



6 DIGITAL MARKETING TRENDS THAT WILL MATTER IN 2018



OMNICHANNEL MARKETING

Omnichannel marketing is the best way to reach your clients, to be effective in 2018 you will need to create a strategy and tactical calendars and map them to your business goals. Continuously measure impact.



DRIVE DIRECT REVENUE AND REDUCE OTA MARKET SHARE

2018 is the year when you can make a significant dent in your margins by increasing the amount of business you drive directly through your website vs. affiliates like OTAs. This will mean adopting new technologies and new ways of targeting your customers.



MOBILE WILL RULE IN 2018



From mobile-first experiences to new technologies designed to provide a more interactive “app-like” experience, mobile will continue to assert its dominance as the new ‘platform of choice’ – and marketers will need to respond in kind.



ALIGN CONTENT MARKETING WITH YOUR CUSTOMER JOURNEY



Content is king. That will remain true in 2018, but marketers will have new ways of developing, exposing and providing content to consumers during 2018.



SEO IS ABOUT USER EXPERIENCE IN 2018



SEO will continue to be a critical part of your 2018 digital marketing strategy, but will now include an even greater focus on user experience, coupled with evolving search technologies and new ways of interacting with consumers.



PAID MEDIA – DRIVEN BY DATA AND PERSONALIZATION



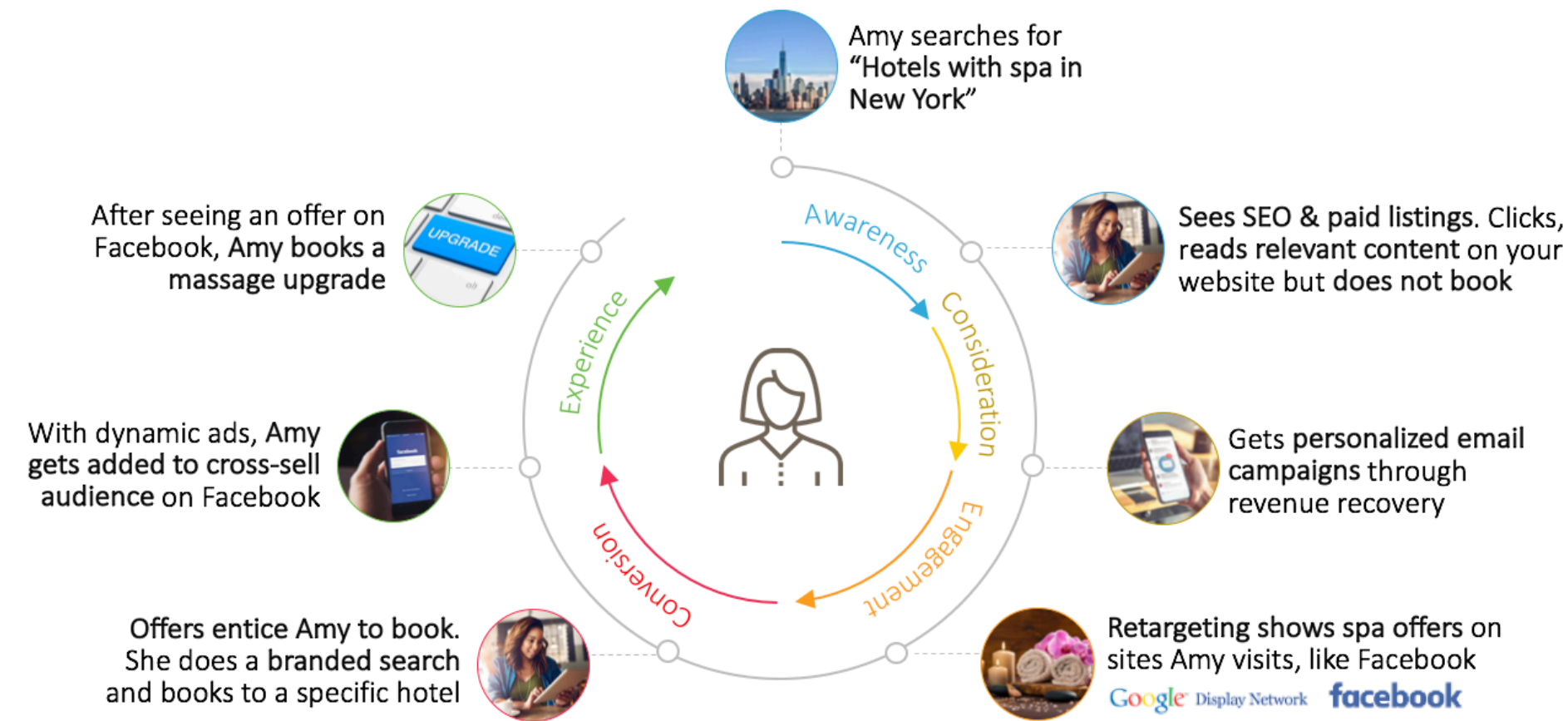
Paid media will play a critical role in 2018, but personalization and segmentation of paid campaigns will be keys to success as paid media becomes increasingly sophisticated across all sizes of organizations.

WHAT MATTERS IN DIGITAL MARKETING IN 2018

As we look to a new year, digital marketers face an increasingly complex customer journey that involves more steps, more devices and a greater reliance on voice-search technology than has been true in the past. To be successful in 2018, digital marketers will need to focus on 6 key areas.

HOW CUSTOMERS WILL BUY ONLINE IN 2018

How customers buy online is changing dramatically – a phenomenon largely driven by mobile. In the example below, as Amy purchases a hotel room, marketers can deliver relevant content to Amy across SEO, Paid Media, Emails, Facebook, Instagram and of course their own website. Whether Amy is looking to book a hotel room, purchase jewelry, hardware or look for banking services, the flow remains the same. The strategies in this eBook cover the latest trends that will drive digital marketing in 2018 and that can be leveraged across the multiple devices and channels.



