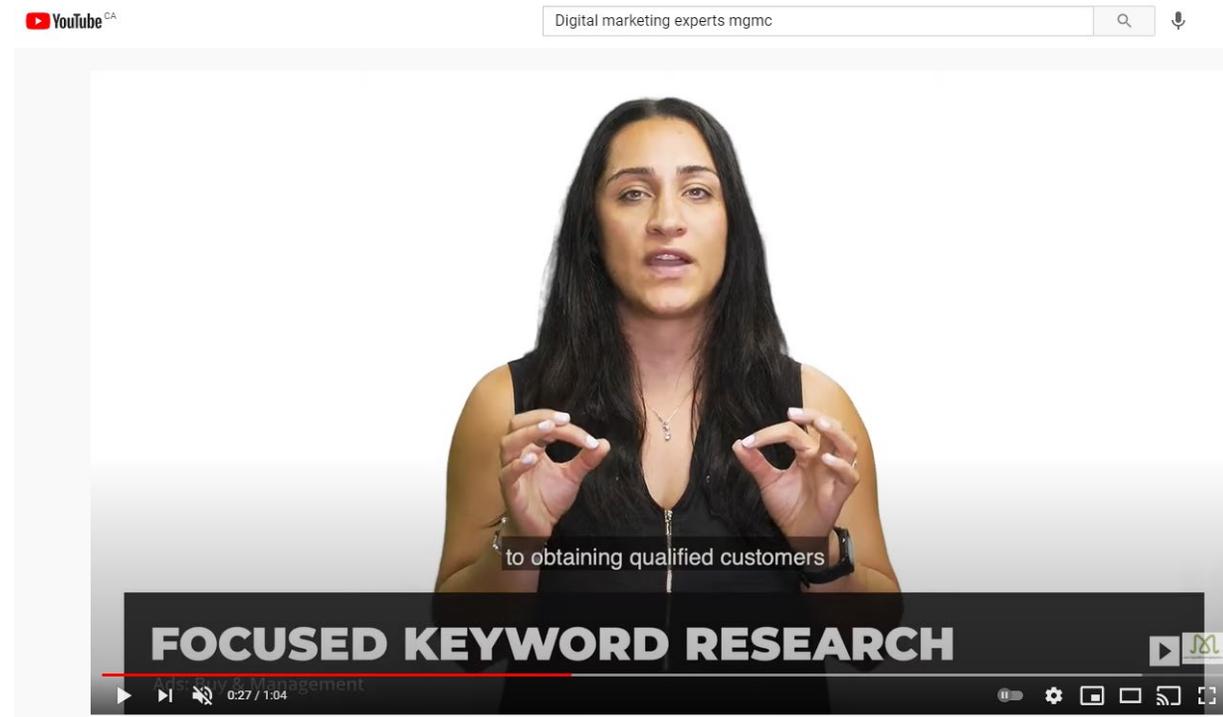
## Conversational Marketing

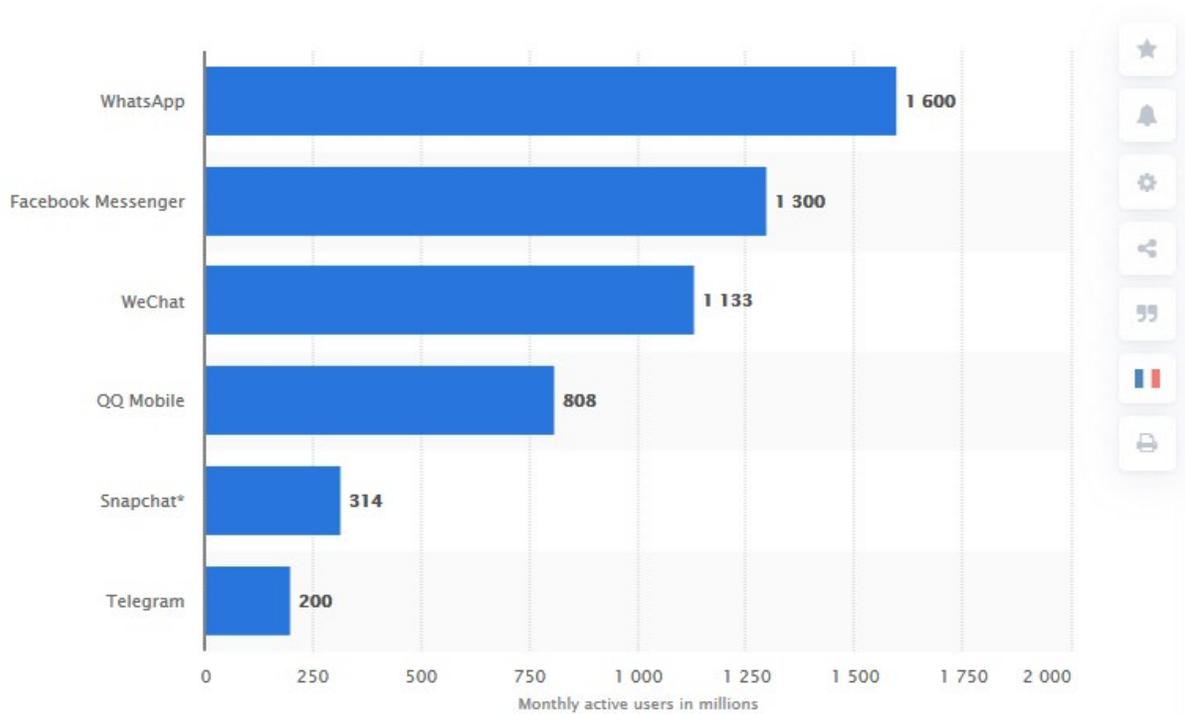
With all that talk about chatbots, the reality of modern marketing becomes clear: it's more conversational. People want it that way, and so brands are reacting. When consumers have a question, 82% want an "immediate" response.

