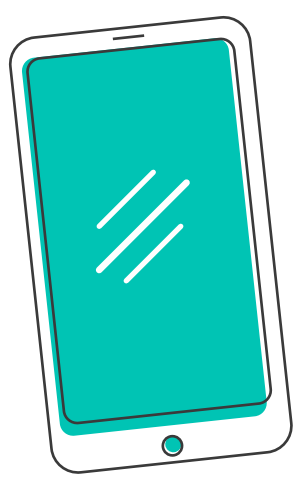


# The Digital Trends You Need to Pay Attention to in 2019

01

## You'll need to focus on the entire digital experience.



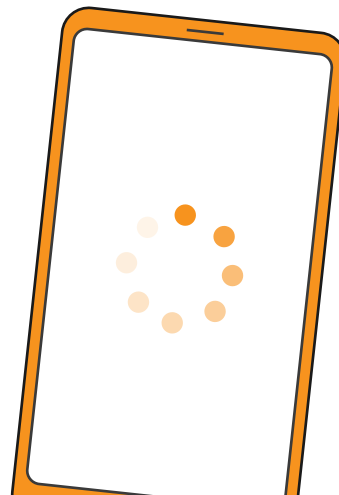
**90%** of smartphone users search for location information.



**50%** of mobile-local searches end in a purchase.



**86%** of buyers will pay more for a better customer experience.

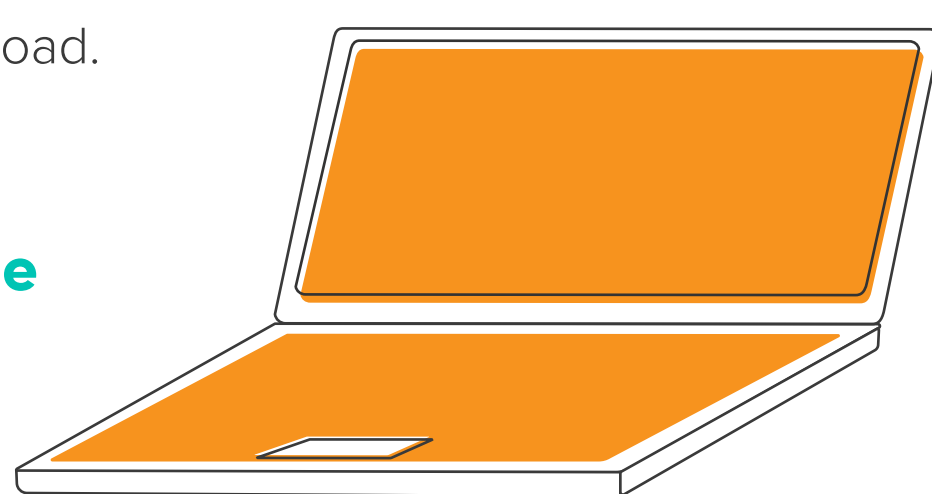


**50%** will not make a purchase if your website takes too long to load.

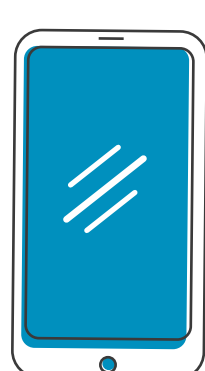
**91%** of consumers will turn to a competitor if your website isn't optimized for mobile.

Tip:

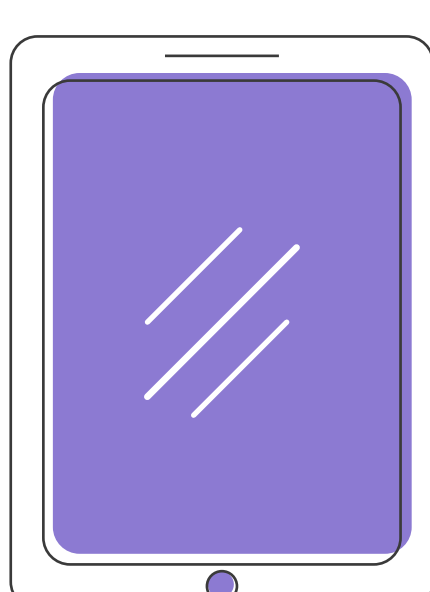
**Give your customers a great experience online and offline.**



Customer experience starts at the **first** interaction with your business, whether it's in the physical world or online.



People **search** on various devices and screen sizes, so your business's **website** needs to look good on any device and **should** be optimized for mobile.