Evolution of the modern customer journey



**IN 2018 MOBILE WILL CONTINUE
TO TAKE CENTER STAGE**

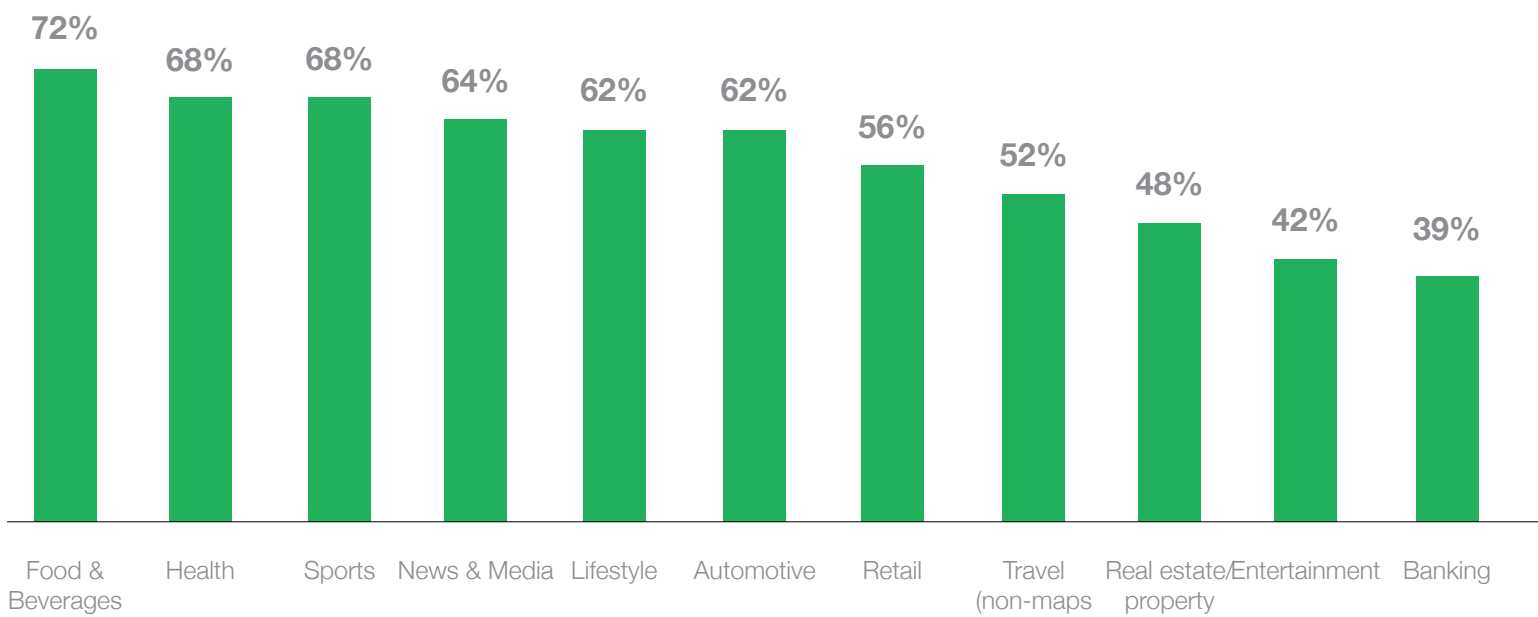
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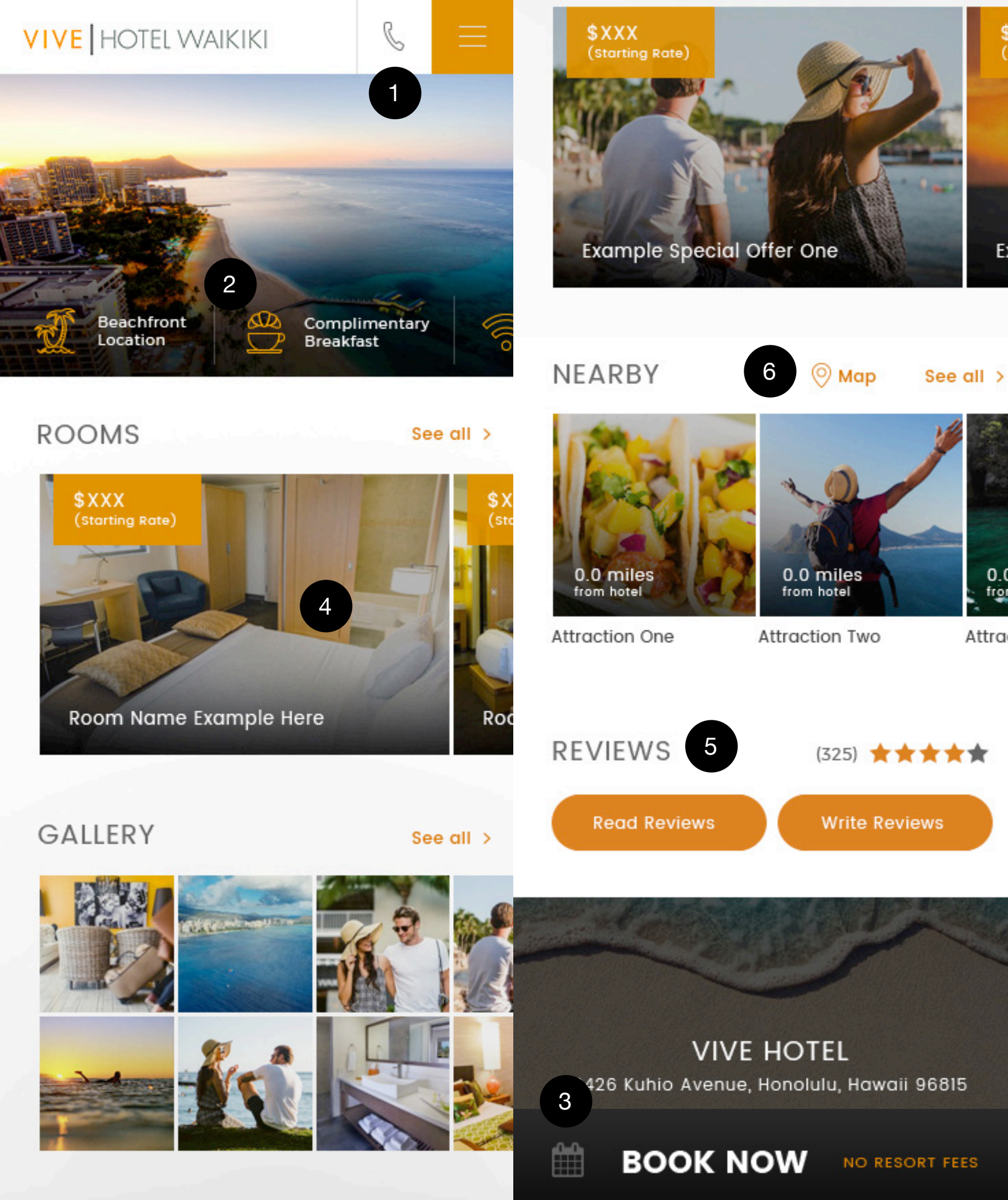
According to Mary Meeker’s 2017 Internet Trends Report, the typical US consumer spends more than 3 hours per day on their mobile devices. 2018 will be the year to maximize share of mobile search and establish robust strategies around mobile. Searches from mobile devices that include the word “best” have grown by 80% in the past two years.

The chart on the right shows the percentage of searches carried out on a mobile device across different industries and shows interesting variance by industry.

For most verticals, mobile share has surpassed 50%. With mobile replacing the desktop as the primary search platform, search engines worry that slower connections will create poor user experiences. Google has already tested mobile-first indexing for many verticals and plans to start rolling it across all industries this year. Mobile first indexing means that sites with outstanding mobile experiences are likely to be ranked higher than those that provide a poor mobile experience.

SHARE OF ONLINE SEARCHES INITIATED ON A MOBILE DEVICE, BY INDUSTRY





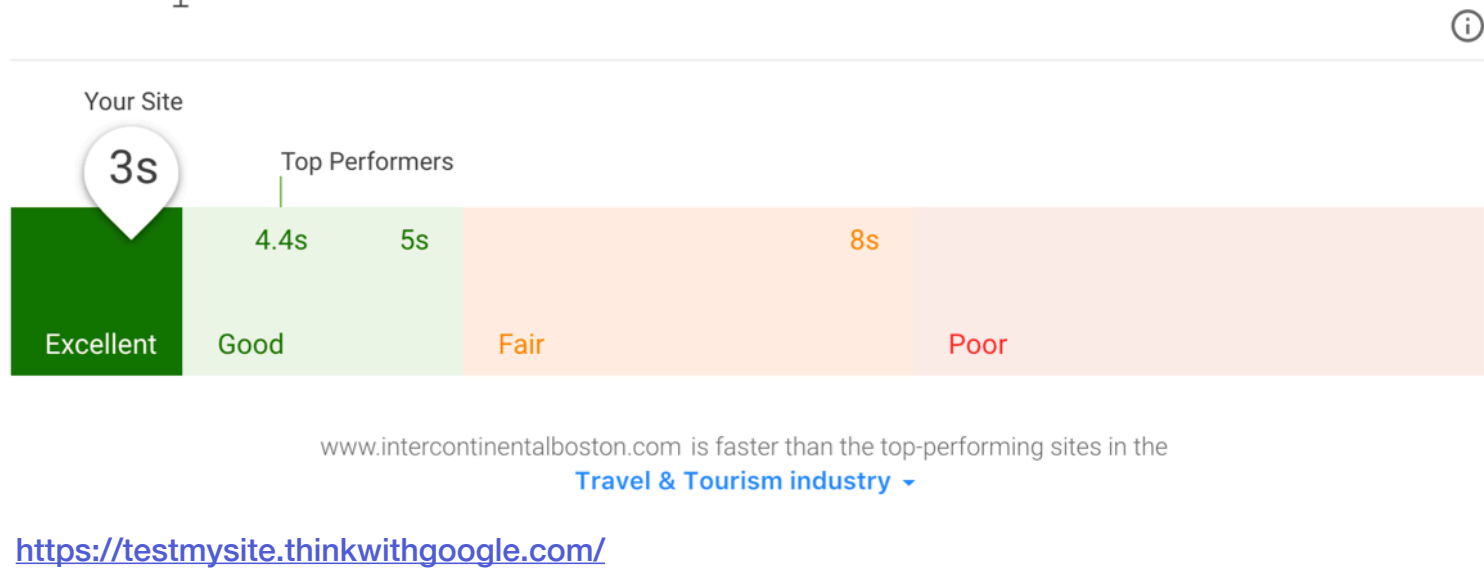
MOBILE-FIRST USER EXPERIENCE

The term “mobile first” has been around nearly as long as the smartphone itself. What does the term mean though? For a long time, “responsive” websites were considered mobile-first designs – and many still cling to that belief. Mobile First, however, is a completely different approach to designing user experiences that will take center-stage in 2018.

