

2021

DIGITAL MARKETING TRENDS

For Websites, Content and Advertising

CALLIS

WEBINAR TEAM

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WEBSITES & SEO

PERFORMANCE & ACCESSIBILITY | SEO & LOCAL SEO

WELL BUILT WEBSITES

- Performance
- Mobile-First
- Accessibility

**Link to example included at end of presentation.*

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SEO PRODUCES MEASUREABLE RESULTS



Technical SEO

- Tags and Markup
- Search Engine Indexing and Crawlability
- Structured Data & Rich Snippets
- Website Best Practices
- Performance, Mobile-friendly & Accessibility



Optimize & Increase Conversions

- On-page SEO
- Keyword and Search Interest Research
- Titles and Descriptions for Search Engine Results Pages
- Voice SEO



Content & UX

- Content Marketing & Thought Leadership
- User Experience & Site Structure
- Content Distribution Plan



Build Authority: Local SEO & Backlinks

- Online Reputation Management
- Citations, Listings & Directories
- Google My Business & Map Listings
- Social Media



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SEO

Tactics to Try

- Structured Data and Rich Snippets
- Website Audits

The screenshot shows a Google search for "what is structured data". The search bar at the top contains the query. Below the search bar, navigation links for "All", "Videos", "Images", "News", "Shopping", and "More" are visible, along with "Settings" and "Tools". The search results indicate "About 278,000,000 results (0.53 seconds)".

A featured snippet is displayed, explaining that structured data is code in a specific format (Schema.org) that search engines understand to display results more richly. It includes a date of "Mar 26, 2019" and a link to "yoast.com > SEO blog > Technical SEO". Below the snippet, there are links for "What is structured data? • SEO for beginners • Yoast", "About Featured Snippets", and "Feedback".

Below the featured snippet is a "People also ask" section with several expandable questions:

- What is structured data with example? (expanded)
- What is meant by structured and unstructured data? (expanded)
- What are three types of structured data? (expanded)

The expanded answer for "What are three types of structured data?" states: "These are 3 types: **Structured data**, **Semi-structured data**, and **Unstructured data**." It includes a date of "Aug 18, 2020" and a link to "www.geeksforgeeks.org > difference-between-structured-s...". Below this, there is a link to "Difference between Structured, Semi-structured and Unstructured data".

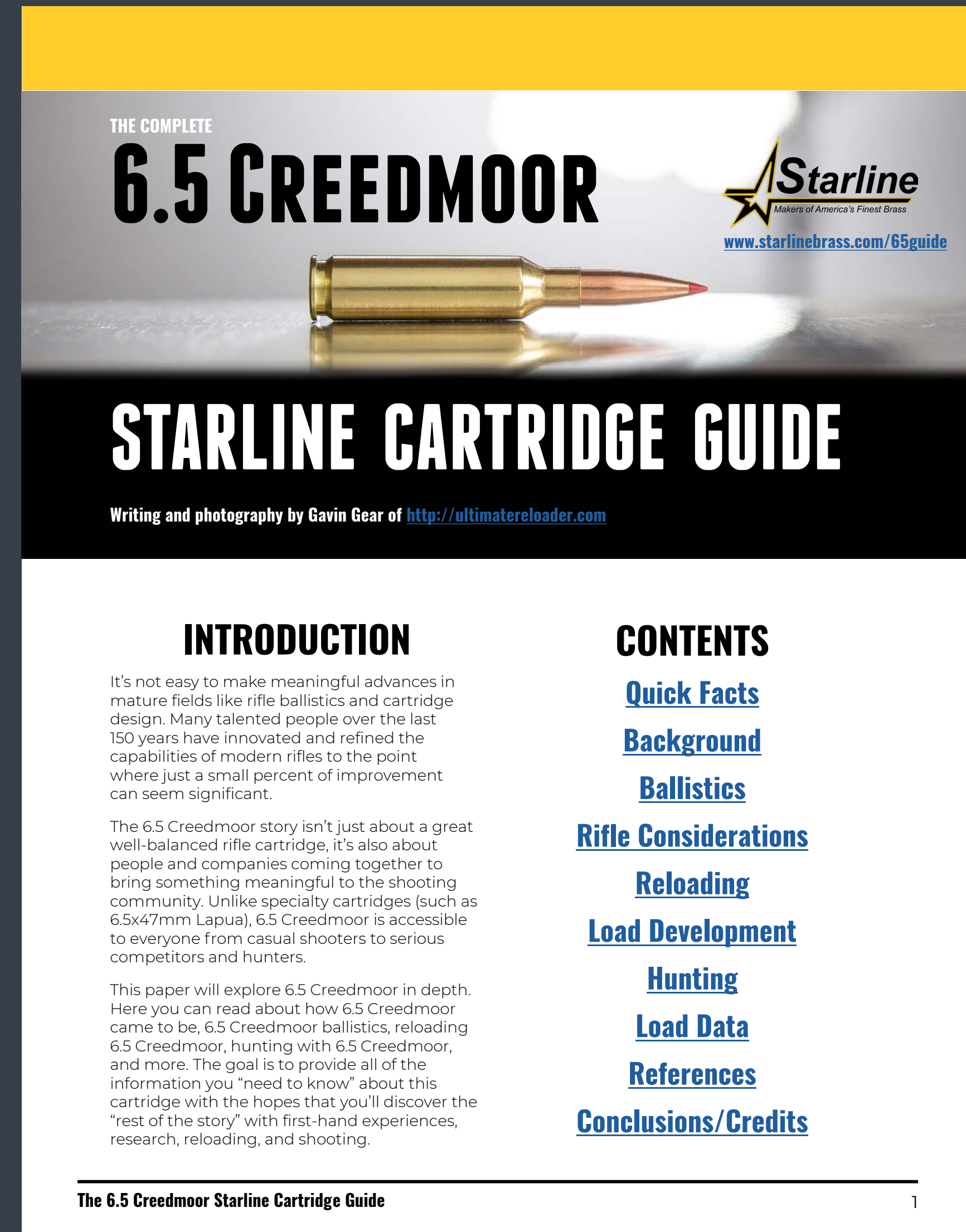
At the bottom of the "People also ask" section, there is a "Search for:" field with the text "What are three types of structured data?". Below this field are several more expandable questions:

