

# 5 Marketing Trends for Small Business Success



Consumers are constantly changing their habits. To make sure your marketing efforts are effective, stay on top of these **five** key trends.



## CUSTOMERS WANT VIDEO

The video streaming market is on track to become a **\$70.5 billion** industry by 2021.

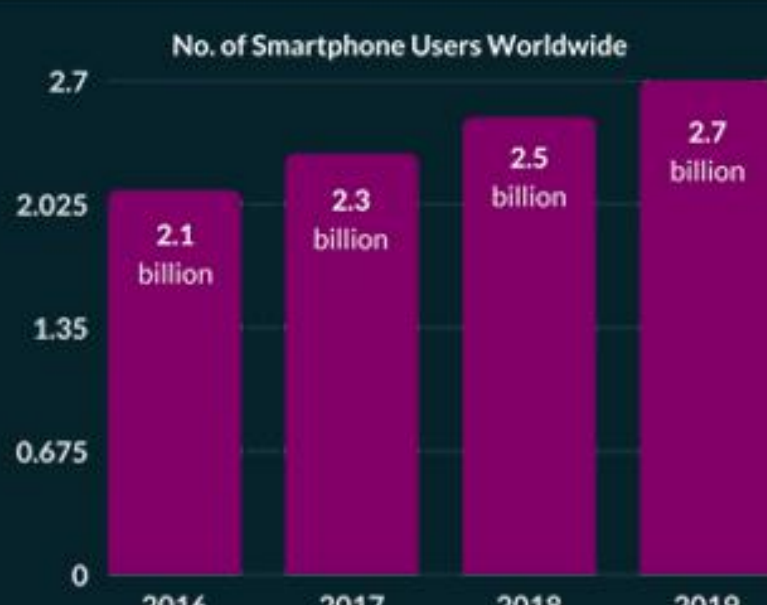


- **90%** of users say that product videos are helpful in the decision process.
- Including video on a landing page can increase conversion by **80%**.
- Facebook reports that users spend more than **3x more time** watching a live video vs. pre-recorded video.



## MAKE SURE YOU'RE MOBILE OPTIMIZED

According to Google, websites will now be indexed based on the **mobile site** and not the desktop site.



- **Mobile speed matters.** Think With Google found that if a page's loading times goes from 1 to 5 seconds, the bounce rate goes up by **90%**.
- Consumers these days are spending more time on their smartphones than any other devices. In fact, **80%** of social media content is viewed from a mobile device.



## BE PREPARED TO PAY FOR SOCIAL MEDIA ADS

- Social media advertising revenue is forecast at **51.3 billion USD** this year.
- Nearly **48%** of American social media users say **Facebook** was the last platform on which they made a purchase.



### IT'S NOT ALL GOOD NEWS

According to **Facebook's** latest quarterly report, the average price per ad increased **39%** but the number of ad impressions served only increased 8%.

According to **Twitter's** quarterly report, cost per engagement was down 28%, while ad engagement was up **69%**.



## Instagram IS THE PLACE TO BE



**Vertical videos** are trending since the launch of **IGTV**.

Users spend **28 minutes** per day on Instagram, on average.

- More than **150 million** users have a conversation with businesses through **Instagram Direct** each month. One third of those messages start with an Instagram Story.
- In fact, **1 in 5** organic Instagram Stories yields at least one direct message from a consumer.



## FIND INFLUENCERS

**94%** of those who used influencer marketing believe it's an effective strategy.



- Sharing content through influencers increases conversions **3 - 10x**.
- **49%** of Twitter and Instagram users rely on influencer recommendations.

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