The key concept behind mobile first is to design your website for mobile intent, not desktop user intent. Users learned to use mobile devices with apps, that means they want a rich, app-like experience – even more so when they are processing transactions on mobile devices. Make it easy for them with calls to action that are clearly visible - whether these are prices or buying products and services. The site technology can be adaptive or responsive, but the UI (User Interface) must provide a true, “app-like” mobile experience.

1. Click to Call
2. Top Reasons to Stay
3. Prominent Book Now button
4. Rooms with Images and Rates
5. Reviews
6. Maps

Industry comparison



YOUR MOBILE SITE SPEED IS KEY

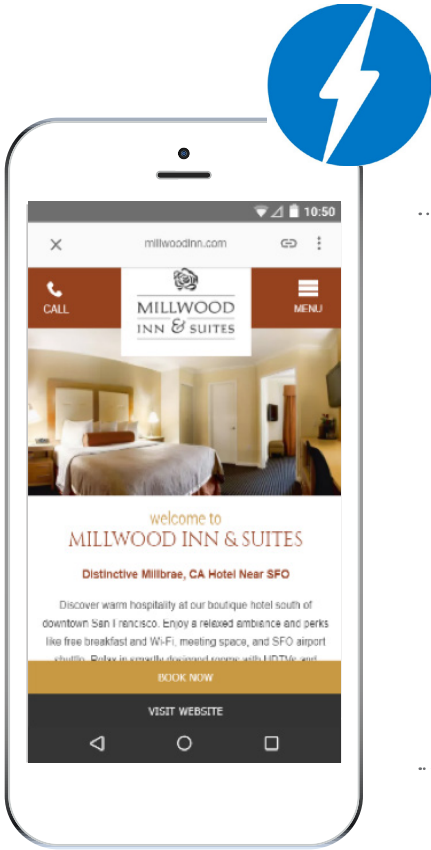
Using a mobile device implies urgency, and if you can’t compete, you’ll lose. According to Google, more than 53% of mobile users will leave a website if the site does not download in 3 seconds. In 2018, it will be even more critical to ensure that your mobile website is FAST or your conversion will suffer significantly.

OPTIMIZE YOUR MOBILE SITE FOR USER EXPERIENCE

Providing an optimized mobile site experience means following best practices for Mobile SEO – from proper tags to content and keywords, and ensuring your site is designed for an amazing user experience. Make sure your mobile site does not block valuable, crawlable resources like images, CSS files and content.

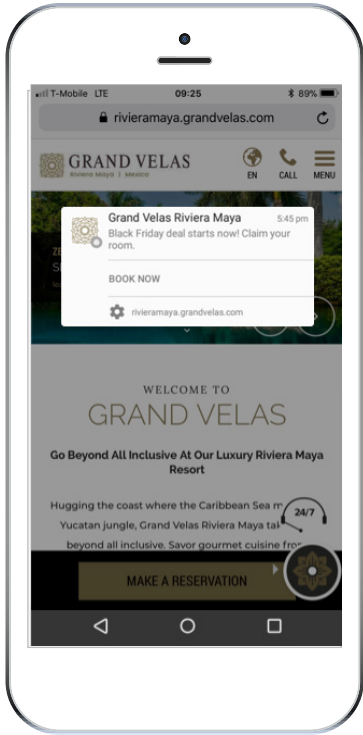
PROMOTE YOUR MOBILE SITE - MOBILE ONLY PAID CAMPAIGNS

With the increased mobile usage, mobile-only campaigns will be a great means of acquiring new customers and for converting loyal existing clients. Allocate budget for mobile only campaigns, leverage responsive ads and optimize your ads by device type. It is critical to ensure that your optimization strategy is tailored to the mobile device and does not just follow exactly what you are doing on desktop and tablet.



AMP SITES BECOME CRITICAL

Deploy AMP pages to give users lightning fast load times and to secure top of the funnel traffic - people who are just “browsing” and looking during the awareness stage. AMP (Accelerated Mobile Pages) will also become increasingly more popular because of mobile first indexing.



PWA /PUSH NOTIFICATION FOR BETTER ENGAGEMENT

Progressive web apps (PWA) will be a key addition to your mobile arsenal in 2018. PWA allows you to re-engage with customers through push notifications. As you think about your omnichannel strategy to market any event or special, leverage the power of push notifications on your PWA-enabled website to re-engage visitors.



LOCATION-BASED CONTENT

According to the report published on consumer trends, smart phone users are significantly more likely to purchase from a business which has mobile sites with content that is customized to their location.

Mobile searches are (by definition) based on context, and that includes location. This gives businesses a huge opportunity to market locally. For instance, 50% of local mobile searches lead to store visits, so having accurate information on location and hours of operation are critical. People on the go need fast answers, and optimizing your site for local nearby searches on mobile generates relevance and increased chances of discovery.


A mobile-first strategy considers the rise of voice searches by facilitating a search experience through personalized answers. Well-crafted mobile strategy is must have for 2018 and will really help business gain significant share.



ALIGN CONTENT MARKETING WITH YOUR CUSTOMER JOURNEY

02

Show reviews that mention



Search reviews

All Reviews

santa rosa

wine country

yogurt

breakfast room

bodega bay

nice hotel

sonoma county

housekeeping staff

flat screen

northern california

room was large

short drive

TRIPADVISOR REVIEW CLOUD - REVIEWS
CATEGORIZATION BASED ON USER SENTIMENT
[\(C\) TRIPADVISOR](#)

In 2017, digital marketing saw a shift in content strategy toward a more personalized and intent-based approach to user experience. For an online business to win market share in 2018, each phase of the customer journey will require a well-planned and integrated content strategy – from consumer planning and “discovery” stages to booking and post-purchase. Your business goals, strategies, social channels, and all digital assets should be aligned with a content strategy built around search trends and engaging customers in meaningful, personal, and dynamic ways:

ALIGN CONTENT WITH USER SENTIMENT

Leverage customer sentiment about your business and your competitors to create engaging, user-focused content. Monitor review sites like TripAdvisor to identify the online conversation and see what customers love about you, their concerns, and what they like about your competition.

