



# Digital Marketing: What's Working & What's Not in 2017

The world of marketing moves fast, and 2017 is already seeing the implementation of cutting edge new ideas and tactics that will revolutionize the industry. If you don't want to get left behind, check out this list of what's working in 2017 – and what isn't!

## SOCIAL: PAID & EARNED

### ① New & Noteworthy

Facebook and Instagram release new updates constantly, so making use of them will help your brand stay at the forefront of your customers' minds.

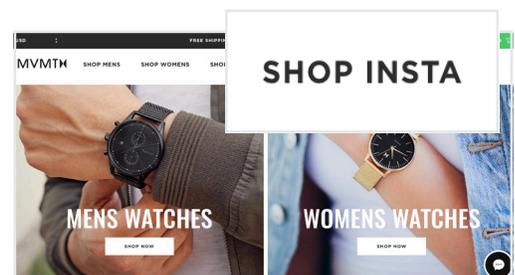
- **Facebook Shoppable Ad Units** - Take advantage of the growth of mobile commerce and increasingly fast smartphones by utilizing two (soon to be three on Instagram) new ad formats which will allow for product tagging of a static image or video, similar to YouTube's TruView.
- **Lead Gen On Instagram** - Lead Gen ad units can now be utilized on Instagram as an effective, cost-efficient, winning email acquisition strategy for all verticals from B2B to retail.
- **Pinterest Introduces Search** - Pinterest is moving to cash in on their nearly 2 billion monthly searches by offering feed-based shopping and keyword campaigns exclusively for search, which should be a no brainer for most Ecommerce and retail businesses.

### ② Facebook Store Visits

Facebook's offline conversions let you track when transactions happen in your physical store after a user has engaged with your online Facebook campaign. By enabling Facebook Store Visits in your reporting you can ensure that visits to your brick-and-mortar stores get properly attributed, correctly measuring the impact and ROI of your Facebook Ad campaigns.

### ③ Shoppable Social Tactics

Facebook and Instagram are now much better platforms for Ecommerce as browsing products to buy has become a natural part of the experience. So be sure to use shoppable social tactics, a hot new method in 2017 of encouraging your social followers to convert.



Shoppable social tactics encourage followers to use their social platforms like Ecommerce platforms.

#### ④ New Targeting Techniques

Hone your targeting is based on offline behaviors like transactions (over the phone vs. in stores) and attributes (high spender, uses a loyalty card, etc). You can even dynamically localize your messaging to each of your stores/locations with coupons, addresses, and other locally relevant info.

## SEARCH: PAID & ORGANIC

#### ① Leverage A Programmatic Approach

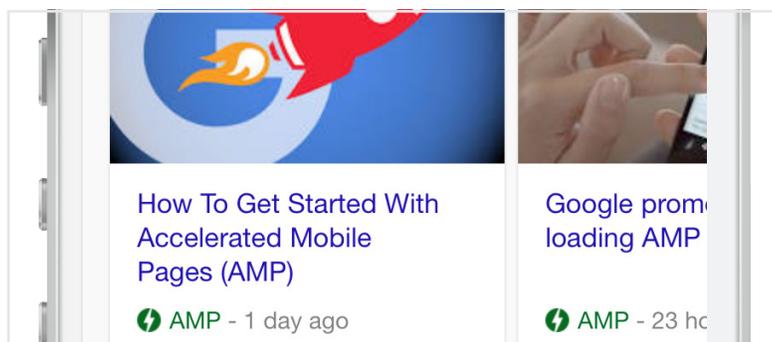
Personalization is the name of the game in search in 2017. With programmatic advertising you can leverage your customer data to precisely target ideal audiences, and then can scale that audience reach to virtually any size by using the masses of data available.

**Use programmatic advertising to tailor ads to your existing or lookalike audiences and easily scale that targeting across the web.**

#### ② AMPs

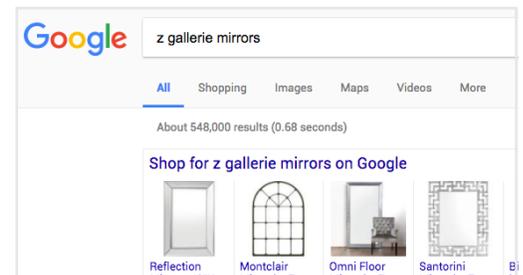
To get the most out of mobile searches, your site should have AMPs (Accelerated Mobile Pages) implemented wherever possible. If you can't implement AMPs, mobile-optimize your site as much as possible to ensure fast page speeds and low bounce rates.

**AMPs use special, stripped down HTML that allows search engines to quickly crawl your webpage**



#### ③ Shopping Through Search

Enable shopping for your products so that you'll turn up in the sponsored shopping results when users search for your keywords. In 2017, people expect to be able to instantly click on a product after they conduct a search, so you'll want your products in front of them.



