

„5 Digital marketing trends in 2018“



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CEO Volis International &
Google Partners Trainer



New York 1900

Grow with Google



New York 1900

Grow with Google



New York 1913

Grow with Google



New York 1913

Grow with Google



Prierez tém

1 Current statistics and trends in mobile search

2 Have a digital marketing strategy

3 Voice search is the new online trend

4 Artificial intelligence

5 Robotics

Digital marketing agency

Online performance Marketing campaigns

Web
development

Workshops
and Trainings



12

Years experience

33

Countries, where
campaigns were
realised

4000

Educated students and
marketers

Pracovali sme aj pre...





TODAY

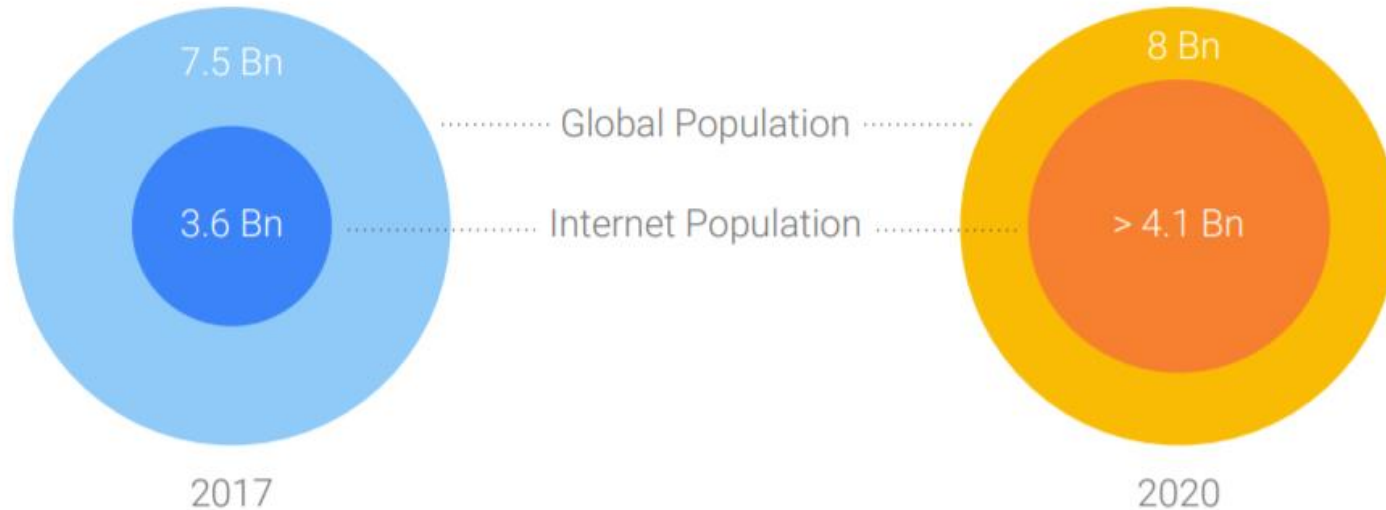
1. Current statistics and the mobile search





Why Invest in International Growth?

Within the next 3 years,
more than half of the world will be connected



Every minute...