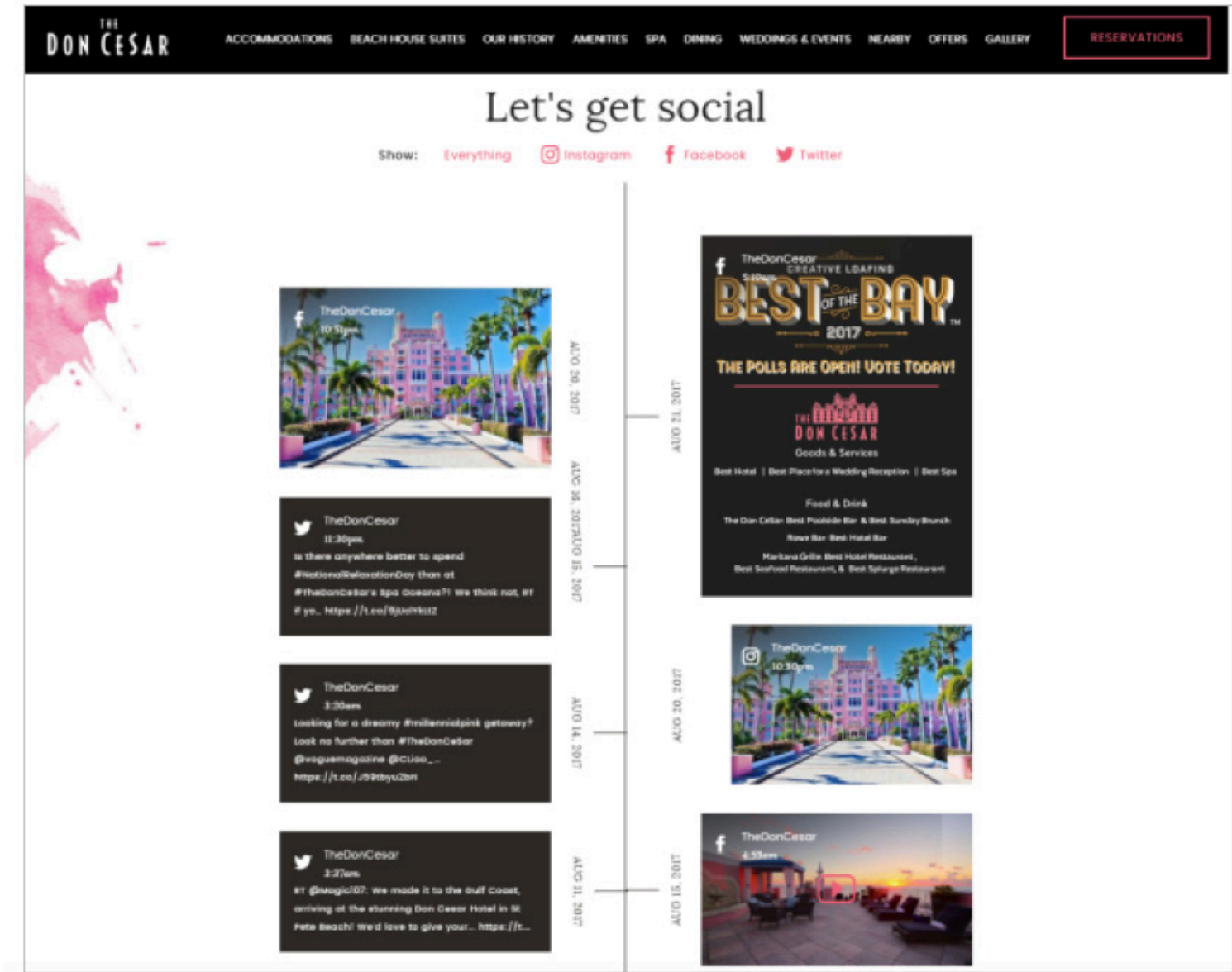
Leverage this sentiment data in your content strategies through personalized content based on online chatter, what customers are emotionally invested in, and by providing solutions to questions you gleaned from your online reviews. Review sites like TripAdvisor often bucket reviews based on user sentiments. This can be an easy way to start building /enhancing your content strategy.

ALIGN DIGITAL ASSETS WITH CONTENT

Create digital assets that fit the needs of customers. FAQs, event calendars, destination guides, blogs and videos help create informational content and help in improving ranking, engagement, and boost the relevancy of your website.

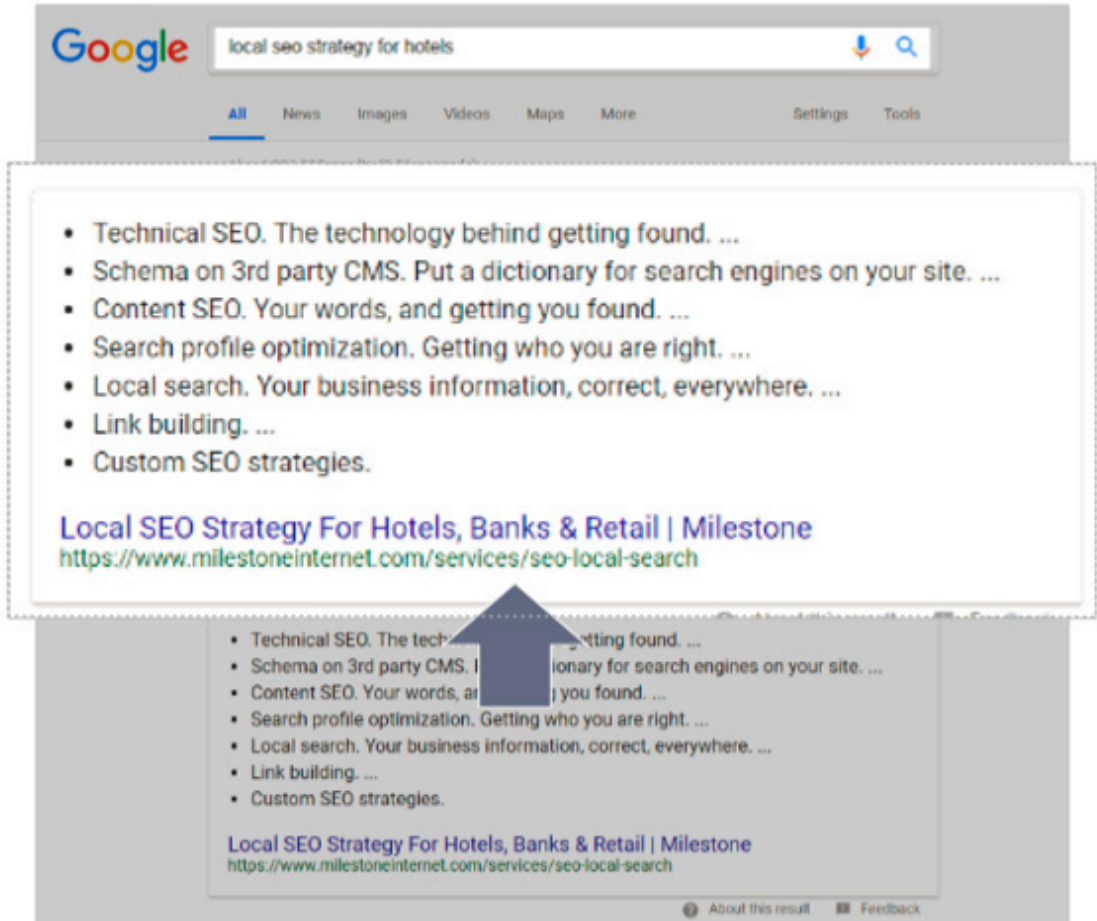
BUILD CONVERSATIONAL CONTENT TO GET TO “POSITION 0”

With the continued rise of voice search and with mobile-first indexing in place, Google will increasingly rely on artificial intelligence and machine learning to pull information from websites right into the SERPs in the form of featured answers. Search engines now prioritize content based on a searcher’s intent rather than a string of keywords. So, optimizing your sites for semantic search means creating content based on the intent of the user’s query.



FEATURED SNIPPET WILL BE ALL ABOUT CREATING USER CENTRIC CONTENT

Since 70% of all queries are informational, we know that customers are searching for useful, personalized, and immediate information. Therefore, you must tailor your content to fit this user mindset and behavior, and provide answers to questions your customers tend to ask. Informational and topical content leads to featured snippets and provides the best SERP results for what, why, and how queries. Ensure that your content has relevant schemas to allow search engines to understand the context of the content on the page and leverage it as the best answer for user queries.



ADD DYNAMIC, SHORT LIVED, CROWDSOURCED CONTENT TO YOUR CONTENT STRATEGY

Social media is no longer a text business. With around 3.2 billion photos being shared every single day on platforms like Facebook, Instagram and Snapchat, the new medium is visual and engaging content.

In 2018, live and dynamic content will be key - especially on social channels. Engagement is higher on social feeds and lounges, video, Instagram stories, and Snap Chats. A growing number of brands and businesses are using social media to tell a more authentic story and to connect with Millennial consumers on a more personal level to build trust. A study by Yopto found that 77% of people are more convinced by user-generated photos of a product rather than professional photos.

Crowdsource your own content by asking loyal customers for pictures of them using your product. The key is to let your customers do the posting. People love the attention, and you save on professional photography, so it's a win-win for all.

PERSONALIZE AND LOCALIZE YOUR CONTENT STRATEGY

Location-based personalization and customization of content will continue as a must-have strategy in 2018 to ensure your message is highly relevant to your audience. Use well-defined customer re-engagement strategies like the use of CRM data or location targeting to personalize the website experience will be key. In 2018 it will also be important to leverage new techniques for personalized content delivery, like notifications, by converting your website to Progressive Web App (PWA) technology.

DATA-DRIVEN CONTENT MARKETING

Now that you have created a user-centric content strategy based on intent, informational and voice search, and personalization, It is critical to clearly define performance KPIs and measure impact. There are several KPIs to help measure the effectiveness of content marketing, including traffic from new versus returning visitors, click-through, reach and views, time spent on site and bounce rate. Outline and define your site goals and KPIs for performance, engagement and measure the impact of your content marketing.