Conversational marketing facilitates a one-to-one, real-time connection between marketers and customers:

## Video Marketing

- 70% of consumers say that they have shared a brand's video
- 72% of businesses say that video has improved their conversion rate
- 52% of consumers say that watching product videos makes them more confident in online purchase decisions
- 65% of executives visit the marketer's website and 39% call a vendor after viewing a video

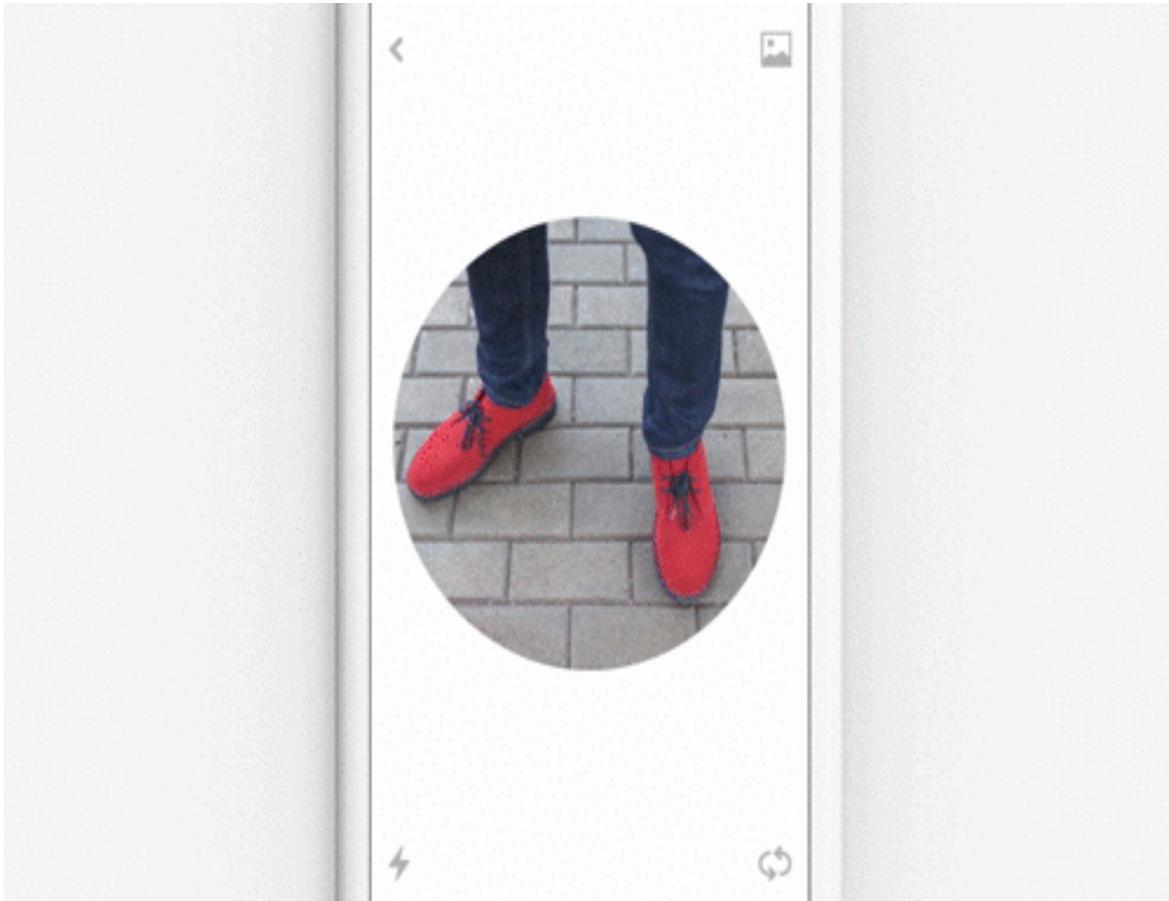




## Social Messaging Apps

Reasons for your brand to use messaging apps include:

- ✓ Cultivate contact
- ✓ Deliver information
- ✓ Boost sales
- ✓ Involve people in events
- ✓ Regain potential customers
- ✓ Provide support and assistance



## Visual Search

Visual search can take the user experience to a totally new level: People can upload an image to conduct a search and get more specific results.

- A) Pinterest Lens
- B) Google Lens
- C) CamFind
- D) Bing Visual Search

