

CONTENT MARKETING



REPORT FOR 2019

GOOGLE ANALYTICS

Google Analytics is likely so **deeply embedded into marketing operations** that search interest in the term has fallen over time, tracking with the maturity of the content marketing industry at large. Whereas five years ago, SMB marketers may have been new to GA, today, it's common practice to the extent that additional querying isn't as necessary.



KEYWORD TOOL

Popularity of “keyword tool” may tell the same story as Google Analytics. Searchers in this day and age already have their go-to keyword tools in their arsenal, signifying a **maturity of skill sets and digital marketing experience**. This trend is likely to remain stagnant for the foreseeable future.



INFOGRAPHICS

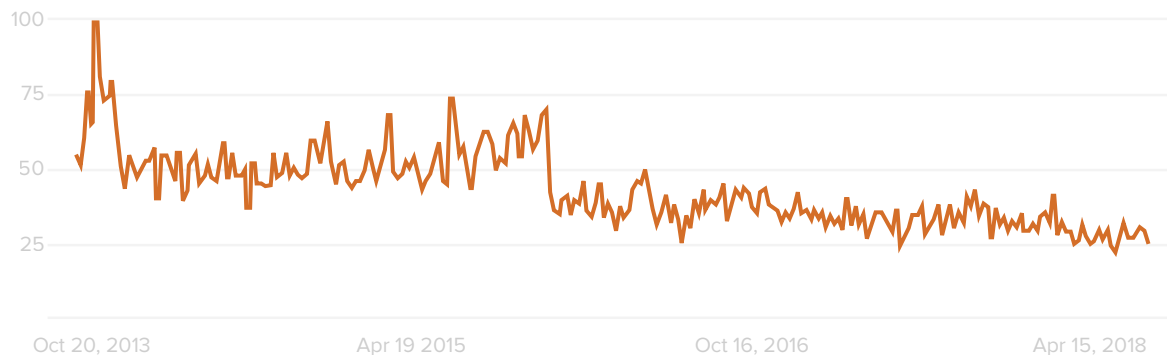
This one is a bit surprising, as we've personally seen a surge of interest in — and sales of — graphics content. What this trendline

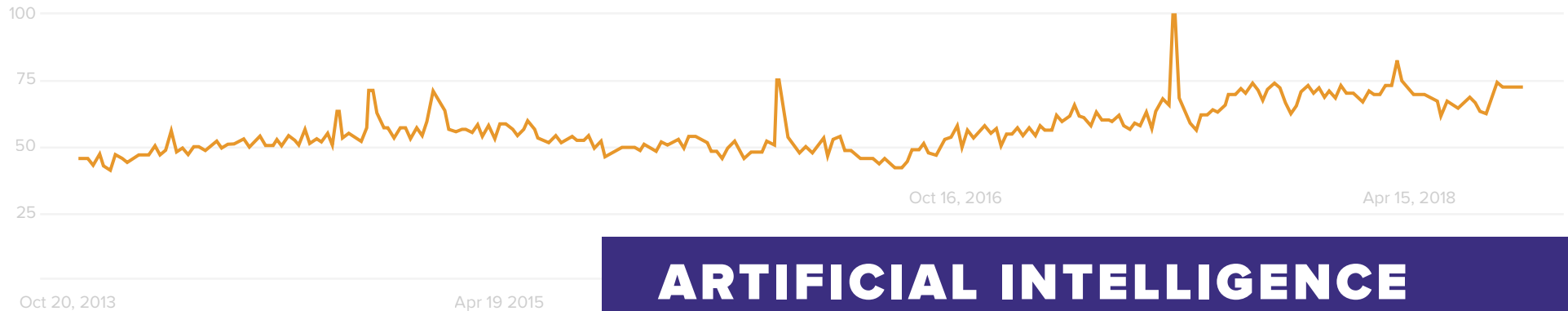


could be declaring is a relative drop in “infographics” queries that might be offset by an uptick in other types of formatted content. And with a flood of free infographics design templates on the web, users may be resorting to free infographics options rather than continuing to search for vendors to do the work for them.

