

# MARKETING 20.22

Are you ready for the changes that are coming?

What can you do to get ahead of the competition?



# Icehouse Insights

*A regular series addressing many of the major challenges facing SMEs today, Icehouse Insights highlights the possible solutions you can weave into your business to solve common issues and win*

## **This edition:**

Massive changes are coming to how businesses must approach their digital marketing. And some are already here. It's important to be aware of what trends are coming up in the future so you can prepare for them now and stay ahead of the competition.

Thanks to technology and the ever-changing digital landscape, it's never been easier to use digital marketing techniques to reach customers, but it remains hard to get noticed. What can you do to make a difference to your business?

## INTRODUCTION

95% of New Zealanders use the internet every day\*, while global trends show that 78% of internet users research products online\*\*.

Naturally, large corporations have made huge shifts in allocating their marketing budget from 'traditional' advertising routes and reinvesting in digital outlets – and what the giants are doing today, SMEs tend to do tomorrow.

But digital marketing is always changing, and before we all go digital crazy, bear in mind that Covid has once again altered the way we do things.

New laws are also on their way. Let's dive into what's hot and what's not, what changes are coming, and how SMEs can adjust to a new marketing landscape.

Source: \* and \*\* vanguard86



# GOOGLE'S COOKIE MONSTER

We mentioned the importance of staying on top of new ways of doing things when it comes to your digital marketing. And new regulations and laws can have a lasting impact, such as 2018's GDPR compliance initiative – the 2018 European Union law governing the way in which personal data is used, processed, and stored. Big changes have come in from Google and Apple, which all SMEs need to know about.

As ever, it is important to seek expert advice if you're unsure of where you stand or how these changes will affect your marketing efforts.

This from Hubspot: 'For years, brands have been using [cookies] to track website visitors, improve the user experience, and collect data that helps us target ads to the right audiences. We also use them to learn about what our visitors are checking out online when they aren't on our websites.'

The way we use cookies and Google ad-tracking tools could change dramatically with Google's efforts to phase out the third-party cookie on Chrome browsers by 2023.

The third-party phase-out was initially announced in February 2020, but Google accelerated buzz around it this month when they announced that they won't be building "alternate identifiers to track individuals as they browse across the web, nor will we use them in our products."

According to GetApp:

41% of marketers believe their biggest challenge will be their inability to track the right data.

44% of marketers predict a need to increase their spending by 5% to 25% in order to reach the same goals as 2021.

# IOS CHANGES FROM APPLE

In June 2020, at its annual Worldwide Developers Conference (WWDC), Apple announced product and policy changes that will affect data sharing across iOS 14.

Apple's policy will prohibit certain data collection and sharing unless people opt into tracking on iOS 14 devices via a prompt. As more people opt out of tracking on iOS 14 devices, ads personalisation and performance reporting will be limited for both app and web conversion events.

The implication is that companies must now provide Apple with information about how their application collects and uses data from consumers. The user will then be able to decide whether they want that app to track them and use the device's ad identifier or not.

Many have applauded Apple for this innovation, highlighting how it protects consumer privacy, but Facebook is

critical of the changes: 'Apple's policy will make it much harder for small businesses to reach their target audience, which will limit their growth and their ability to compete with big companies.'

It states these changes will limit your ability to:

- Effectively deliver ads to people based on their engagement with your business
- Measure and report on conversions from certain customers
- Ensure that your ads are delivered to the most relevant audiences at the right frequency
- Accurately attribute app installs to people using iOS 14 and later
- Predict and optimise cost per action over time

# THE FOUR GOLDEN RULES

## What does this all mean?

Admittedly, it's quite heavy stuff and why it's important to be aware of what is coming around the corner, the advice from the industry is, 'don't panic'.

Inc. urges businesses of all sizes to 'follow the fundamentals'. It states: 'While marketing channels will continue evolving, always remember to focus on the basics, that is, these four golden rules of marketing.'

