

SIGNAL

BIZHUB

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Marketing, What's New?

→ Advice and insight,
relevant to your business



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SIGNAL

Marketing
since 2010



Time for
something
new...?

Things to discuss

Key takeaways:

- Instant communication
- SEO tips and tricks
- Content marketing
- Video hasn't killed the radio star
- Social media - things to try
- User Generated Content
- Be authentic
- Try something new



Instant communication

63% of customers are likely to return

85% of all online customer support is via a chatbot. Make yourself available.





SEO

2 tips to try

HTTPS



Secure certification

**Google
My Business**



Great local recognition



Content is still King

Long term benefits and not always a sales pitch

Reap the SEO rewards by including your keywords, creating useful content to share via social.



Video

FB live, IGTV, reels - the social media 'hot topic'. Inexpensive but hugely rewarding.

TikTok - harness the potential.

LinkedIn users are 20x more likely to share a video than any other type of post.

Google loves it! 50 x more likely to drive organic search over text.

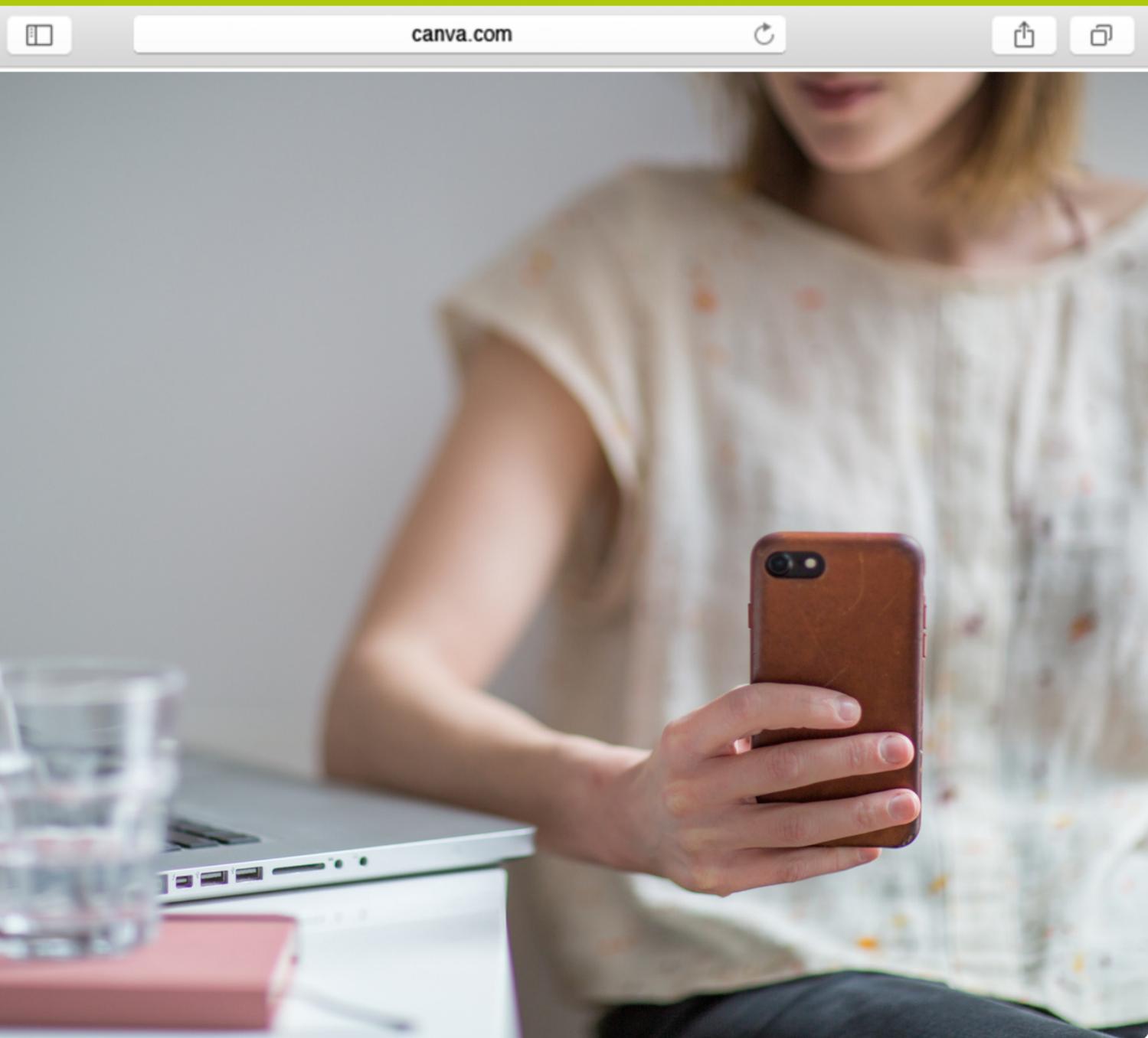
Audio

Rise of the podcast amidst visual fatigue. Extremely targeted and innovative advertising opportunities.