VOICE SEARCH

Marketing experts have dubbed each of the past three years “The Year of Voice Search,” but Google Trends indicates otherwise. Voice search hasn’t matured into a practical content channel just yet. Consumers use their voice assistants but not nearly at the scale that would necessitate dramatic shifts in marketing budgets. **Voice search’s heyday may come soon, just not now.**





ARTIFICIAL INTELLIGENCE

Artificial intelligence, one would think, is likely to remain a mainstay of search interest because it's still a rather new concept to most brands. Much of the early search behavior around AI may have been geared more toward other applications in science and manufacturing as opposed to marketing; however, marketers are experimenting with AI at scale, and will continue to.

REMARKETING

Remarketing empowers brands to stay in consistent contact with users after an initial touchpoint, traditionally via email. By segmenting email lists by persona and running educational or lead-nurture campaigns targeting those personas, you can market and remarket content continually.

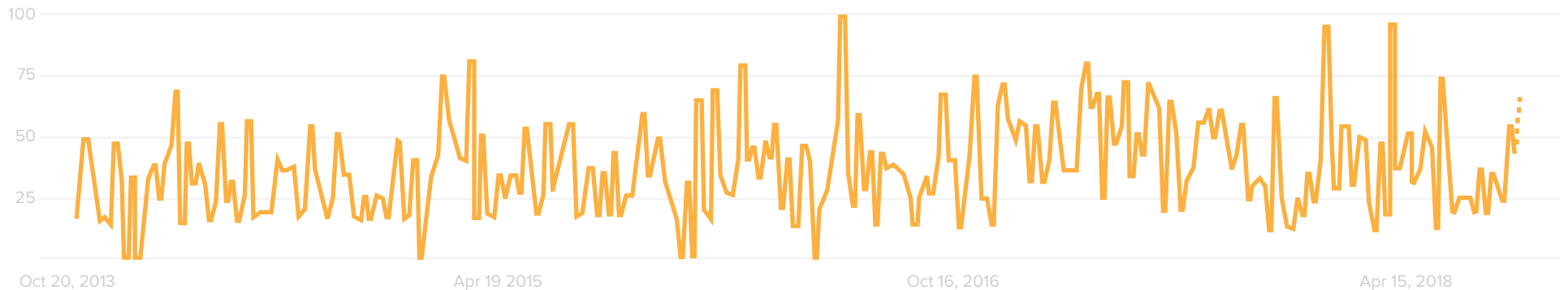
Remarketing campaigns are becoming more refined, on the whole, but there are still **hurdles toward mass adoption**, including brands' dearth of email expertise and poor data-analysis methods. Popularity should remain stable and, likely, tick upward in the years ahead.



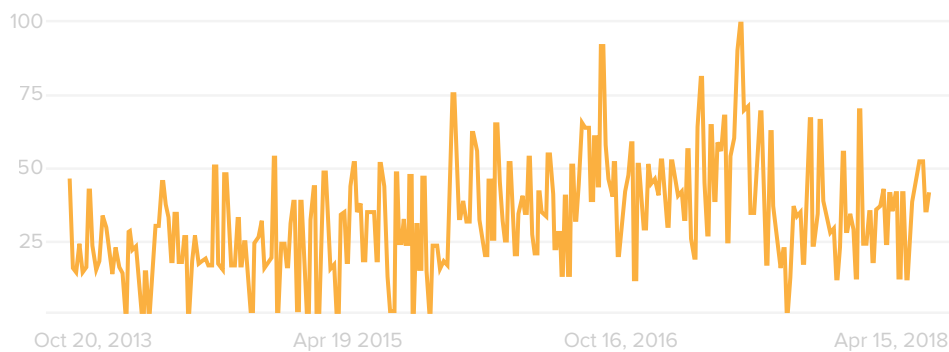
CUSTOMER LIFECYCLE

The lifecycle of a customer hints at past, present and future behaviors as measured by a customer relationship management (CRM) platform. Indicators like retention, loyalty and conversions are gleaned through understanding customer lifecycles, but why so much variability in the term's relative popularity?

This could be due to companies being dissatisfied with their **CRM platforms and opting for new vendors**, thus leading to quick rises in search interest, then rapid falls once one is secured. Conversely, as new CRM tools, plugins and integrations hit the market, additional interest may be generated.