- Is an image structured data? (expanded)
- What are the sources of structured data? (expanded)
- What is difference between structured and unstructured data? (expanded)
- How do you determine structured data? (expanded)
- Is social media a structured data? (expanded)

QUALITY CONTENT

- Research Driven
- Audience Specific
- Strategically and Creatively Crafted

**Link to example included at end of presentation.*



DIGITAL MARKETING TRENDS

- High-Quality Video
- Streaming Audio
- Social Media
- Email and Automation
- Retargeting
- Optimize and Improve



WHY VIDEO?

- Continues to Grow
- Easy to Consume
- Effectively Communicates Information
- Used Across Multiple Platforms

**Link to examples included at end of presentation.*

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HIGH-QUALITY VIDEO ADVERTISING

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OTT and YT Benefits

- High Quality (TV Quality)
- Detailed Targeting Options
- Flexible Budgeting
- Strong Performance Data



**Link to example included at end of presentation.*

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STREAMING AUDIO

PODCASTS

- Niche Content
- Personal Connection
- Easy to Consume
- Over 88 million people listened to podcasts in the last year. – *Statista*

**Link to example included at end of presentation.*



PROGRAMMATIC AUDIO ADVERTISING

- Podcasts or Music
- Advanced Targeting
- Flexible Budgeting
- Strong Data
- Spotify, Pandora and Others Growing

Digital audio ad spending is expected to reach \$4.6 billion in 2020. – Statista



SOCIAL MEDIA

Content

- Strategic Promotions
- User Generated
- Behind the Scenes
- Community Focused
- Live Video