Digital content should be about quality, not quantity. In 2018, plan out your content calendar based on your target audience, business goals, and the latest trends in user search behavior. Personalized content, rich information makes your content more authentic and compelling, as well as provide the search engines with meaningful and relevant content for higher positioning.



Time on site



Bounce rate



Branded Keyword
Performance



Non-branded
Keyword
Performance



CTR

Establish KPIs to measure performance of your content strategy



SEO IS ABOUT USER EXPERIENCE IN 2018

03

As we enter 2018, SEO will continue to be a critical part of your digital marketing strategy.

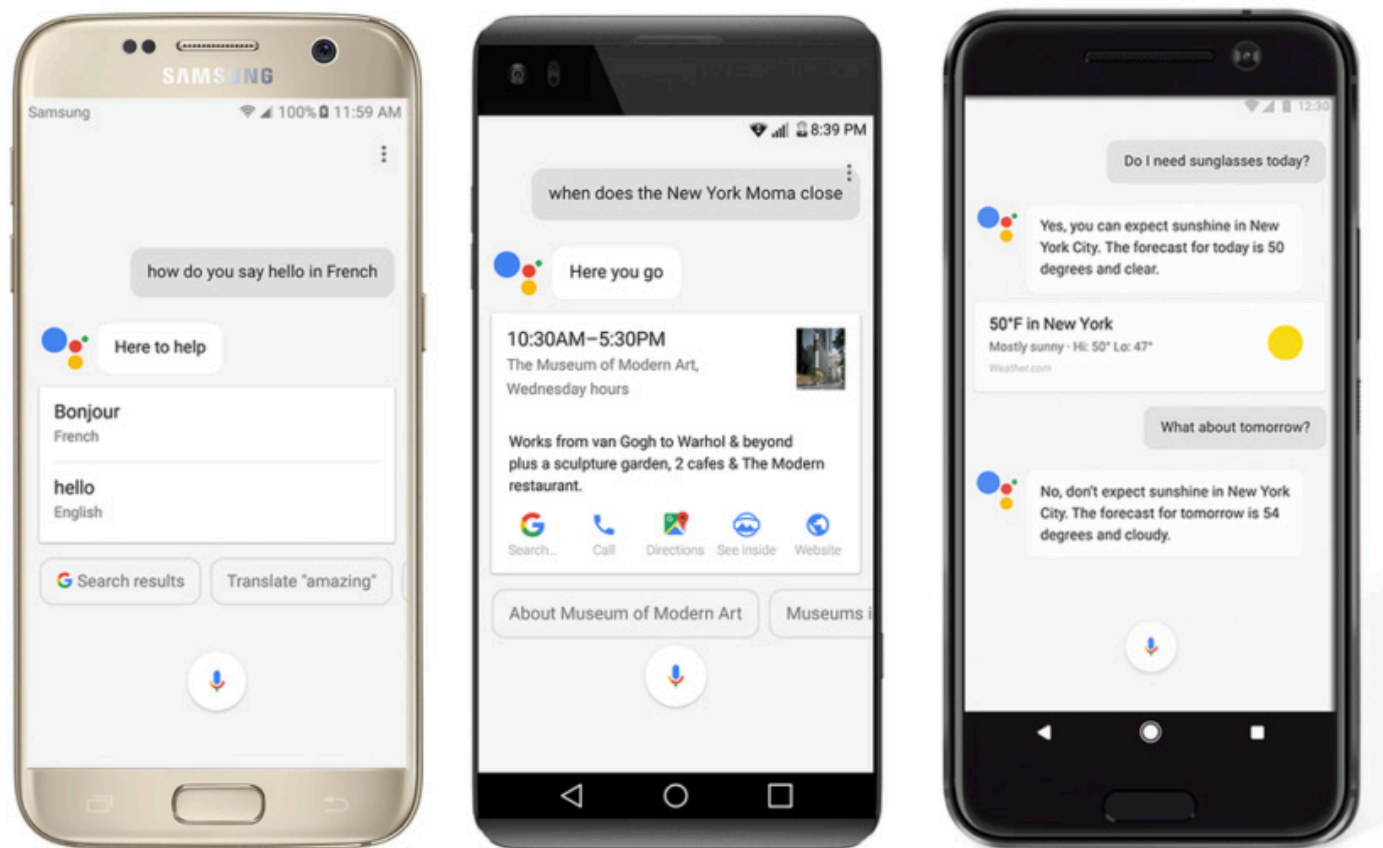
USER EXPERIENCE BECOMES EVEN MORE IMPORTANT

The goal of any business is to solve consumer problems. The key to staying ahead is to understand browsing and search behavior, and to design based on consumer needs. Sites must be easy to navigate and offer value. Search engines will continue to study how visitors interact and engage with their website, rewarding pages with more traffic, lower bounce rates and higher engagement.

In 2018, user experience will be key for your site design and development initiatives. Site speed, readability, and site architecture will be critical to ensuring smooth user experiences and navigation. Having a good user experience for your website ultimately improves user satisfaction and ROI.

To achieve the best user experience, focus on six key elements:

- Page speed & performance
- Information architecture
- Multi-device support, free of errors or broken links
- Visual hierarchy that directs user to perform desired action
- Information satisfaction and grammatical correctness
- Proper Schema tags to ensure site content can be part of latest search algorithm



Voice search will have a breakout year in 2018

ADA MOVES BEYOND YOUR PHYSICAL PROPERTY

Related to user experience, having an ADA conforming website will be paramount in 2018. Regardless of your industry, providing equal access to consumers with disabilities is no longer a “nice to have” – and that’s not just true about your physical locations, but also about your website. ADA conformity for 2018 is suddenly a must-have, not just to avoid legal issues, but also to provide true access to the 20% of Americans who have some form of disability. As you think about your 2018 website plans, put ADA on the checklist of items that are “must haves” and ensure that the CMS you deploy will provide some forms of checks to warn you about non-ADA conforming content that your team may be about to publish to your site.

VOICE SEARCH AND POSITION ZERO

Voice recognition is not new, but 2018 should be a breakout year for the technology with greater accuracy and greater language support.

In fact, Google has modified its voice search technology to include five new languages. ComScore expects voice to make up 50% of all searches by 2020.

According to the latest stats, one in five mobile search queries come from voice search. Google's rater's guide provides clear guidelines on voice search that are focused on four critical elements - length of the content, user satisfaction, grammatical correctness and elocution.

When consumers "ask" questions, systems like Google will leverage their vast repository of website data to arrive at answers for consumers. Google's algorithms are designed to identify the "best" answer for any given question and return it in what is known as "position 0." 70% of returned voice searches utilize information from Position 0.

Speakable schemas are now also available and will allow search engines to identify content that is "speech-friendly." This means that having a schema-rich website will allow early adopters to take full advantage of the "headless" interface created by the mix of mobile devices and voice-based question and answer systems.

To do well in Voice search and secure zero positioning, you must adapt your content – that means having relevant Schema mark ups around content that is most likely to be valuable to a mobile user.

CONTENT MARKETING AND LINK BUILDING

While producing engaging content is essential, aligning this content with a well-planned promotion strategy will be critical in 2018. Your link-building and content marketing strategies need to be aligned. The importance of quality citation and trusted links will continue to be strong.

Once you have strong content created, deploy a strategy to build robust citation and links through relationships with vendors or local businesses in your area, sponsorships for charity events, or even getting brand mentions from the top influencers in the vertical.

Create an annual content calendar and identify all major events, conferences etc. in the local area. Work with either your agency or your in-house marketing team to design outreach campaigns with businesses, bloggers, or influencers on your chosen topics. Build relationships, write content about topics or events that are worth sharing on other blogs, social channels or for sharing with news websites to get a link back to the website.

Once the link is placed, ensure that it doesn't break or get removed after a few days or months. Perform ongoing audits of those links and the traffic they are generating for the website.

Your content promotion and link building strategy can also include:

- Blogger outreach
- Articles and press release distribution
- Email marketing
- Paid campaigns for a similar audience
- Influencer marketing
- Reengaging your customers through PWA push notifications

NEW OPPORTUNITIES TO ENHANCE LOCAL SEARCH

Your customer wants to connect with the business through a single click. Ensure all the amenities, services about your business is updated on most critical search engine, directories, and Google knowledge panel.

