

Digital Marketing Trends for 2016

By Steven Arsenault – CEO OneBigBroadcast | WebStager Digital Media

Content marketing is emerging as one of the biggest digital marketing trends for 2016 and beyond. However, it's not the only task that the modern marketing person should consider. According to the Communication Advertising and Marketing Foundation, there are **13 areas** in the world of digital marketing that marketers should take note of.

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Source: Image created by OneBigBroadcast | WebStager Digital Media | Research - Communication Advertising and Marketing Foundation

The New Digital Marketing Standard

- The most efficient way to increase sales today **is** by using content marketing – blogs mostly by business.
- Content marketing ranked No. 1 out of a list of 13 'must do' digital marketing tasks for 2015 in the recently published article by the Communication Advertising and Marketing Foundation.
- Content marketing ranked an importance of 29.6% on the list – that's more than double compared to Big Data, which is the next item listed.
- Nine items on the Communication Advertising and Marketing Foundation list, including content marketing, represent over 90% of the importance of the time consuming tasks.

- Most companies struggle with blogging/content marketing due to the time drain, plus the fragmented tools and websites required to get things done.
- Our disruptive content marketing platform, called [OneBigBroadcast](#), combines all of these tasks into a single, integrated, easy-to-use, all-in-one cloud-powered marketing machine.

Background

Today's successful website performance is measured by traffic. Organic search traffic accounts for between 30 to 40 percent of most website's traffic. To increase traffic (and sales), website administrators need to create and publish various forms of content, be active on social and complete a host of other tasks to increase their organic search footprint.

A solid content marketing strategy is paramount for any business' success and that includes increasing your organic search position. Those that get it right are pulling way ahead of their competition in brand awareness, community and increased sales.

Barriers

- Traditional content marketing is both time consuming and difficult, using fragmented tools on multiple platforms with lack luster results.
- Blogging alone represents one of the highest returns for both sales and brand awareness for a sub set of content marketing – yet most companies don't follow through stating the time drain to create content, or they have nothing to talk about.
- There simply aren't enough hours in the day to succeed in all areas, such as social delivery, search visibility and measuring results.

All-in-one Solution

At OneBigBroadcast, we've broken the traditional mold of content marketing and reinvented a disruptive ecosystem, thus creating a new paradigm in the world of content marketing – simply supercharging everything into an integrated framework producing head-shaking results!

We empower businesses with a sort of "lightning in a bottle" solution that pushes content to all pillars of search and social, pointing the light back to your website creating a HUGE search value proposition.

The platform saves clients valuable time and money. Acting as a small, centralized army doing all of the work behind the scenes, taking the content and distributing to search and social with **one click!**

Auto Dealer Platform – A Prime Example of Our All-in-one Content Marketing Platform's Performance

We've been working in the auto dealer vertical since 2011 when one of our clients in the boating business, who was experiencing success in a down market, recommended us. At that time, we knew our core technology was extremely powerful at attracting local search, so we used it as a foundation for the next generation automotive dealer platform.

We created a one-of-a-kind platform that is constantly evolving. It automates a dealer's content marketing efforts while, at the same time, integrating all of the normally time-consuming dealer marketing tasks in an all-in-one enterprise grade platform. In today's age of content marketing, our platform has proven to pull auto dealers ahead of the competition by increasing brand awareness, leads and sales.

One of our flagship local Ford dealerships has been using our platform since 2011 with amazing results. Through our platform's performance, this dealer has been dominating page 1 of Google for thousands of local organic search terms a short time after implementation – and constantly climbing.

The domination of local search has brought them record leads and sales, which have increased an average of over 32% year-after-year. Revenue has also jumped from \$32 million to over \$86 million. They've leap-frogged from the over 10th place Ford BC Dealer to the #1 volume Ford Dealer in the entire province of BC. **All because of the integrated marketing and online visibility our platform has delivered!**