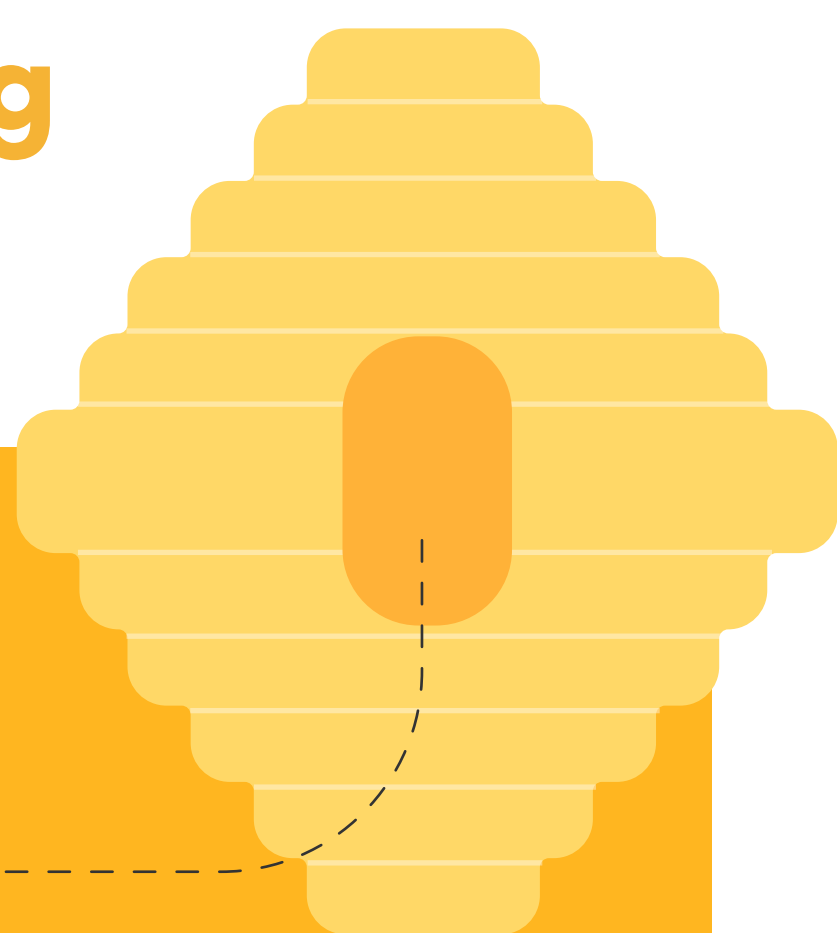


The Top Digital Marketing Buzzwords for 2020

Which digital marketing buzzwords should be on your radar in 2020?

We've gathered eight of them to look out for!



1. Learning Phase

- The Learning Phase is a way for Facebook to test your ads and refine the audience you've selected even further.
- Think of the Learning Phase as an experimental period to better understand which members of your audience will interact with your ads.



2. Community

- When you include your customers by sharing a post they make about your business, they feel like a part of your brand. In turn, this helps build a community.
- Not only does it make your current customers feel involved, but it also allows outside consumers to experience your brand through current customers.
- Remember, just like building your online presence takes time, so does building a social community.



3. Zero-Click Strategies

- A zero-click strategy includes snippets of info that appear for types of searches where a searcher may not even need to click on search results to get what they need.
- Over time, consumers will start to expect the answers they need right away on the search results, especially for mobile and voice searches.



4. Algorithm

- An algorithm is like a formula or set of rules. Google and Facebook are two platforms that utilize algorithms.
- For example, algorithms are used to determine which businesses/websites appear in search results or which posts are relevant to users.



5. Hyperlocal Marketing

- Hyperlocal describes a specific, local area, such as people in your office, a park, a business and so on.
- Here's the difference between local and hyperlocal marketing — San Diego, California, has a local strategy, while a specific village or township within San Diego has a hyperlocal focus



6. Influencer/ Micro-Influencer

- Micro-influencers are people who have a smaller following on social media while still being an expert in what they are promoting.
- Being a micro-influencer allows you to promote within a local community.
- For example, a local fitness trainer could work with a vitamin supplement store to promote certain products and vice versa.



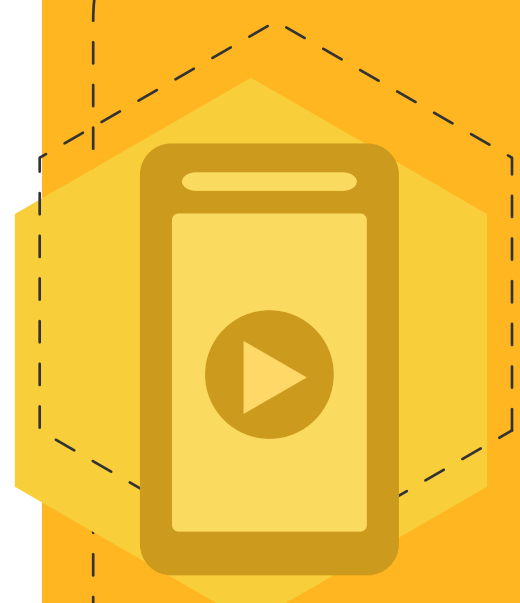
7. California Consumer Privacy Act/Consent

- On January 1, 2020, the California Consumer Privacy Act officially went into effect, which means that consumers in California have the right to:
 1. Know what personal data is being collected by businesses
 2. Decline the sharing or selling of their information by those businesses
- The main objective is to allow consumers to "opt-out" of this data collection and distribution. We expect this new law to ignite changes to the advertising landscape across the U.S.
- Keep in mind that Google already gives privacy options by offering incognito mode for web browsing and Google Maps.



8. Mobile First Creative

- When you think of Mobile First Creative relating to advertising, picture these two things:
 1. Know what personal data is being collected by businesses
 2. Decline the sharing or selling of their information by those businesses
- These videos should be frequent, fast and be able to be understood with the sound turned off.



Bonus Buzzword: Artificial Intelligence (AI)

- AI is the use of a computer or computer program to make intelligent decisions that a human would normally need to make.
- In digital marketing, AI is commonly used in search engines, automated emails, advertisements, voice search and more!