**Shopping has high margins and excellent targeting capabilities to take advantage of**

#### ④ Customer Match

In 2017, using Customer Match to reach existing and lookalike audiences is a must. By simply uploading a file of your customers' email addresses, you can advertise to not only those customers, but to similar audiences on Google Search, YouTube, and Gmail. Customer Match is a great way to personalize your messaging to your audience and then reach larger audiences for even higher ROI.

## VIDEO

### ① Customer Prospecting

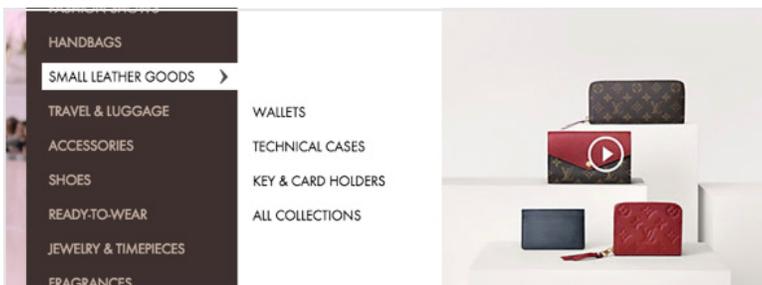
In 2017, users are watching more video than ever, making it a great medium to use for prospecting.

- **Prime** - Prime top of funnel audiences to think about your brand
- **Browse** - Inspire them to peruse your products and your videos
- **Purchase** - Once they're ready to purchase, your video content will be the first thing they think of

YouTube videos can make excellent prospecting advertisements that educate audiences and keep your brand top-of-mind.

### ② Set Yourself Apart From Amazon

Prove the value of your brand, and your website, by providing product insights through video. In an Amazon world, it's important to demonstrate that your storefront is the better place to shop your product by leveraging UGC and quality videos.



### ③ Save Money With YouTube

Eyeballs on videos are surprisingly easy and cheap to get, as many advertisers still don't utilize YouTube as much as they should. This makes YouTube a cost effective channel for prospecting, branding, and retargeting. Demand attention through YouTube retargeting and get previous site visitors to convert on products they've already looked at.

## EMAIL

### ① Real-Time Messaging

Email is another channel that's an excellent candidate for dynamically localized messaging, this time in the form of real-time email content. This is a must-use to increase personalization and thus open rates.

**If the user's local weather is hot, use hot-weather imagery to entice them. If their weather is cold, you can use cold-weather imagery.**



### ② Personalized Content

No email you send out should be generic. In 2017, it's imperative that all emails are highly customized to the end user. Consider at least a 50/50 segment of your audience based on attributes like gender or location.

**Even simple customization can create a spike in open and clickthrough rates**



### ③ Individually Targeted Emails

Targeted emails can also contain information like local maps, directions, and store locations in order to direct audiences to your stores when they're within a certain radius.



## WHAT'S NOT WORKING

Equipped with all the things that are working for marketers in 2017, you now know how to proceed with setting up your campaigns for success. However, you still need to know what pitfalls to sidestep to keep your growth from stagnating. Avoid these pitfalls to see success in 2017 and beyond.

- **Slow Site Speed** - Slow sites that have poor mobile experiences are turning users away. Ensure your page is fully mobile-optimized with page speeds that are high on desktop as well as mobile.
- **Auto-Bidding** - Auto-bidding on ads can have its uses, and in some cases can be beneficial, but for the most part you really want human oversight to ensure your spend is being used properly.
- **Content For Google** - Writing content for search engines and not the user is a great way to ensure search engines and users alike will ignore your content. Google is smart enough to detect tactics like keyword stuffing, and will penalize you for using such tactics. Users will, too, if your site isn't useful to them.
- **Generic Targeting** - Using generic targeting on Facebook that doesn't segment or personalize won't make you popular. Those are the types of ads that ad-saturated audiences do their best to ignore. Don't waste your money on ads that aren't customized.
- **Generic Emails** - Emails that aren't personalized face the same issues. A general email blast to your entire list is much less likely to win any attention, much less opens, from an audience that feels your email doesn't apply to them.
- **Not Investing In Mobile** - Failing to adapt media spend to changing consumer behavior in a marketing world that is increasingly mobile and customized will lead to failure. Smart marketers are putting their money towards mobile platforms and social channels.
- **Ignoring Attribution** - Trusting last-touch attribution gives an inaccurate picture of your ROI. Attribution needs to be measured properly to understand the real impact of your campaigns.
- **Generic Landing Pages** - Sending users to landing pages that haven't been customized to them will turn them off and lead to higher bounce rates. Customize your landing pages based on the user's search for higher user retention.
- **Ignoring Brick-And-Mortar** - Ignoring brick-and-mortar means ignoring 92% of all retail sales. While Ecommerce has grown rapidly, the majority of sales still happen in brick-and-mortar businesses. Make sure your campaigns and your reporting reflect this reality by encouraging, and then tracking, in-store visits.

Now that you know what works and what's not working in 2017, go out there and optimize your campaigns to match!

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