CONTENT MARKETING AGENCY

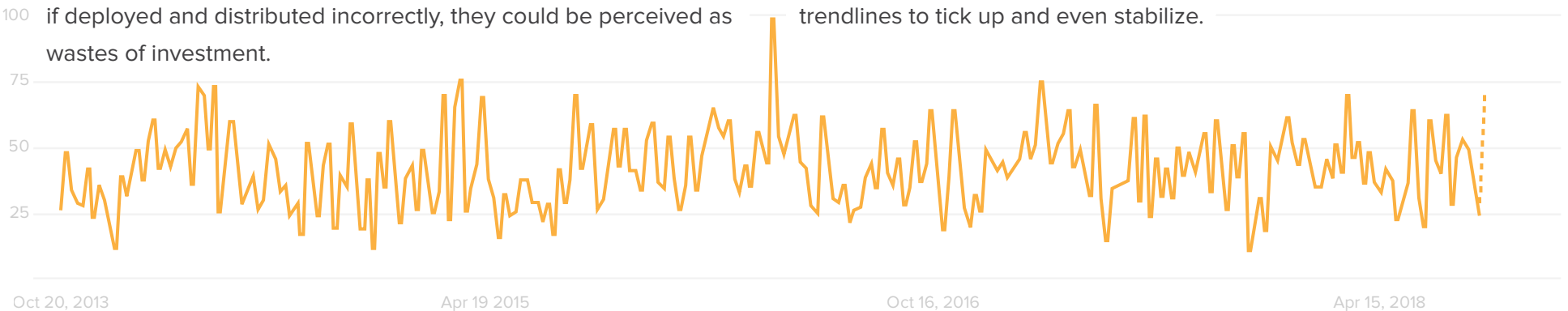


At this point in content marketing's history, most brands have had direct exposure to one or more agencies. Unstable movement in "content marketing agency" popularity, in a way, makes sense. The pace of change — of assets, of algorithms, of platforms, etc. — necessitates **quick pivots of investments and, perhaps, vendors**. It's not uncommon for a brand to contract with five agencies at once and then scale down to just one in a matter of years. Expect similar variation in the future.

VISUAL MARKETING

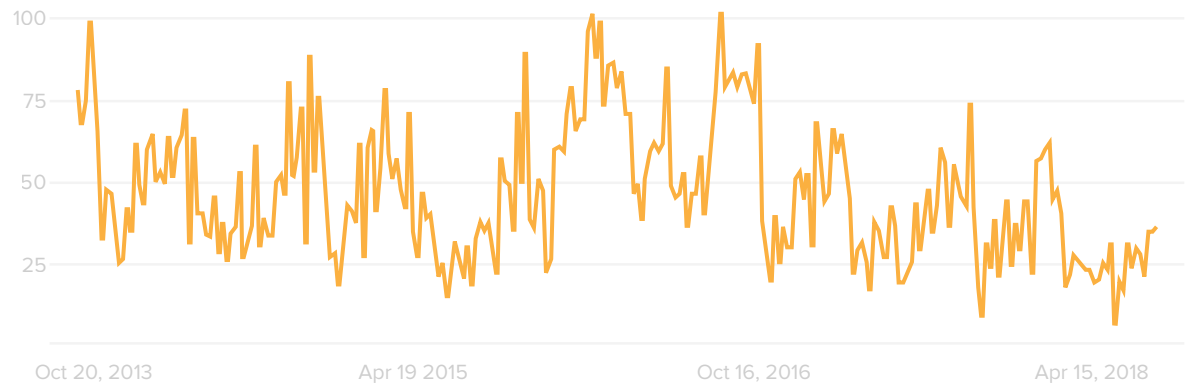
The future of content marketing is **visual and auditory**. The issue, potentially, is that video and graphical assets are more expensive and resource-intensive than more pedestrian content types. And if deployed and distributed incorrectly, they could be perceived as wastes of investment.

On the other hand, consumer-attention and social-media usage trends all point toward the preference of visuals online. As brands better understand how to leverage videos and graphics, expect the above trendlines to tick up and even stabilize.



VIRAL MARKETING

It seems like so long ago that everyone was chasing virality. Platforms like Vine, Facebook and YouTube provided enticing incentives for brands to swing for the fences with their content and advertising ideas. Mass shares, comments and free media was the end goal, but consumers soon grew tired of intentionally gimmicky and contrived “viral” videos. Viral marketing will likely remain an **old hack with diminishing popularity**.





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