Make sure you are optimizing for visual search, because (not surprisingly) the top search categories for Lens are:

Fashion

Home decor

Art

Food

Products

Animals

Outfits

Beauty

Vehicles

Travel

## **Voice Search & Smart Speakers**

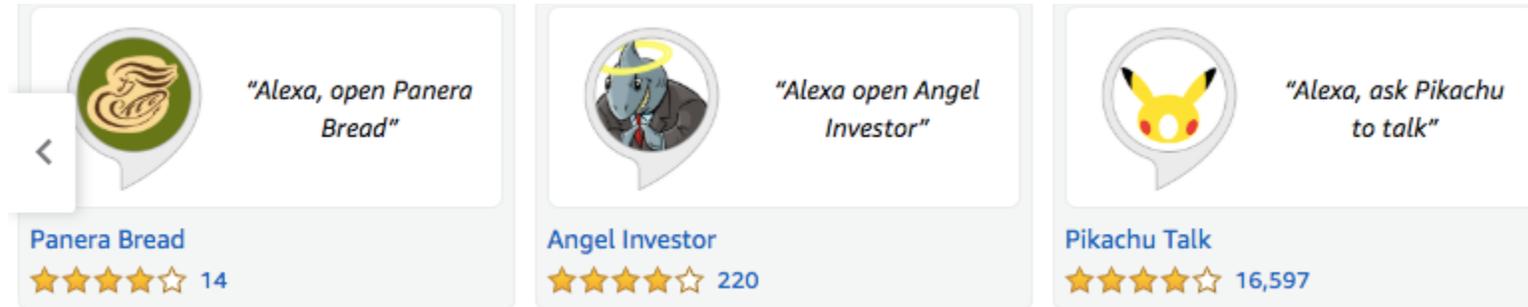
**50% of all searches will be via voice by 2020**

**45% of all Canadians homes will own a smart speaker by 2022**

**72% of people who own voice-activated speakers say that their devices are used as part of their daily routines**

**Voice shopping is set to jump to \$40 billion in 2022, up from \$2 billion today**

**Global smart speaker shipments have almost trebled between Q1 2018 and Q2 2019, growing from 9.36 million units to 26.1 million units**



**Patrón Tequila** helps consumers access personalized cocktail recipes

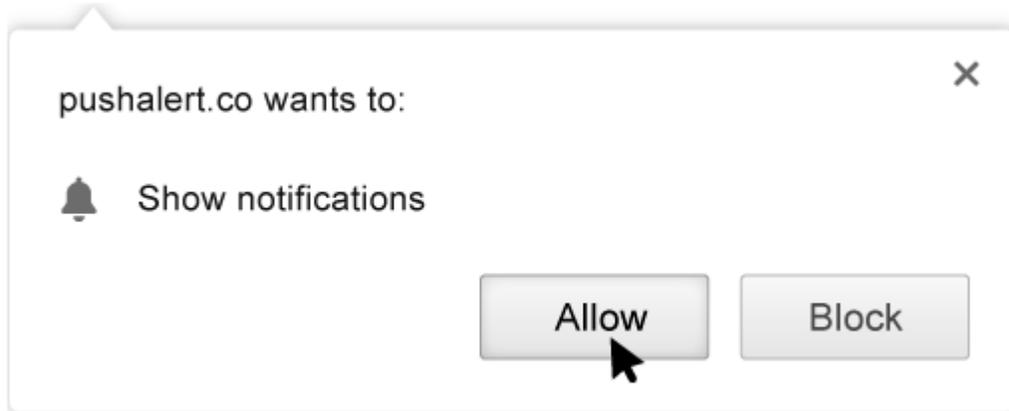
**Domino's** allows pizza-lovers to order from the comfort of their couch without having to pick up the phone or even place an online order