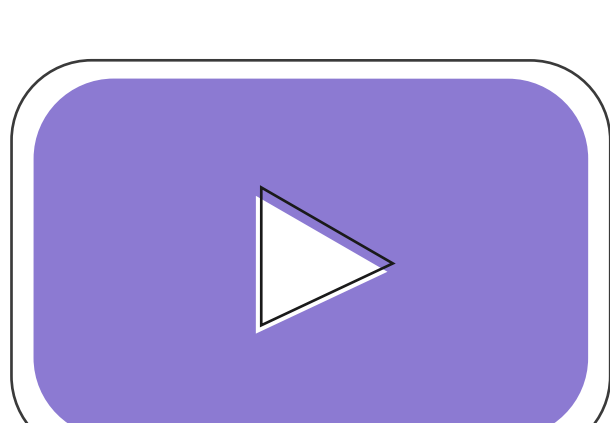


Your digital presence **needs** to give customers all the information they need to know to find and **choose** you.

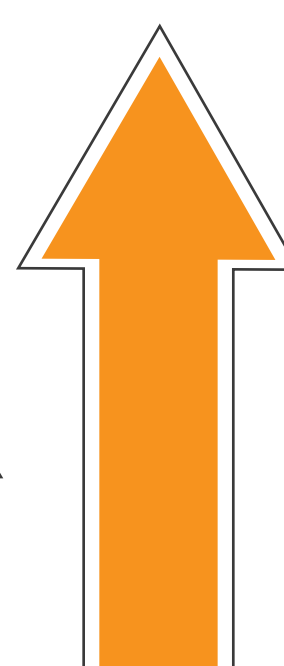
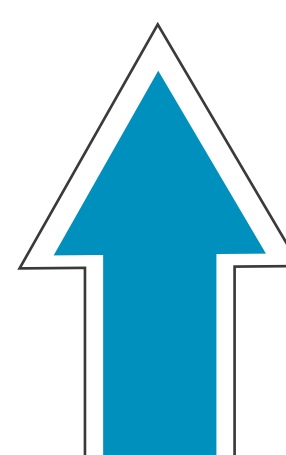
02

## Competition is fierce. Businesses are expanding their reach with paid advertising, and you should too.

**91%** of people buy or plan to buy something after seeing an ad.



**70%** of YouTube ads drove a huge lift in in-store sales.



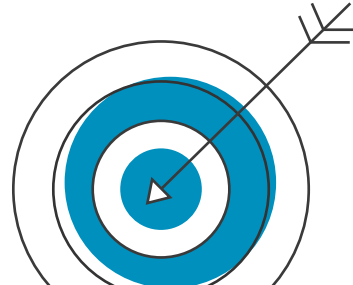
Google saw a **150%** increase in ad conversions last year.

Tip:

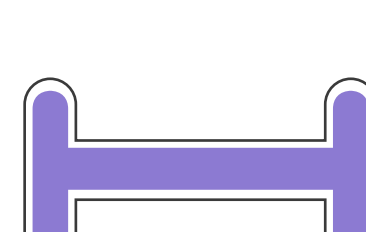
**Find the right ads for your business.**



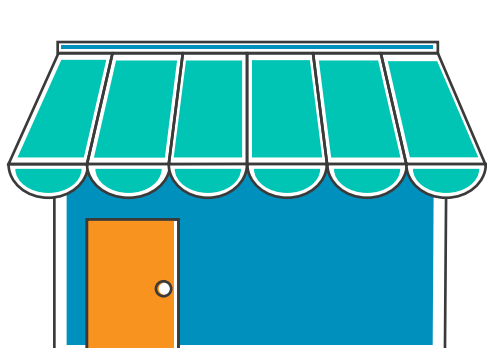
Search ads and responsive search ads are **great** for businesses with a lot of search volume by **helping** you meet demand.



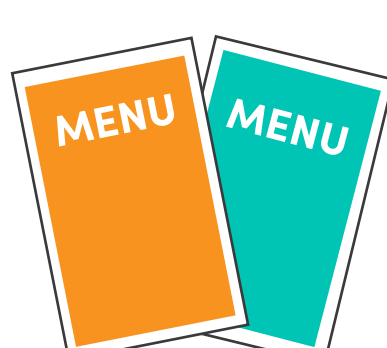
Try **retargeting** if your industry has a longer buying cycle or a high ROI — or to **reach** customers across the entire buying journey.



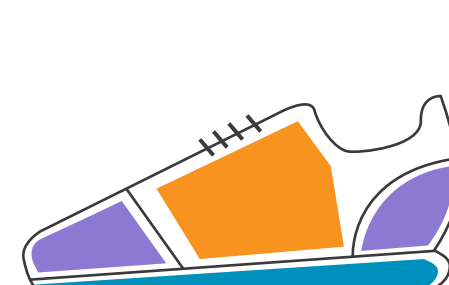
Health, fitness and wellness businesses can see a **fantastic** return with Facebook and Instagram lead generation ads.



