



HOW LONG DOES DIGITAL TRANSFORMATION TAKE?

SOME READERS MAY THINK THIS IS A BORDERLINE FACETIOUS QUESTION – TRANSFORMING A COMPANY (TECHNOLOGY, PROCESS, CULTURE AND SKILLS INCLUSIVE) ISN'T A CASE OF GAS MARK 5 FOR 18-20 MINUTES.

Indeed, writing on the Econsultancy blog, Karl Havard says that if you “believe there is a destination to reach, don’t put a timescale on it. Because, apologies for being the bearer of bad news, you won’t get there, you never will. Technology will continue to advance, rapidly, and behaviour will also change, you will always be playing ‘catch up’. There is no destination. Instead, you should move your focus away from the destination and to the pace of your transformation.”

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A Year of Google Insights: 2018

We learned a lot in 2018.

Consumers became more savvy. Video became an important tool across the entire customer journey. And, as it turns out, marketing funnels take many shapes. Dive into the articles below to revisit the key marketing trends and insights of the past year.

Consumer insights are one of the main pillars of any successful marketing organization. And they’re one of the main pillars of Think with Google. In fact, we published so many articles focused on consumer insights in 2018 that we thought we’d highlight some of the most interesting ones, the type of insights you’ll want to remember going into the new year

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Thought it was tough to keep up with customers in 2018? This year, things get harder

But advances in technology can help you stay better connected to your customers’ needs.

One particularly helpful innovation: machine learning.

As a marketer, you know how hard it is to keep up with customers today. They do in-depth research for most purchases and expect brands to assist them in a personally relevant way at every stage of their purchase journey.

It seems like a tall order, but some of the same technological advances that empower these impatient and demanding consumers can help marketers too.

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Marketing leaders are 1.6X more likely than laggards to prioritize integrating technology.

The key to assisting your customers is a smarter approach to analytics

As a marketer, one of your main priorities is getting to know your customers and building relationships with them. These days, that would seem to be a fairly easy task. After all, customers in a digital world generate rivers of data and intent signals

But making sense of the data isn’t always the easiest thing in the world. Sometimes there’s just too much of it, and filtering out the noise to find what matters becomes a challenge. Other times, the signals are weak and it’s hard to connect the dots.

All the data in the world won’t lead to business growth if you can’t mine it successfully for insights. What that takes is smart data analysis — and the right approach and tools to carry it off.

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The top marketing and digital trends for 2019

In some previous years new digital marketing disciplines emerged e.g. search engine marketing, social media marketing, mobile marketing, content marketing, influencer marketing and others. I cannot see any new such disciplines appearing in 2019.

No new digital marketing disciplines

Instead 2019 will continue to be shaped by broader changes and imperatives like digital transformation, customer experience, data, omnichannel, personalisation, the war for talent, business model evolution, new ways of working (like agile) and new ways of organising teams and how digital/marketing gets done. None of these are new but none of them are easy or over in a year.

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2018 Social Media Trends

Social media 2018 put the spotlight on data, video, Stories

A wrap up of this year's social media advertising highlights.

After suspending Cambridge Analytica from its platform in March, Facebook’s data management issues remained the lead social media news story throughout 2018.

The company’s constant stream of user privacy challenges left little space for other social platforms to make waves — but, some still managed. Twitter put its focus on election integrity and performed a massive purge of bad user accounts. While Facebook and Twitter focused on cleaning up timelines, Snapchat, Pinterest and LinkedIn continued to build out their ad offerings.

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6 tactics for PPC marketers to save time, reduce stress and improve performance

Here's a checklist to make sure you're as organized as possible to start this year off on the right foot.

As PPC marketers, everything we do revolves around structure and organization. Sure, there’s a huge amount of unstructured work as the result of performance trends and our analyses but, at the heart of our accounts, structure undeniably plays a huge role.

However, over time, that structure – both in terms of account structure and the structure of optimizations – can become cluttered with account growth over time and with changes in strategy.

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Customer expectations are changing. Here are 3 ways brands can keep up

The expression “the customer is king” might date back to the 1930s but it’s never been more relevant than today. After all, if someone isn’t happy with the experience, product, or price a company offers, endless other options are just a click away.

So how can brands meet these rising customer expectations? We spoke to marketing leaders to find out.

1. Deliver personalized experiences
Not that long ago, brands could get away with blasting the same ads at different people, regardless of their individual tastes and preferences.

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Paid social requires sharpening your blade in 2019

Advertisers need to remember constant reevaluation of their methods is crucial in today's environment.

Something that never fails to shock me is how much things change from one year to the next in paid social.

Things we evangelized a year ago were either: in their infancy (using Facebook ads as a sales funnel instead of only bottom of funnel) or they were at peak maturation (setting and forgetting your ads for conversions and getting stellar results). There was almost nothing in-between.

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