Introduction of ClubHouse - an exclusive, audio focused app. Invite only.

Voice notes in messaging and audiograms.

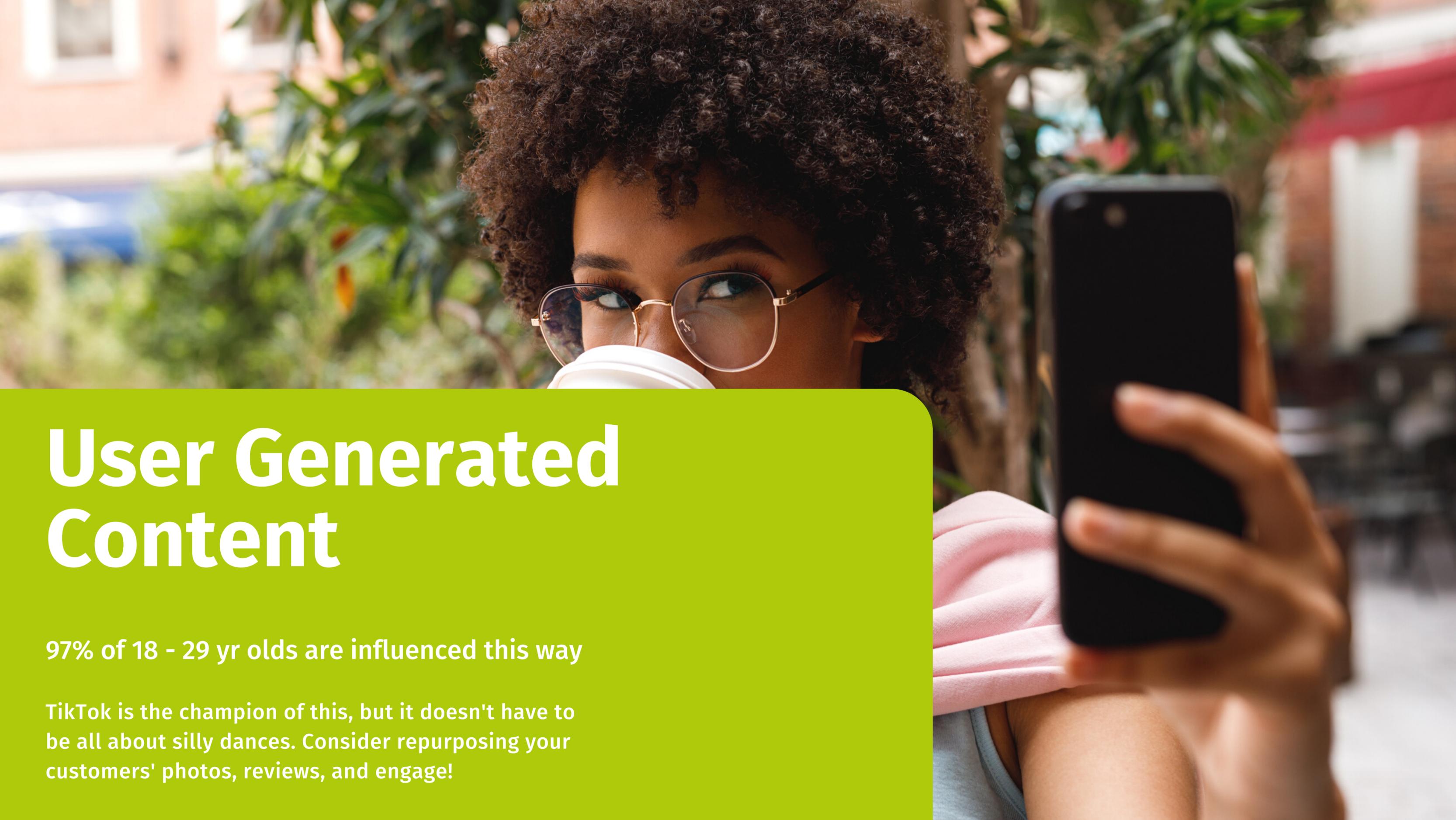
A.I likely to shape further development with Alexa and Google.