400
Hours of video
uploaded on YouTube



216,000
Photos posted
to Instagram



2,083,333
Minutes used
on Skype calls



347,222
Tweets posted



1,389
Uber rides taken



142,361,111
Emails sent
and received



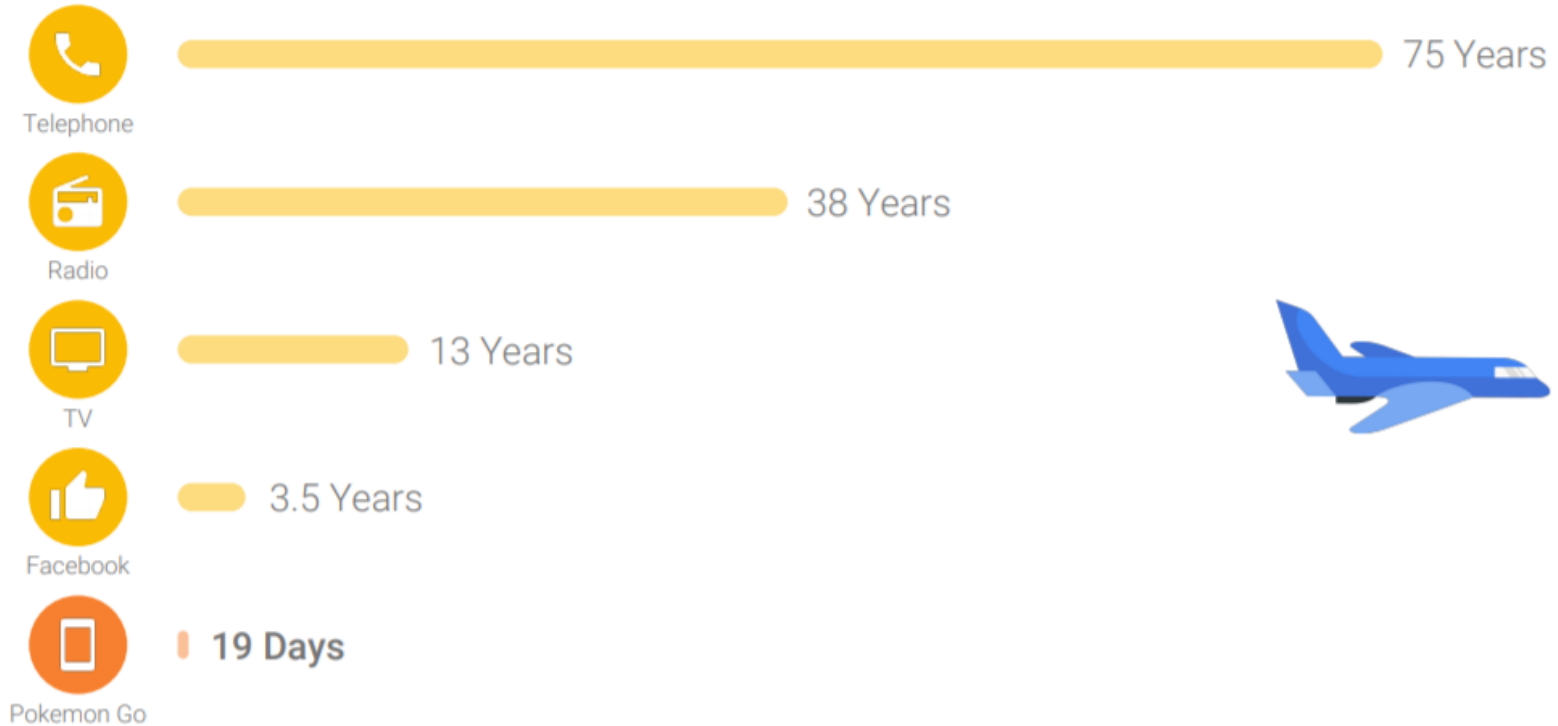
50,200
Mobile apps
downloaded



2.4 Million
Google searches
made



Scale and speed are critical to success, and fast change is a certainty



CEE Region is a diverse and fragmented, with Export as a key contribution to economy across all markets

20

Countries
(more than MENA)

18

Languages
(1/4 of Google supported languages)

3

Alphabets
(#1 globally)



190 Million

Population
(if a country it would be biggest in Europe - equal to DE+FR+IT)

\$1.7 Trillion

Aggregate
GDP

~1,5ppts**

GDP growth above
EU average

120 M

Internet users
(+30M new users expected by
2020)

63%

Internet penetration
(lower than Italy)

~60% Export

to GDP
(world avg 40-45%)