In 2017, Google introduced numerous changes, increasingly focusing on business amenities, giving users the ability to ask direct questions to a business, allowing businesses to share the latest news and offers and items like menu links for restaurants right on knowledge panel. We have seen significant impact on ranking and CTR if Google knowledge panel information is enriched and offers fresh and relevant offers.

Hotel Nikko San Francisco
4.4 ★★★★★ 1,087 Google reviews
4-star hotel

[Website](#) [Directions](#)

[BOOK A ROOM](#)

Address: 222 Mason St, San Francisco, CA 94102
Phone: (415) 394-1111

[Check availability](#)

Check in Check out

| | | |
|--|--------------|-------------------|
| Hotels.com Genuine Guest Reviews · 24/7 Customer Service | \$157 | ➤ |
| Booking.com | \$185 | ➤ |
| Preferred Hotels & Resorts Official site | \$161 | ➤ |
| TripAdvisor.com | \$157 | ➤ |

[View more rates](#)

Hotel details
Surrounded by bars and restaurants, this modern Japanese hotel is a 5-minute walk from Union Square, 2 miles from Fisherman's Wharf and a 3-minute walk from Powell Street BART station. ... [MORE](#)

Amenities:
Paid parking, Laundry service, Restaurant, Hot tub, Bar

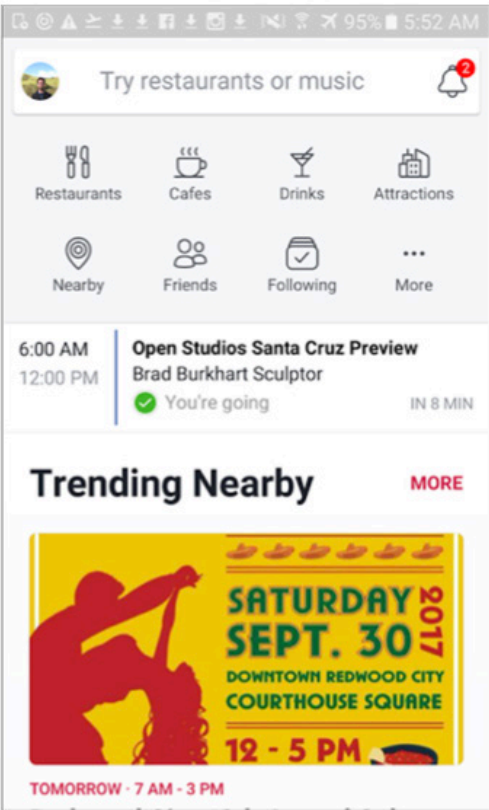
2018 gives you a great opportunity to increase engagement on Knowledge panel through FAQs, posts etc. 50% of local mobile searches lead to store visits, so having accurate information about your business – including hour of operation and holiday hours - are critical. Ensure you are answering common consumer questions like parking, services, menus, recipes, amenities, hours of operations, holiday hours and more. Leverage API connections to ensure items like these are updated across all search and location-discovery engines in near-real time.

BOOST YOUR VISUAL CONTENT

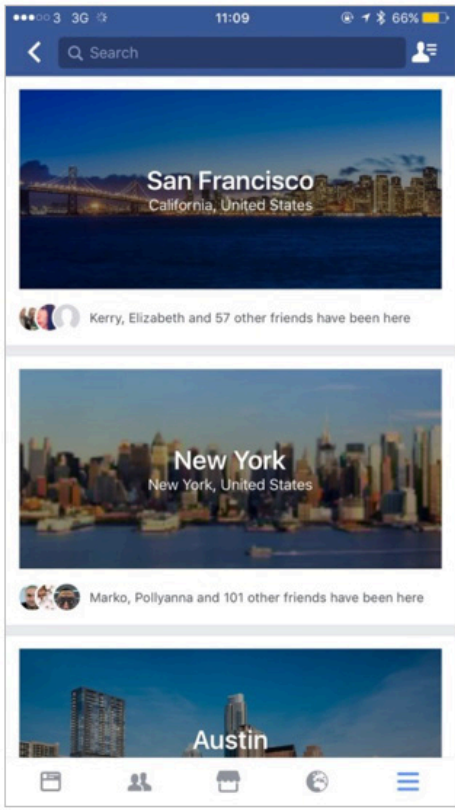
Consumers are increasingly looking for images and videos. Consumers are increasingly using short videos and channels like Pinterest to consume content. In 2017, Google launched Google Lens – allowing consumers to search or communicate with local businesses by simply looking at a physical image of the business itself. Pinterest also released a similar update for their platform, giving users the ability to search for products through image search. The opportunity is there for businesses in 2018 to leverage short (60s or less) videos featuring guest experiences, unique selling propositions, consumer sentiment and local destination information. For maximum coverage, optimize and tag your images with relevant schemas and follows best practice for image optimization.



Your information lives everywhere, make sure it's up to date



CITY GUIDE



LOCAL GUIDE

USE SOCIAL CHANNEL TO IMPROVE YOUR LOCAL RELEVANCY

All businesses, regardless of size, should ensure that Facebook and other social channels are a critical part of their local SEO strategy. Social is no longer just about connecting with your friends and family.

In 2017, social channels such as Facebook made great strides towards improving user engagement related to local business queries. Some of the biggest changes include new initiatives like mini profile pics that appear below a business listing whenever a user “tags” or “checks into” that business. Facebook also launched Facebook messenger where consumers can directly message a business right from Facebook page. This change directly impacts conversion from Facebook by increasing user trust. Other updates included Facebook guides & the launch of a new Facebook local app to help travelers looking for top things to and local establishments.

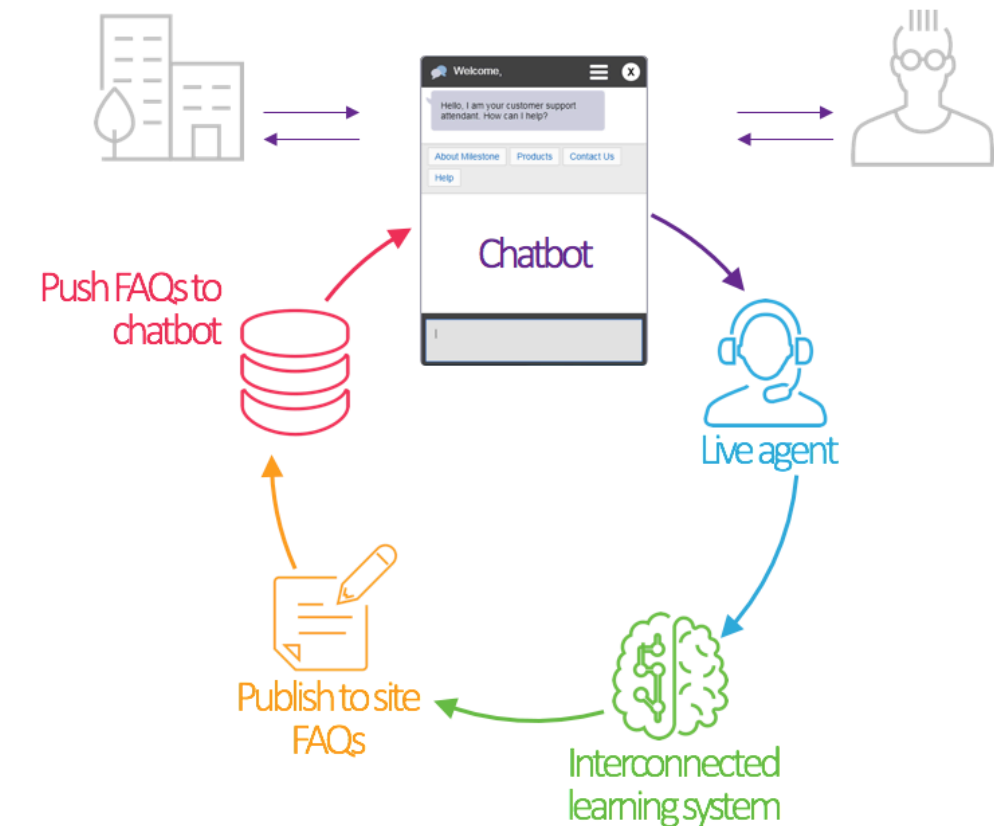
Aim to have a strong presence and integrated strategy on core social channels like Facebook, Twitter, Instagram, Pinterest to engage your customers.