Try something **new**

with your social media marketing

- **Stories**
- **Reels**
- **Social commerce and shoppable posts**
- **Social voice**

A young woman with dark curly hair and glasses is shown from the chest up. She is holding a white coffee cup in her left hand and a black smartphone in her right hand, looking at the phone. The background is a blurred outdoor setting with green plants and a brick building.

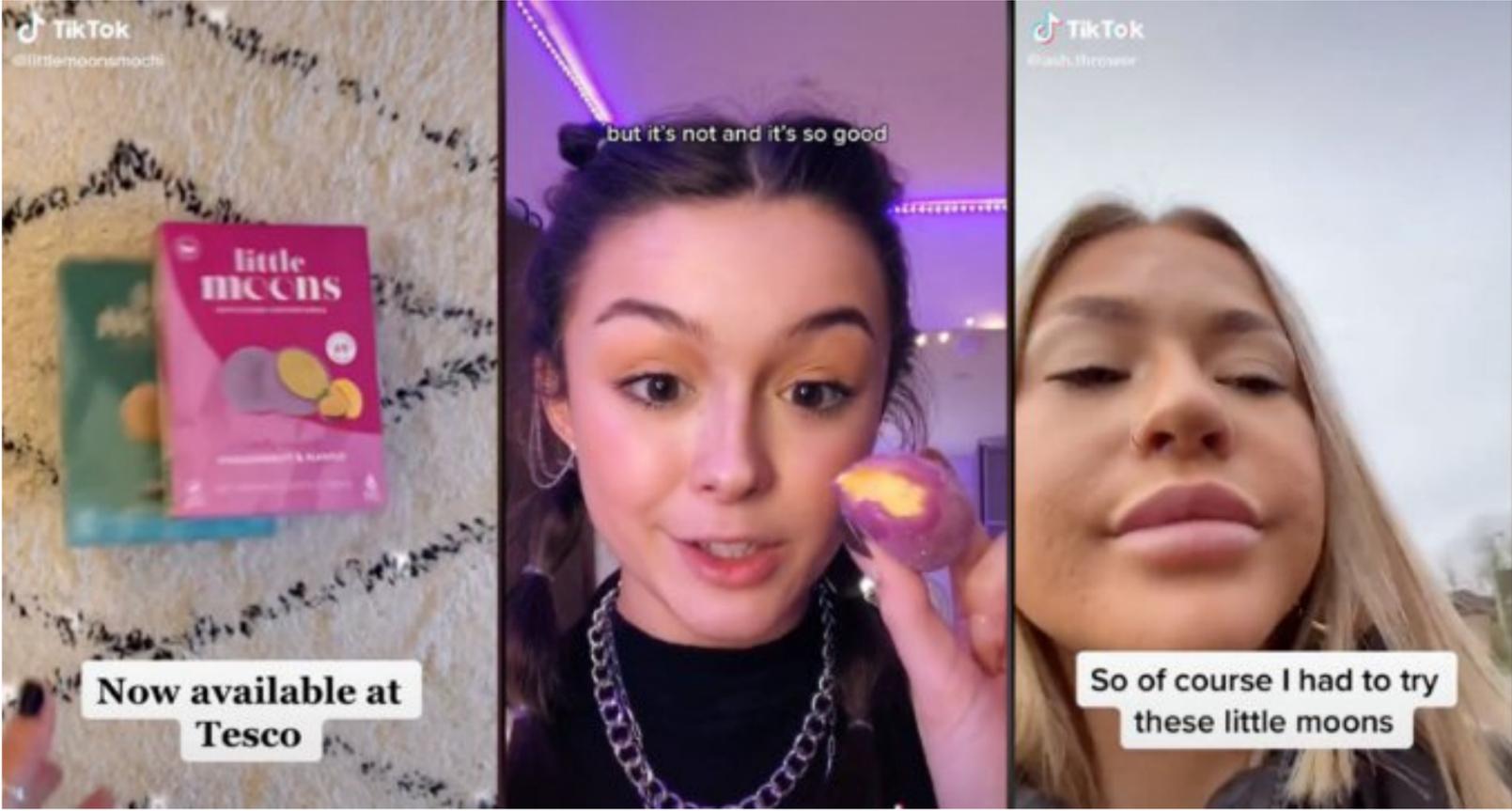
User Generated Content

97% of 18 - 29 yr olds are influenced this way

TikTok is the champion of this, but it doesn't have to be all about silly dances. Consider repurposing your customers' photos, reviews, and engage!