Supplement Organic with Paid

- Video
- Promotions
- Offers

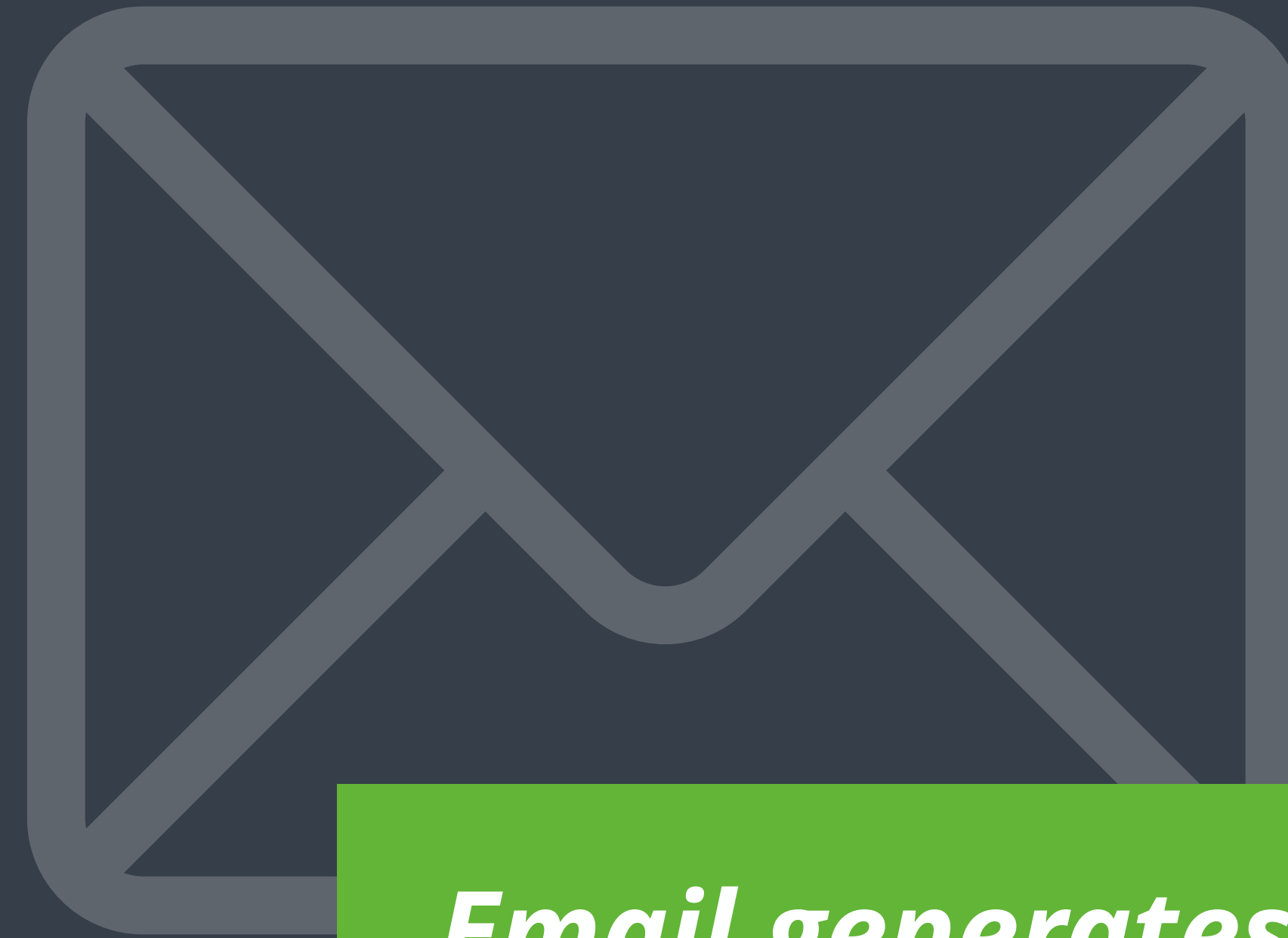
**Link to example included at end of presentation.*

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EMAIL & AUTOMATION

- Tried and True
- Drives Web Traffic and Sales
- Efficient Delivery
- Custom Content
- Tracking and Analytics