### 1 Your customers' actions speak louder than their words.

Instead of asking your customers whether they'd buy, get them to buy on the spot. For example, you could simply tell them a story about what you do and then offer them a product or service at a certain price.

### 2 Forget about informing your customers, be smart about it.

Simply listing all the features of your product or service is an amateur marketing mistake. Instead, sell people on how you can solve their problem, especially a painful one.

### 3 Do marketing that defines who you are.

Take a risk with marketing and do something different, or you risk getting forgotten along with the thousands of ads we see each day.

### 4 Get your customers to be your army of marketers.

Why not tap into your customer base and build up an arsenal of "marketers" through them? For small companies, word-of-mouth can make or break their business.

# 10 marketing hacks to try in 2022

## 1 Optimise emails

‘One of the most effective marketing tools is the ability to segment your email marketing strategy to match your customer base. For example, marketers constantly use the holiday season to offer incentives to their customers, like discount codes for those who left their website with an item in the shopping cart.’ Hubspot

## 2 Be a thought-leader

‘Digital marketing experts estimate that most Americans are exposed to between 4,000 and 10,000 advertisements each day. Instead of hard-selling your products or services, educate your customers on why they need you. It has to be about convenience, and you have to show them that you can help them.’ BetterMarketing

## 3 Engage with non-profits

‘More and more, consumers are looking to support companies that have a mission or give back in some way. This trend is only going to increase, and a well-rounded marketing plan should take part in this development by partnering with nonprofits. This partnership opportunity has the potential to not only grow your business, but also align you with philanthropic missions that are important to you. Expanding your brand and reach while engaging in advocacy for a nonprofit is a win-win.’ Inc.

## 4 Stay social

‘Marketing campaigns run over social media continue to produce significant results. This is the reason why almost every business, from the smallest to the largest, uses these social networking sites nowadays. This trend is set to continue even though general digital ad spend has dropped due to the pandemic.’ Hubspot

## 5 Video marketing

‘Video has grown into a driving force for digital marketing, and this trend doesn’t seem to be going anywhere. In fact, according to research, videos account for nearly 82% of consumer internet traffic in 2021. Optimising the video on YouTube with relevant keywords will increase the chances of your video getting more views.’  
Hubspot

## 6 Complete your digital transformation

‘Businesses need to transition to the cloud if they want to be ready for the next stage of digital commerce. For example, smart home and small business solutions provider Plume estimates that there will be 8.4 billion digital voice assistants in the world by 2024.’ Calendar.com

## 7 A hybrid experience

The hybrid experience combines different elements to create a seamless customer experience. ‘A good example... is how many companies now let customers order products online and pick them up at one of their local stores. Many businesses also now allow customers to return items they ordered online to a local store to receive a refund or even cash.’  
Elastic Path

## 8 Become a Better Storyteller

‘In 2022, everyone will be a storyteller. Even brands need to deliver their message in a way that tells stories about their products or services. Consumers don’t want to hear how fantastic your product or service is. What they want to know is the story about the time you helped to solve a specific problem.’  
Bettermarketing

## 9 Local Services Ads (LSAs)

‘LSAs, or local services ads, are similar to Google Ads, but are very different when it comes to their effectiveness in promoting your products or services. In short, LSAs are pay-per-lead ads that have now begun popping up at the top of Google search results. Initially released in 2017, LSAs are slowly gaining ground and rolling out to small markets as well.’ Hubspot

## 10 Keep it real

‘Consumers are no longer satisfied with flawless imagery, big-production advertising or high-quality photos, and are beginning to place more value on the authenticity and relatability of the content they’re consuming. Whether that be through candid photographs, more behind-the-scenes style video content, or less edits or filters on Instagram stories, the verdict is in – people are fascinated with keeping it real.’ Envato

# CONTENT FOR THE WIN

Digital or otherwise, the old cliché still stands the test of time; ‘Content is King’.

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online and is the major driver of leads and sales for online businesses.