Some of my favourite examples

Little Moons on TikTok

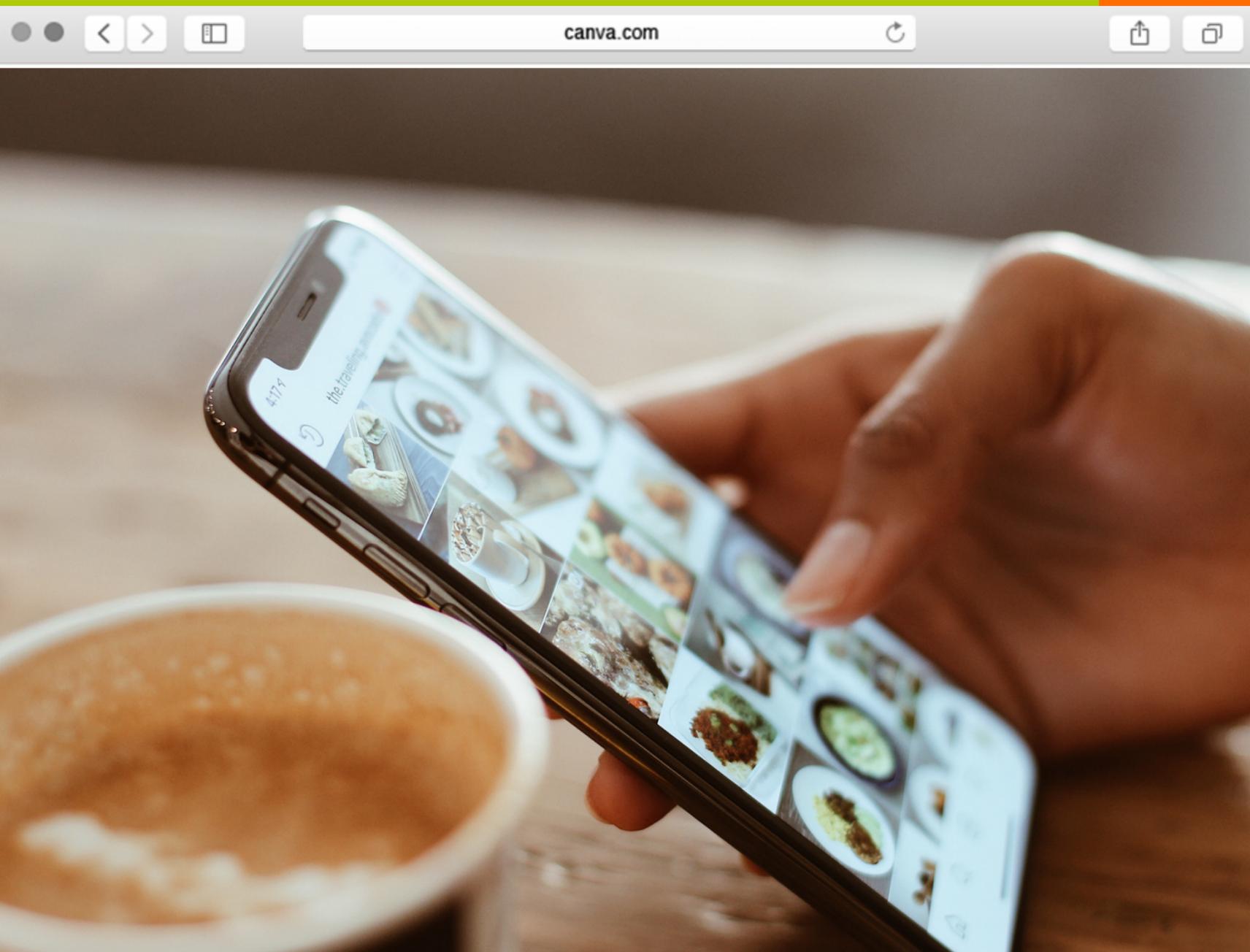


Petersfield Bookshop on Twitter

A group of business professionals in a meeting. A man in a light-colored blazer stands in the center, holding a tablet displaying charts and graphs. He is presenting to a group of people seated around a table. One man on the right is standing and looking at the tablet. The background shows a wall with several sticky notes. The entire image has a green tint.

**The best marketing
doesn't feel like marketing.**

Tom Fishburne



Try something new!

and make sure you tag us!

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