***Email generates \$38
in revenue for every
dollar spent – Hubspot***

RETARGETING

Re-engage Users

Strong ROI

- E-commerce
- Longer Sales Cycle

Getting Started

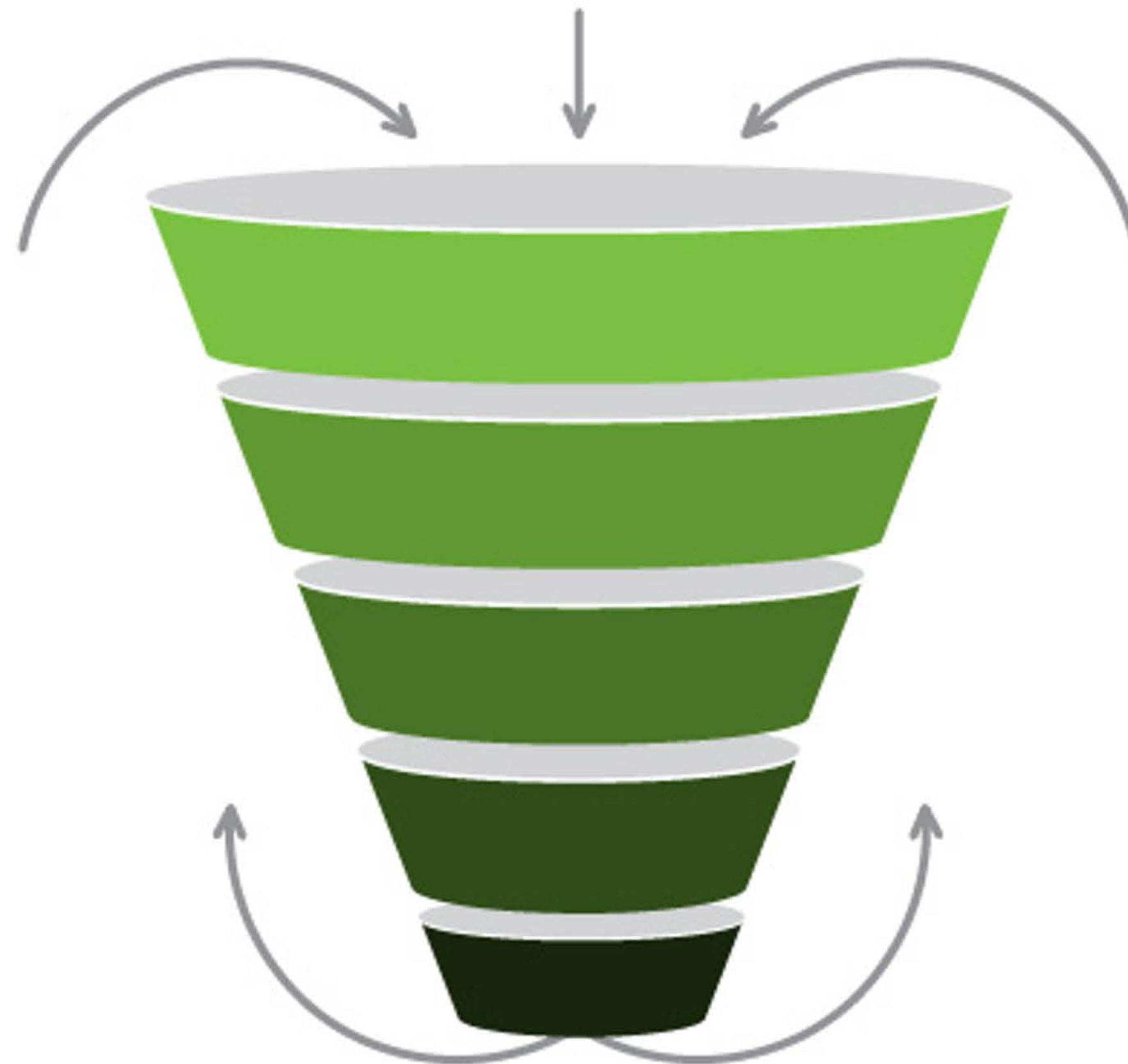
- Add to Current Methods
- 10% of Budget

Retargeting led to a 726% increase in site visitation after four weeks of retargeted ad exposure. – Hubspot

DON'T IGNORE WHAT'S WORKING – OPTIMIZE & IMPROVE

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MARKETING CAMPAIGN FUNNEL STAGES



AUDIENCE

Validate the demographics, interests and activity of your audience

AWARENESS

Build service and brand awareness across platforms

CONSIDERATION

Demonstrate value and show why your brand is the right choice

CONVERSION

Drive the audience to complete the desired action

POST/LOYALTY

Turn your new customer into a loyal patron

[NEED MORE IDEAS](#)

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WHAT'S ON THE HORIZON

AI | CORE WEB VITALS | PRIVACY LAWS & FIRST-PARTY DATA

ARTIFICIAL INTELLIGENCE (AI)

“AI is probably the most important thing humanity has ever worked on. I think of it as something more profound than electricity or fire.”

