

LIVE AT THE HIVE

MUST-HAVE 2018 MARKETING TACTICS

From The HoneyPot Team

We asked our team to share their #1 most effective marketing tactic to use in 2018. Enjoy this little present from our team to yours!

1

Ryan

Go Live with a Friend Feature

If you're a company looking to add a podcast to your content marketing plan for 2018, one recommendation would be to take advantage of Instagram's "Go Live with a Friend" feature.

Other than having your podcast audio transcribed into a blog post or capturing it as a video to be posted afterwards, the dual live stream feature gives a split-screen perspective of interviewer/interviewee for a unique perspective.

2

Meghan

Canva for Content Creation

Adding Canva to your arsenal of creative and content tools is a must. Most features are free, and with a paid account you are able to resize an image instantly for any particular channel. It's great for creating templates for recurring posts such as testimonials or holiday posts. They're constantly adding new graphics to use and features, like the new GIF animator.

3

Andrew

Rich Content + Anchor Pages

Upgrade old posts with rich media, new ideas, and extra details. Then create anchor pages to tie them all together. Organic search is still the #1 source of traffic and Google wants to see quality content. Also look into the new Rich Results Testing tool from Google!

4

Courtney

Accelerated Mobile Pages

Three little letters that have the potential to triple your organic search traffic in 2018: AMP (accelerated mobile pages). Implementing AMP on your site will enhance your mobile strategy and improve your search rankings. Get the program details on how to implement this Google-supported project [here](#).

5

Roland

Remarketing Campaigns

Bad remarketing lists are something I see all the time. Making sure you build well thought out remarketing campaigns can keep your budget down and improve conversion rates on your paid advertising campaigns in AdWords and beyond.

6

Kristen

Monthly Content Calendars

Creating a monthly Social Media Content Calendar for all channels in 2018 is key for consistent growth. It also makes it easy for team collaboration and allows all involved to see the broader picture, ensuring that no opportunity is missed. Once your calendar is complete, use a scheduling tool like Hootsuite to ensure no channel goes dormant and to save time for community management.

7

Matt

Live Video for Public Relations

A strong digital Public Relations strategy for 2018 is a must. Digital Marketing and Public Relations are most closely linked than ever, so consider using trending marketing tactics to breathe new life into your PR program. Live video is a great example of this – throughout 2017, brands big and small used different types of live video to showcase their company culture, goals, and reputation across social media, blogs, email, and websites.

8

Justin

Increasing CTR with Contrast

In 2018, you will see brands continue to develop their visual styles to be as relatable and eye-catching as possible. They will be using bolder colours and adding higher contrast to their current palettes to increase click-through-rates on their sites, social media posts, and email graphics. Bright tones will also become even more popular for controlling customer gaze and highlighting content, such as USPs on a landing page.

9

Adrian

"Five-Second" Video Ads

If you are using video ads for your paid advertising in 2018, know this: the most important part of your video ad is the first five seconds. Video view metrics from 2017 show us that there is a large drop off after five seconds, so you have to include powerful images, music, and language that will inspire emotions like humour, curiosity, and happiness. Lay it all on front street!

10

Caroline

Streamline and Scale with Tools

Using tools such as Basecamp and Process Street in 2018 is one of the best ways to scale effectively as you add to your marketing strategies and activities. Basecamp is a simple project management tool that keeps deliverables on track, while Process Street is an interactive checklist tool that helps streamline execution. It also allows you to export checklists to be turned into other forms of content! Very practical tools to add to your marketing stack.

11

Katie

Leverage Google Data Studio

The ability to see all of your data in one visual report is priceless for calculating key goals like Sales, and Leads. In 2017, Google Data Studio made reporting streamlined and easy to use for everyone. Connecting any of your social, paid, and or analytic channels can be completed in seconds, allowing you access to all of your data from one dashboard.

Build your real-time dashboard in Google Data Studio and it will save you hours of reporting while giving you a holistic view of your marketing goal progress.

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