**PayPal** users can engage Siri to send money to friends, family or businesses

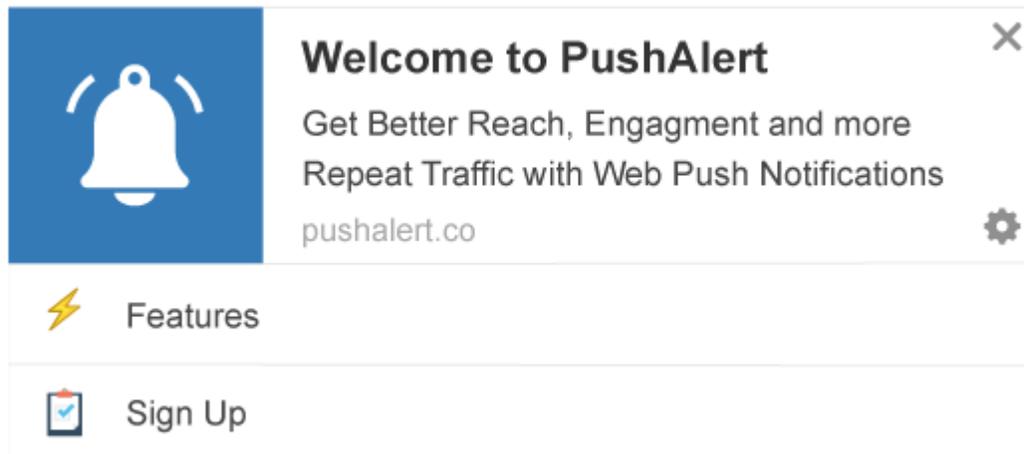
**Nestlé** created a skill that provides voice instructions as you cook

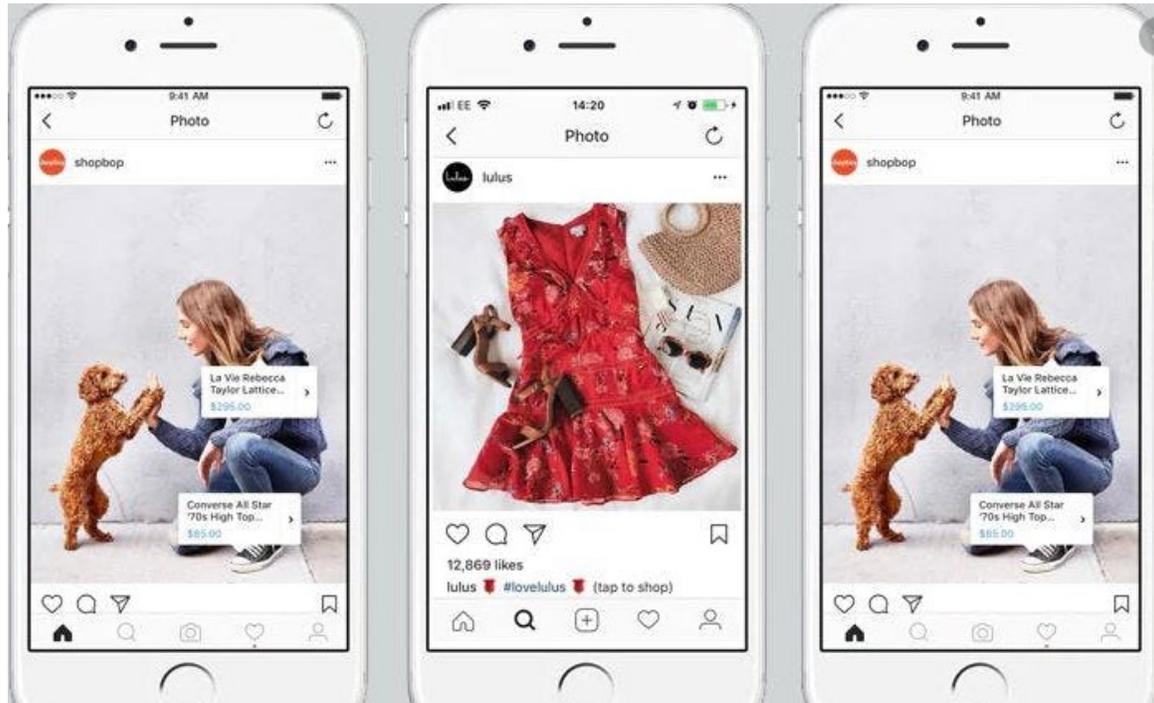
**Campbell's** has a skill that helps hungry consumers choose and cook recipes