Eight stats to think about:

Generating quality leads is the main goal of **79%** of marketers in 2021 (eMarketer)

**95%** of the B2B service and product buyers admit that they view content as a trustworthy marker when evaluating a business (Demand Gen Report)

**96%** of the most successful content marketers say that content marketing has helped them build credibility and trust with their audience (CMI)

**70%** of marketers are actively investing in content marketing (Hubspot)

Video is the **number 1** form of media used in content strategy, overtaking blogs and infographics. (Hubspot)

**87%** of marketers believe that content marketing helped meet their brand awareness goals in 2020. (Statista)

User-generated content on Facebook affected up to **26.4%** of purchase decisions vs **1.9%** for Twitter in 2020 (eMarketer)

Design and visual content is the biggest challenge for **23.7%** of content marketers. (Hubspot)

Source: *ziflow*

# THE EXPERT VIEW

Owning your own data is one of the best ways to mitigate against policy changes, say the team at Likeable Lab, an NZ ROI-focused social media agency and Icehouse alumni.

‘The impact of iOS14 and other privacy policies is just one part of the massive changes we are seeing worldwide, notwithstanding the global pandemic and its effects. Many SMEs rely on social media channels as an affordable way to reach their target audiences, so any policy changes are often keenly felt as the tracking of social media users has become far more limited.

‘SME owners can mitigate this by concentrating on the data that they can control, capturing the details of your customers either at POS or via your website means that you own this data and its your direct customer providing this. You aren't reliant on a third party to provide this information. It's not easy to capture this information, so enhanced customer

service or customer experiences can help to provide customers who are willing to give you their details.’

**Phillippa Jacobs-Lory, CEO at Pinnacle&Co, the advertising and marketing agency and another Icehouse alumni, asks SMEs to ‘measure your advertising’.**

‘If we could give one short explanation that helps SMEs for 2022, it would be to measure what you are doing with your advertising and don't do one-off advertising. Your business needs to connect with your target audience.

How do you know if you are? You measure, and what you measure you can manage. You can alter what you are doing, but if you have a fingers-crossed way of advertising and not knowing what works, it won't work. You need to be in front of your audience over and over.’

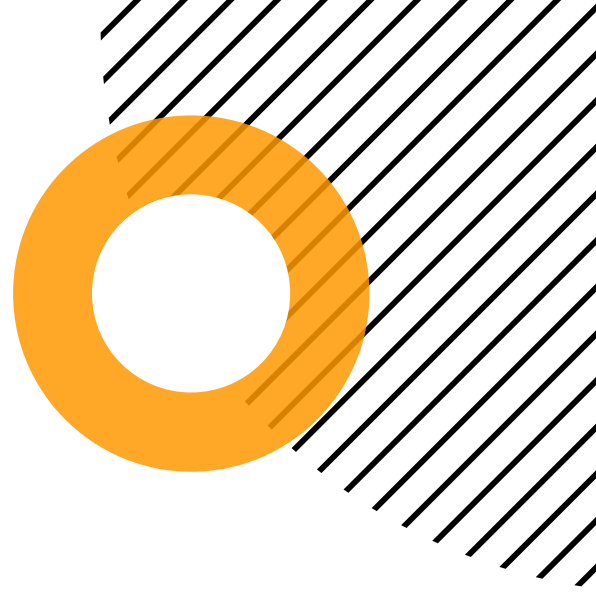
# CONCLUSION

SMEs are the innovators and have to work smart every day, so if new rules have to be adhered to, it opens up a world of possibility to blend new ways of doing things with tried and tested techniques.

Keep an eye on new rules and regulations so you don't get caught out. And, if in doubt, seek out the best advice you can.

The fact that (according to Newshub), 'in April 2021 Tourism NZ didn't spend a cent on digital marketing. In April 2020, Air NZ spent just \$500.' tells us that present and post-pandemic thought-processes around how we market are shifting all the time.

These are clearly uncertain times and while SME owners typically work with very small marketing budgets, where every dollar counts, they are often the ones who break new ground.



THE **Icehouse**<sup>o</sup>  
INSIGHTS

