



10 Things We Learned About Digital Marketing in 2019

2019 has been a successful year of growth at Hookd, and with that has come some major aha's that will help us continue to evolve and skyrocket results for our clients.

And true to our mission, when we gain great insight, we share it!

Here are our biggest insights from the past year...

1. Keep It Short On YouTube



We've found that 15-second videos are shown more often and have 150% higher view rates than 30 or 60-second ads.

YouTube is the second-largest search engine, behind Google. With this traffic, and the fact that YouTube is owned by Google and offers the same detailed audience targeting, it's an ideal platform to advertise on! Give YouTube a try, just make sure to keep your videos short and compelling!

2. Frame Your Google Ads Campaigns Carefully



If you have multiple locations, grouping your paid search keywords by location drives superior results.

We restructured a client Google search campaign on a hunch. We wanted to provide more relevant ads to their online prospects based on what those users were searching; thus, invoking the power of digital media. Almost instantly, we significantly increased their impressions (brand exposure) and click throughs (website visits).

3. Video Really Does Work



We've found that videos get 4x the interactions that a standard image post gets.

We've heard about the importance of video for awhile now, and we're seeing it in our monthly client results! From Facebook, to LinkedIn, to blog posts, videos outperform images and plain text in reach and engagement.

Tip: Don't be afraid to show your face on video! You might cringe a little at first, but online audiences still respond to human interaction!

4. Targeting Matters



A great way to increase clicks might be to narrow your reach.

Targeting a more defined, smaller audience online, and thereby reducing impressions, can be a good thing! We've found that better targeting usually reduced impressions, but it can actually boost meaningful clicks! That means your ideal prospects are being reached and your hard-earned money isn't spent on advertising to those unlikely to engage with your business.

5. Destinations Are Important



Traffic driven to poor landing pages and websites generates poor results.

We already knew this, but it never hurts to repeat and it's something that's reinforced constantly when we analyze digital marketing results. In today's digital world, we expect to find exactly what we're looking for when we click on an ad.

If we don't—we leave!

Tip: Fix your destination page with modern design and clear calls to action before putting money into driving traffic and you'll be set for success!

6. Not All CTA's Are Created Equal



A/B Testing your Calls to Action (CTA's) is well worth the time.

A CTA is just a fancy word for a clickable button, text, or image on your website or landing page. Designing them is essentially a lesson in human psychology - Style, Placement, and Copy all affect whether your audience clicks.

Tip: Don't be afraid to experiment with color, text, and placement. It's fairly easy to do and you'll learn within days what your online audience responds to and can plan accordingly!

7. Mobile is the New Standard



40% of the emails we send are opened on a mobile device, and 70-90% of our Google Search and Display ads are seen on a mobile device.

Actually, no matter what platform we're marketing on or what audience we're marketing to, our research confirms that the majority of interactions occur on mobile devices. No matter if it was an email, a post on Facebook, a Google ad, or a blog hit, people were on their mobile phone when they saw it.

Tip: Preview your website and online ads on several devices to make sure they display correctly on each. It's important to know that your online audience can navigate your website just as easily on a phone as they can on a PC.

8. Images Engage



Strong and relevant images consistently increase engagement.

Don't make imagery an afterthought on your blog and social media posts! Strong, bright images attract attention and drive engagement. We've seen increased reach and interaction on paid and organic posts when we use out-of-the-box images or gifs. Just remember to choose imagery that falls within your brand guidelines ;)

9. Websites Are Disposable



Your website is not a forever home. It must be maintained regularly and replaced periodically.

Even if you pay extra for all of the latest bells and whistles, if you set it and forget it, your website will underperform. Simple things like posting a blog post, updating a staff page, or even simple images can boost SEO and keep your website from getting a layer of dust on it. So, build them with that in mind! Know that you will need to periodically update your site, and choose a partner who can build a flexible website that allows you to make small updates as needed.

Tip: When it's time for a redesign, don't put it off! Statistics show that website visitors make a judgment about your brand in mere seconds. And if that wasn't enough, the simple fact that web technology continues to advance at quicker rates means the technology itself will simply be outdated faster.

10. TV Isn't Just For TV Anymore



30% of the YouTube viewers in one of our recent client campaigns were watching it on their TV.

Wow, right?! Newsflash - advertising on YouTube can actually get you on TV at a fraction of the price of traditional TV advertising.

Plus, when you advertise on YouTube, you can generate additional, direct clicks to your website or campaign landing page straight from the ad. Another testament to the power and effectiveness of digital!

Do you have questions on your Digital Presence?

We can help!

Contact Sarah Gordee at 715-396-1661 or Sarah@HookdPromotions.com.