## Browser Push Notifications



- 7% open rate for segmented push messaging compared to a 3% open rate for generic, broadcast messages (a 2x improvement)
- 54% of users convert from a segmented push notification, compared to only 15% for broadcast messages (a 3x improvement)

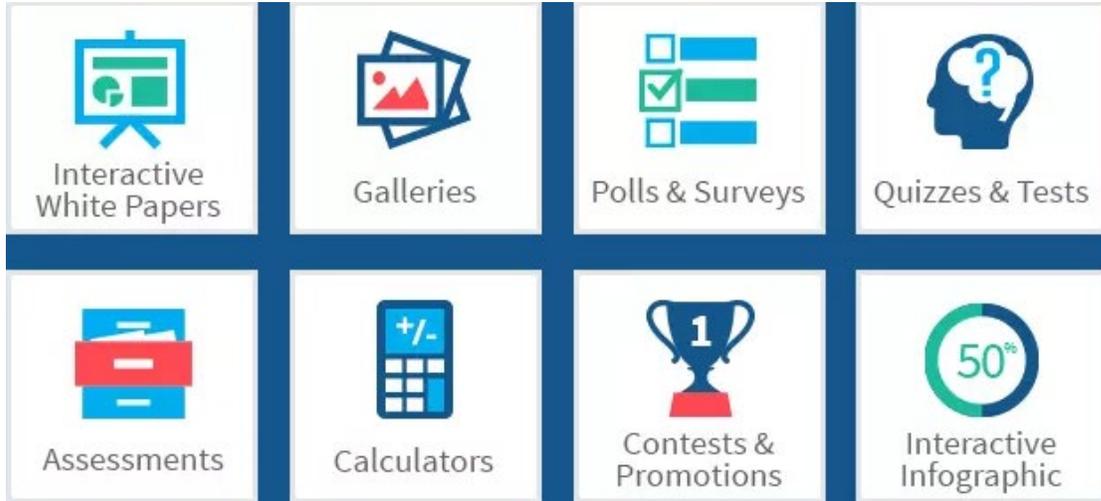




## Social Commerce & Shoppable Posts

With e-commerce and social media both growing at alarming rates, it's no wonder brands are using the two together to maximize opportunities for sales.

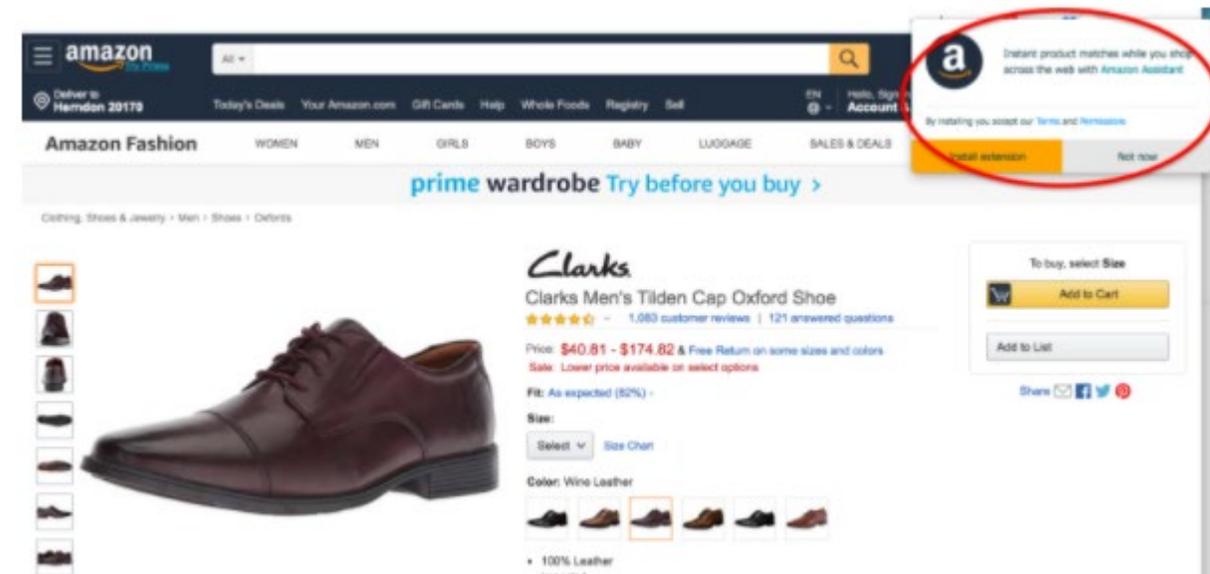
E-commerce brands hope this will reduce the risk that customers will abandon their purchase because they have to switch apps or sign in to an unknown store.