LEVERAGE AUTOMATION, AI, & MACHINE LEARNING TO HELP CONSUMERS

People want to communicate anytime, anywhere, and want relevant and useful answers, quickly. Facebook Messenger campaigns have seen 88% open rates, and a 56% CTR. In 2018, inbound marketing will expand to handle messaging from multiple channels seamlessly including internal and external messaging (from Messenger, WhatsApp, iMessage, etc.), website chat, and social channels like Twitter, Facebook, LinkedIn, and Instagram.

When building a conversational engine or chat bot, start with the most popular or frequently asked questions, or conversational topics that customers regularly ask. Follow the 80/20 rule: cover at least 80% of conversations by providing answers to the top 20% of questions asked. Create a system that can seamlessly engage live agents when the conversational bot cannot answer. Leverage the human interactions to capture these “non-supported” questions and train the engine by feeding answers to questions that were not answered automatically.

Chat bots can facilitate message-based marketing campaigns and become an essential solution for businesses wishing to serve their customers in a smarter and more cost-effective way.



INBOUND MARKETING – CHAT BOTS, LIVE AGENT, FAQs

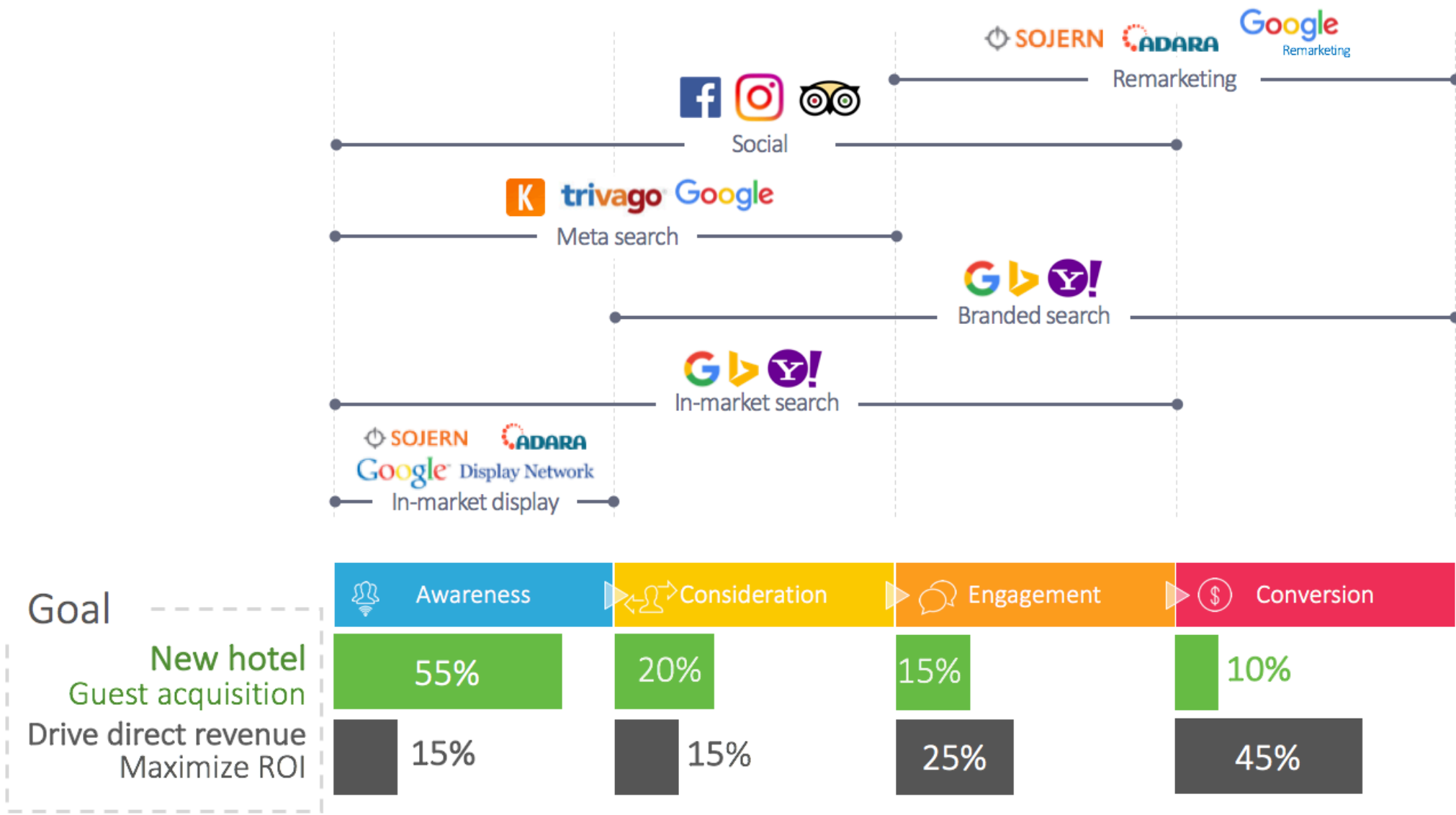


PAID MEDIA – DRIVEN BY DATA AND PERSONALIZATION

04

OMNICHANNEL CUSTOMER CENTRIC PAID DIGITAL MARKETING STRATEGIES

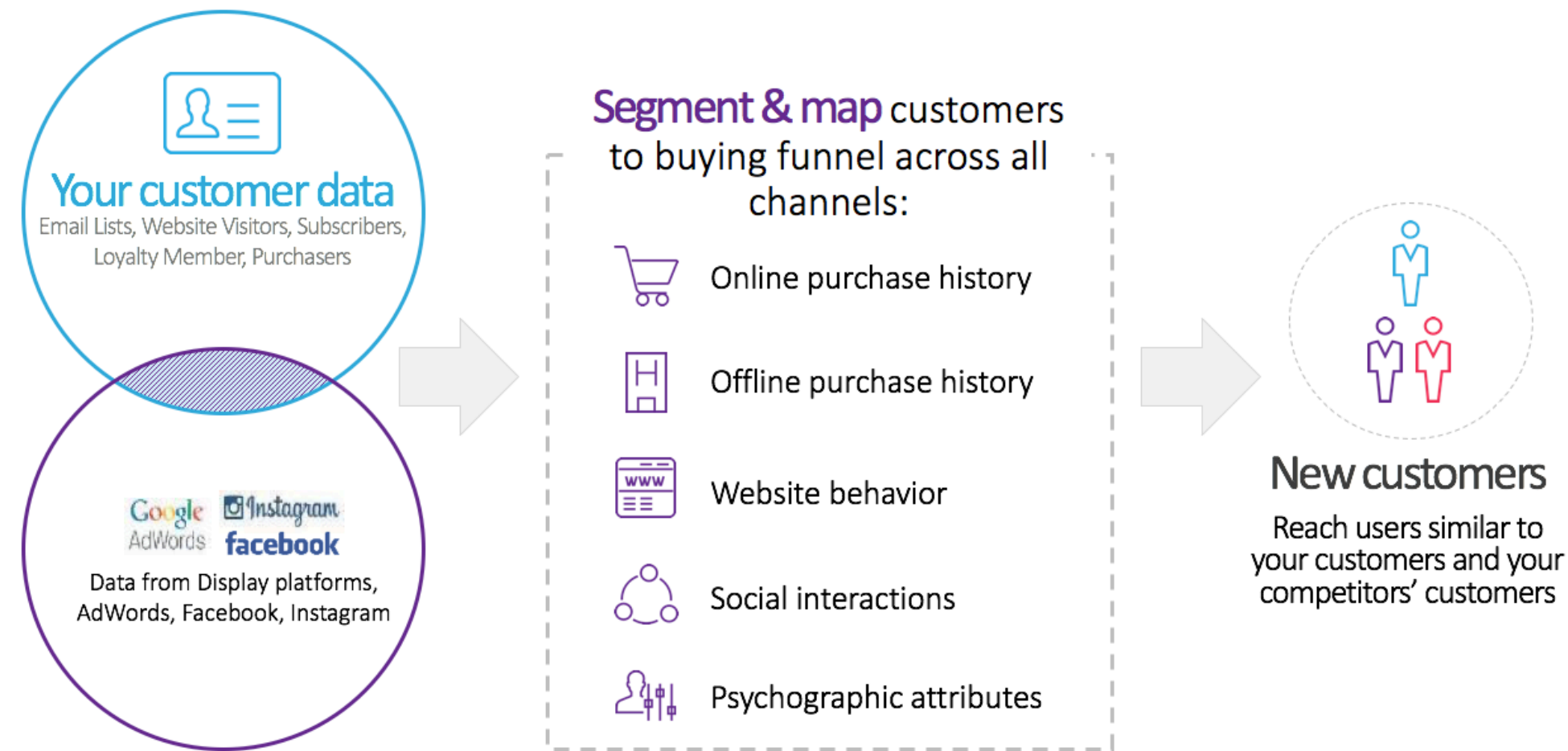
Any successful paid media campaigns starts with your business goals. Depending on your business need, you will then map your digital media strategy, leveraging customer data to grow loyalty and business, using audience targeting and applying personalization strategies, continuous testing and fine-tuning based on results and performance of your campaigns.