B2B or commercial businesses should give **advertising** on LinkedIn a try. It's the best place to reach other businesses.



Service based industries, home services and service-area businesses can try Local Services Ads to **build** consumer trust.



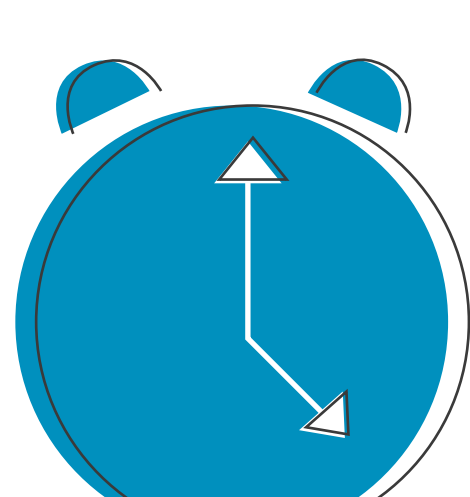
Businesses that want to **drive** foot traffic to their stores can give YouTube ads a try to **improve** in-store sales.

03

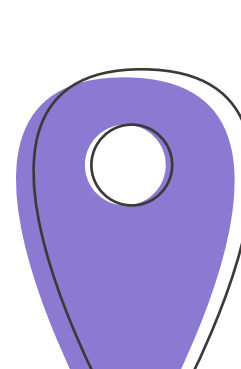
## Intent-based, voice focused targeting is in your future.



**43 million** Americans own a voice-activated smart speaker.



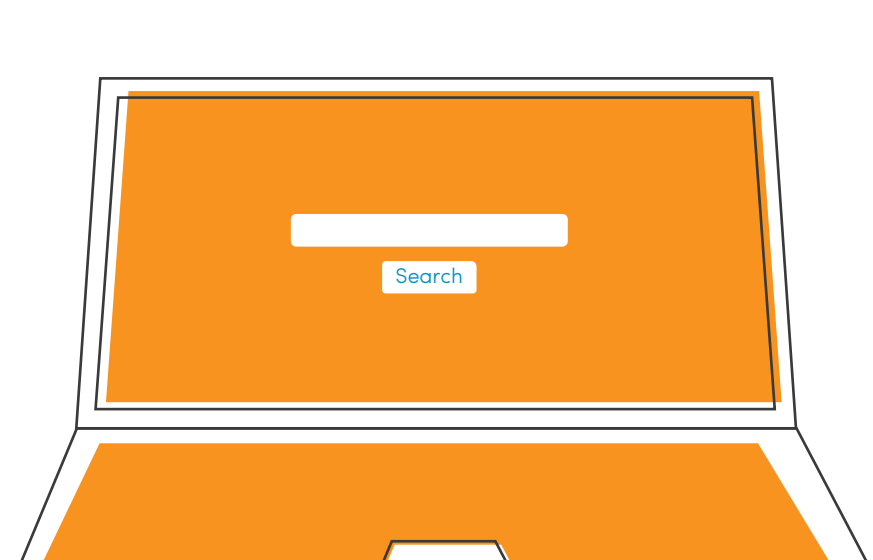
**40%** of adults use voice search on a daily basis.



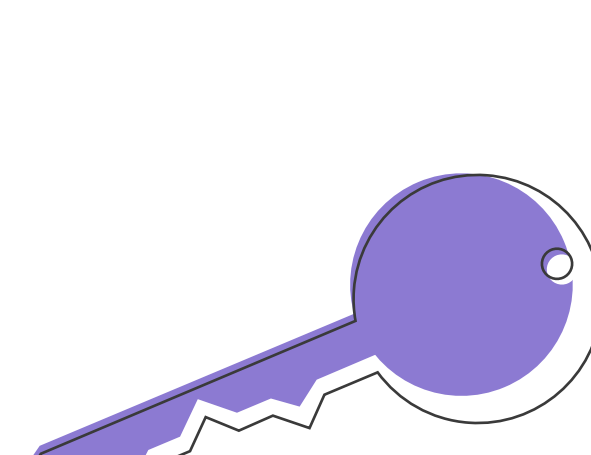
**40%** of voice searches have local intent.

Tip:

**Google is learning to look for intent in voice searches so it can return the most relevant search results.**



If you can see the **terms** people use to search for your business, **focus** on the intent of those searches.



Create content on your website or blog that **focuses** on the **entire** topic rather than just the keywords.

## Are You Ready for the Digital Trends of 2019?

Visit Our Website to Schedule a Demo Today!

REQUEST A DEMO