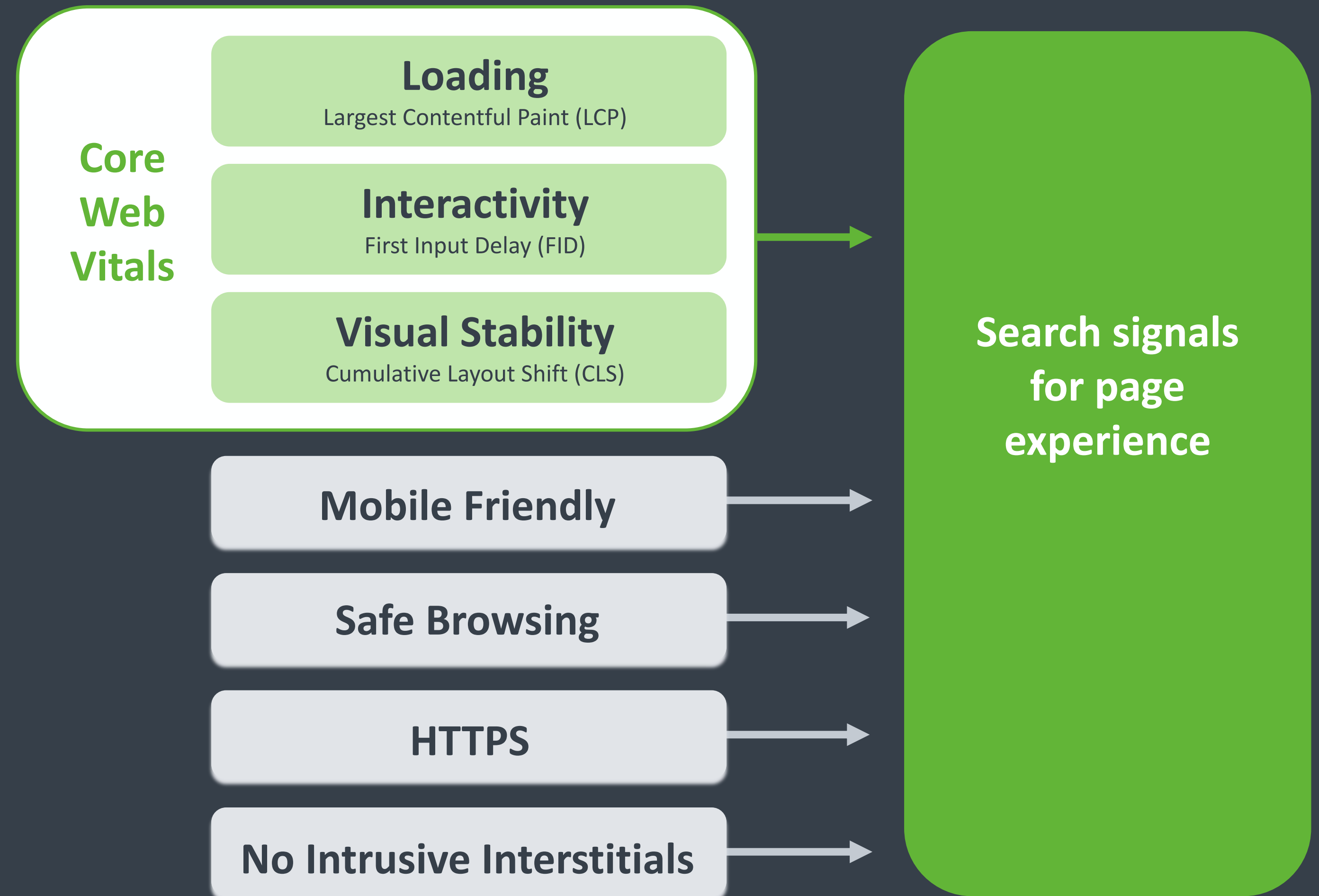
– Sundar Pichai, Google CEO



CORE WEB VITALS

Part of Page Experience Signals

- Loading (LCP)
- Interactivity (FID)
- Visual Stability (CLS)



PRIVACY LAWS AND FIRST-PARTY DATA

- Policies Continue to Change
- Vital to Remain Educated
- Build First-Party Data

WHAT HAPPENS IF FACEBOOK GOES AWAY?

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What if you lost access to audience data from advertising partners?
How would you reach your audience?

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THANK YOU!

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OUTthink
MARKETING INSIGHTS & TRENDS



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FULL EXAMPLES

- Dugan's Website: <https://www.dugans1871.com/>
- Creedmoor: <https://ecallis.com/case-studies/content-marketing-program/>
- Parkhurst Bale Unroller Video: <https://www.youtube.com/watch?v=Q9pAjsJS9nw>
- BRHC Video: <https://www.youtube.com/watch?v=UOGENQTqQG8>
- MOPERC HGTV: https://www.youtube.com/watch?v=z_OyKzeUKrE
- OUTdrive: <https://outdrivepodcast.com/>
- 10th and Thompson Car Wash Social:
<https://www.facebook.com/10thandthompsoncarwash/posts/4181029538580192>



RESOURCES

- <https://blog.hubspot.com/marketing/email-marketing-stats>
- <https://www.statista.com/outlook/20220/100/digital-audio-advertising/worldwide>
- <https://www.statista.com/topics/3170/podcasting/#:~:text=Podcasting%20is%20an%20increasingly%20popular,in%20the%20country%20in%202019>
- <https://mailchimp.com/resources/what-is-retargeting/#content>
- <https://www.seroundtable.com/google-page-experience-update-may-2021-30410.html>
- <https://blog.hubspot.com/marketing/beginner-guide-retargeting-campaigns#:~:text=In%20fact%2C%20comScore%20found%20that,response%20tactic%20that%20maximizes%20ROI.>