Map your omnichannel strategy to your business goals

SEGMENT YOUR AUDIENCE
BASED ON DATA AND CUSTOMER
BEHAVIOR

With your paid media campaigns and channels aligned with your business goals, the next step is to leverage the wealth of data and intelligence available – both from your own CRM data as well as from available advertising platforms – to create campaigns that are highly targeted based on customer behaviors and target demographics.



TARGET SIMILAR AUDIENCES

Leverage your knowledge of your customer base to create targeted campaigns that focus on “like” consumers and provide offers to drive a booking to your website.

As a business, you need to ensure that all your marketing efforts and strategies are aligned with business goals and objectives. The same goes with Paid Media strategies - they should be part of a holistic Omni-Channel marketing strategy and align with your business goals and objectives. Your digital media strategy should consist of a well-thought out plan to gain efficiencies in several areas:

TREAT NEW CUSTOMERS AND BRAND LOYALISTS DIFFERENTLY

If your primary goal is to gain and retain significant share of customers who are loyal to your brand, then your marketing strategies and tactics will be slightly different than if you are focused on just acquiring new customers.

PRIORITIZE BRAND-LOYALTY

Like any business, before focusing on new customers, it is critical to create an action plan focused on retaining brand-loyal customers. In 2018 you will need to own 100% of share of impressions for your branded terms, as close to a 100% rank share by allocating and maximizing budget for branded campaigns through consistent omnichannel personalized campaigns across devices. Deploy your marketing channel strategy based on CRM data, retargeting customers who have visited your site and might not converted etc.

GAIN NEW VISITORS

Once you have gained a significant share of current customers, you can deploy strategies like in-market campaign, business-focused and destination-specific “things to do” and FAQ campaigns across multiple online channels to attract new visitors.



**DRIVE DIRECT REVENUE AND
REDUCE OTA MARKET SHARE**

05

DRIVE DIRECT BUSINESS


Getting your bookings through 3rd party sites like OTAs can be a costly proposition – often as much as 40% to 50% of your business. While you will likely never fully eliminate OTAs from your revenue stream, there are many strategies that you can implement to maximize your direct booking revenue streams:

Win the rate comparison battle (Price Parity Widget)

Consumers love a bargain – make it easy for them to decide in your favor by investing in a price-comparison widget that highlights not just your price, but also your value against OTAs (like free WiFi or other direct rewards).

RETARGET YOUR WEBSITE VISITORS

According to a 2017 travel Website behavior study by Fuel and Flip.to, the average consumer visits 4.4 hotel websites prior to booking. Take advantage of that visit with retargeting campaigns that keep your hotel brand “top of mind.” Use retargeting campaigns to provide booking incentives directly from your site.




WE PROMISE
THE BEST RATES ONLINE

From
\$123
Hotel Price


From
\$127
Orbitz.com

BOOK DIRECT


BOOK DIRECT BENEFITS



Always Stay
Connected



Earn More
Rewards



1 PM
Checkout

Deploy a price comparison widget

blog.milestoneinternet.com | twitter.com/milestonemktg | www.milestoneinternet.com | sales@milestoneinternet.com

Milestone

We put you in front
of your customer

LEVERAGE REVENUE RECOVERY STRATEGIES AND SHOPPING CART ABANDONMENT

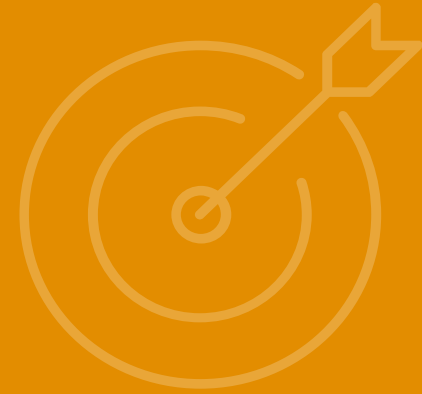
According to a 2017 study by SalesCycle, as many as 78% of hotel and lodging consumers abandon a booking process. Use shopping cart abandonment technology to capture their email address and provide incentives to complete that booking.

USE EMAIL MARKETING TO DRIVE BUSINESS

According to Statista, over 90% of adults use email. Email marketing is one of the most effective means of reaching target consumers, but pay attention to mobile. According to a December 2016 study by email marketing firm Litmus, 46% of all email is being consumed on iOS devices which means there is a high likelihood that more your emails are being read on mobile devices. Using email to drive direct bookings will continue to be a viable strategy.

INTEGRATE CRM DATA WITH YOUR EMAIL AND PAID MEDIA CAMPAIGNS

In 2018 you should leverage your CRM data to personalize email campaigns as well as your paid media campaigns. Personalization drives higher conversions and lets you provide incentives that are tailored to specific audiences, increasing your chances of converting the direct booking.



OMNICHANNEL MARKETING

06

THINK OMNICHANNEL MARKETING

2018 will continue the trend towards more comprehensive, personalized strategic marketing programs. Precise alignment between your business goals and your channels and tactics will be critical for success, while setting concrete, measurable goals will be critical to ensure maximum success.

When creating your omnichannel approach, start with clear business goals. If your primary goal is to drive higher ROI, that means more business directly from your website – which in turn will lead to a very specific set of strategies: You might focus on special events and promotions that are more in-tune to direct bookings – like holiday promotions and “special occasion” campaigns. Driving direct business for a Valentine’s day campaign or Cyber Monday requires more than just a popup banner on your website, for ultimate success you must consider the entire ecosystem that your consumers will occupy – including content marketing, personalized paid media campaigns, website conversion features and – of course – campaign-specific analytics to measure performance.



Whatever your ultimate goals, for 2018 you should think of the available marketing channels (paid marketing, email campaigns, social media, meta-search, SEO etc.) not as individual “campaigns,” but as venues that span across any campaign. Your consumer does not view each of these as an individual activity and they expect to see consistency of message and value proposition across all of them. Your omnichannel campaign should also leverage personalization and audience segmentation whenever possible – to increase customer engagement and results.

YOUR 2018 TAKE-AWAYS

2018 is bound to be an exciting year for digital marketers. The rapid pace of change will continue to drive the evolution of consumer behavior, but will also provide increasingly sophisticated and advanced means of putting the right messages in front of the right consumers at the right time. As digital marketers prepare for 2018, these are the key takeaways to increase your chances for success:

1. Mobile is now THE platform of choice

The trend has been obvious for some time, but 2018 will be the year that mobile takes center stage and becomes the dominant content discovery and consumption platform. That means a whole host of changes – from Mobile-first designs to thinking about voice search.

2. Content marketing aligned with your customer journey

Voice search and technology changes will also impact how you think about content. In 2018 you will also need to align your content strategy with your customer journey to achieve success.

3. User experience will drive changes in SEO

SEO will continue to evolve and be impacted by changes in technology and consumer behaviors. User experience will be a key driver in SEO in 2018, as will technologies like chatbots and the evolution of schemas.

4. Personalized paid media for all

Personalization in paid media campaigns will become more common in 2018 as new tools and personalization capabilities make it possible for business of all sizes to leverage increasingly sophisticated means of targeting consumers.

5. 2018 is your opportunity to boost direct business

If you rely on affiliate or third-party sites (like OTA sites) to drive business, 2018 will be the year that you can leverage new techniques and technologies to increase margins and drive direct business.

6. Omnichannel

Creating your yearly omnichannel strategy calendar aligned with your business goals, strategies and tactics. Ensure that you are measuring each strategy and tactic to understand the effectiveness of each.



Milestone | *We put you in front
of your customer*