## Interactive Content

- ✓ Quizzes and polls
- ✓ Embedded calculators
- ✓ Augmented reality ads
- ✓ 360-degree videos

If you need convincing, consider that 91% of buyers are actively searching for more interactive content.



## Predictive & Augmented Analytics

Predictive analytics is the practice of using data mining, predictive modeling and machine learning to identify patterns and attempt to predict the future. It is becoming more and more sophisticated and widespread in many industries.



## Progressive Web Apps (PWAs)

Progressive Web Apps are essentially websites that work like mobile apps. They offer the functionality of a native mobile app – fast load times, push notifications, working offline, utilizing device hardware, etc. – without being limited to one platform (which in reality means Android or iOS).

### Signals available with bid adjustments



Noon GMT



Remarketing List



Smartphone



Location

### Exclusive signals for AdWords Smart Bidding



OS



App



Browser



Ad creative



Language



Actual query



Search partner

## Google Ads Smart Bidding

Target CPA – Generate new leads and customers for a maximum cost per acquisition that you set.

Target ROAS (Return On Advertising Spend) – Set your sights on getting the best return on your advertising spend.

Maximize Conversions – Rack up your advertising conversion rates, whether your aim is to get more email subscribers, downloads, or product sales.



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starbucks With a sweet smile & a toast, here's to ❤️ing holiday sips the most. #HotChocolate #ChestnutPralineLatte  
Regram: @ashleyhoangg

Load more comments

damnielferreira @sandyalbuquerq  
karine\_teddy83 I love it ❤️❤️❤️

108,885 likes

DECEMBER 5, 2018

Log in to like or comment. ...

## User-Generated Content (UGC)

User-generated content (UGC) is a potent resource for marketers who want to tap into the Millennial and Gen Z markets. You can encourage your audience to share unique content by offering them an incentive, such as a discount, or even partnering with them for a good cause.



how to make tea



All Videos Images Shopping Books More Settings Tools

About 1,390,000,000 results (0.88 seconds)

### Instructions

1. Boil water.
2. Warm up teapot and cups. Pour a bit of hot water into your teapot and **tea** cups and swirl it around to **make** sure the it gets warm. ...
3. Put **tea** into teapot and add hot water. For every cup, add 1 1/2 teaspoons of **tea**.
4. Steep **tea**. ...
5. Strain **tea** solids and pour hot **tea** into **tea** cups.



Sep 19, 2018

### How to Make Tea Properly | Oh, How Civilized

<https://www.ohhowcivilized.com> > [how-to-correctly-brew-a-cup-of-tea](#)

bags

with honey

loose leaf

milk

fruit

with kief

cakes

eggs

c

About Featured Snippets Feedback

### How to Make Tea (with Pictures) - wikiHow

<https://www.wikihow.com> > ... > Drinks > Tea > Brewing Tea

**How to Make Tea.** A well-made cup of hot tea can warm the heart and soul of any tea lover, but it can be unpleasantly bitter or disappointingly tasteless when ...

## SERP Position Zero

rank zero snippet or position zero, this is the holy grail of modern-day SEO, as it directly answers user search queries without any need for the user to click a link. VSEO (voice search engine optimization) can give you an enormous competitive advantage (of course, this is only good news for one brand...).

Questions?

**We're happy to help!**