~350k

ENG graduates annually
(#1 Russia 500k, #3 USA ~250k)*

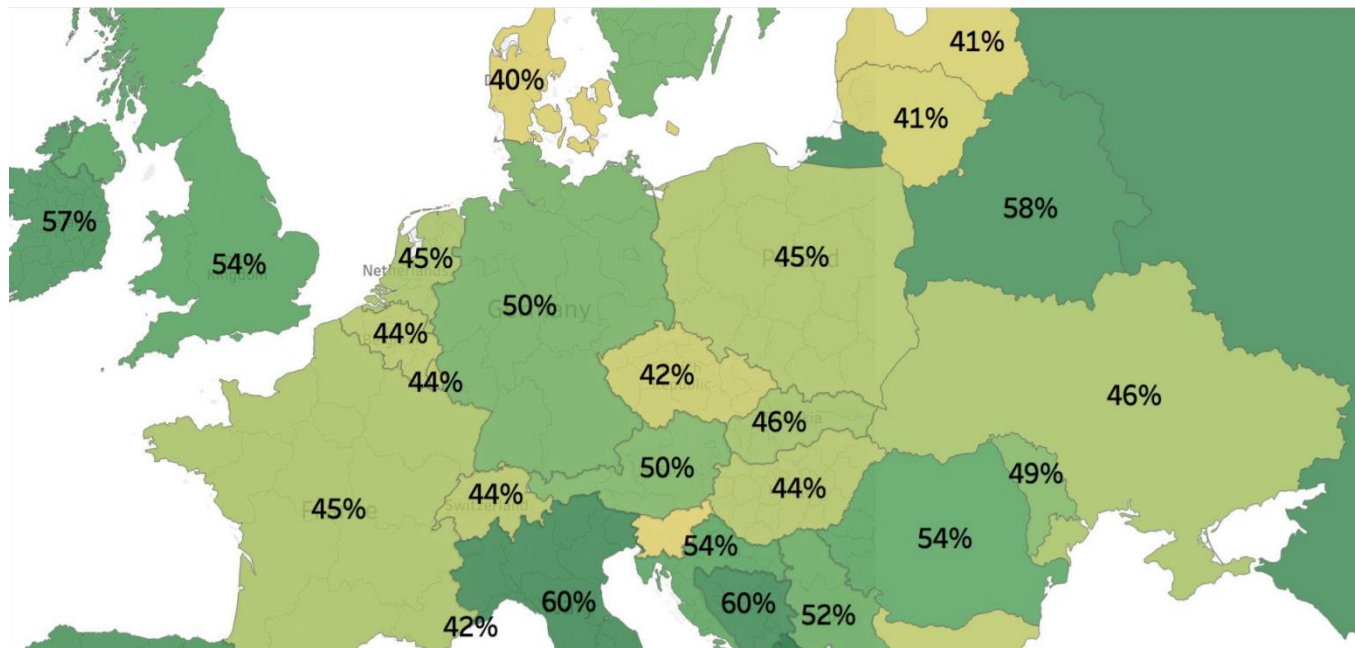
7.9 Million

SMEs
~30% with websites
(Western Europe >50%)

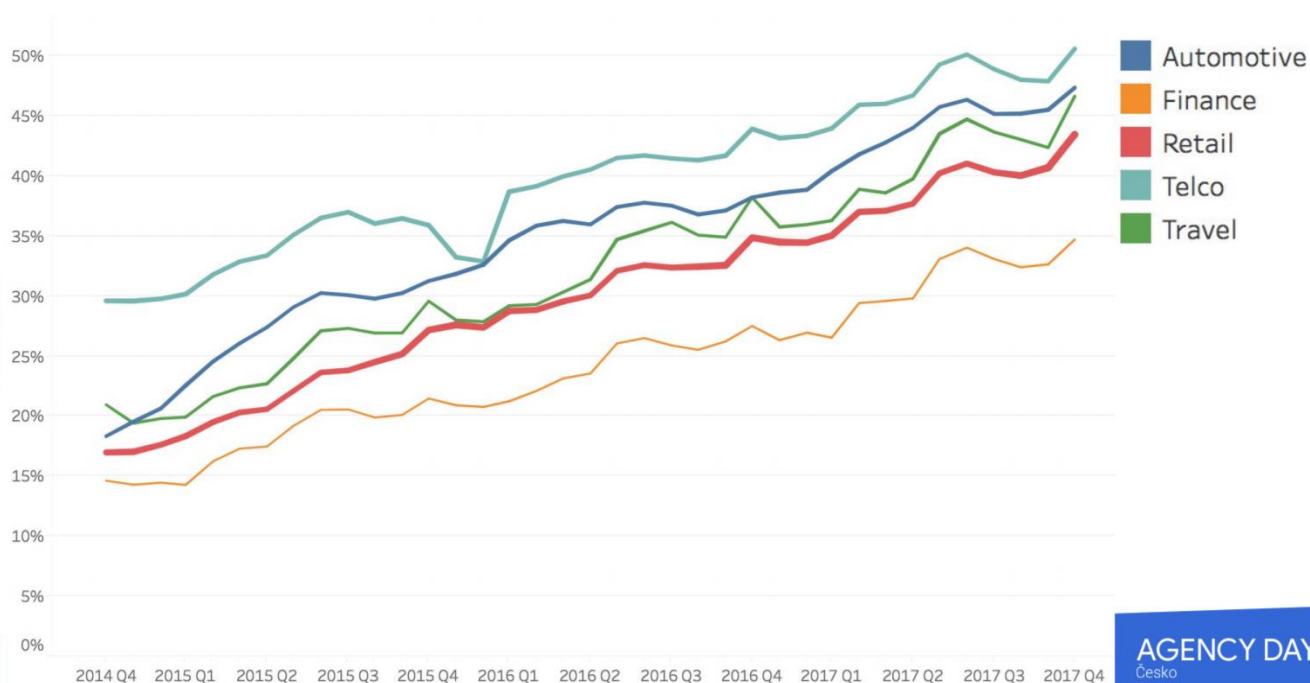
70M

Smartphones
(2nd largest in EMEA, will add
+63M more by 2020)

46 % of the internet search is from mobile



The mobile search is growing in every sector of the economy



Zdroj:
Interné dáta Google,
Slovensko,
Od októbra 2014 do
decembra 2017

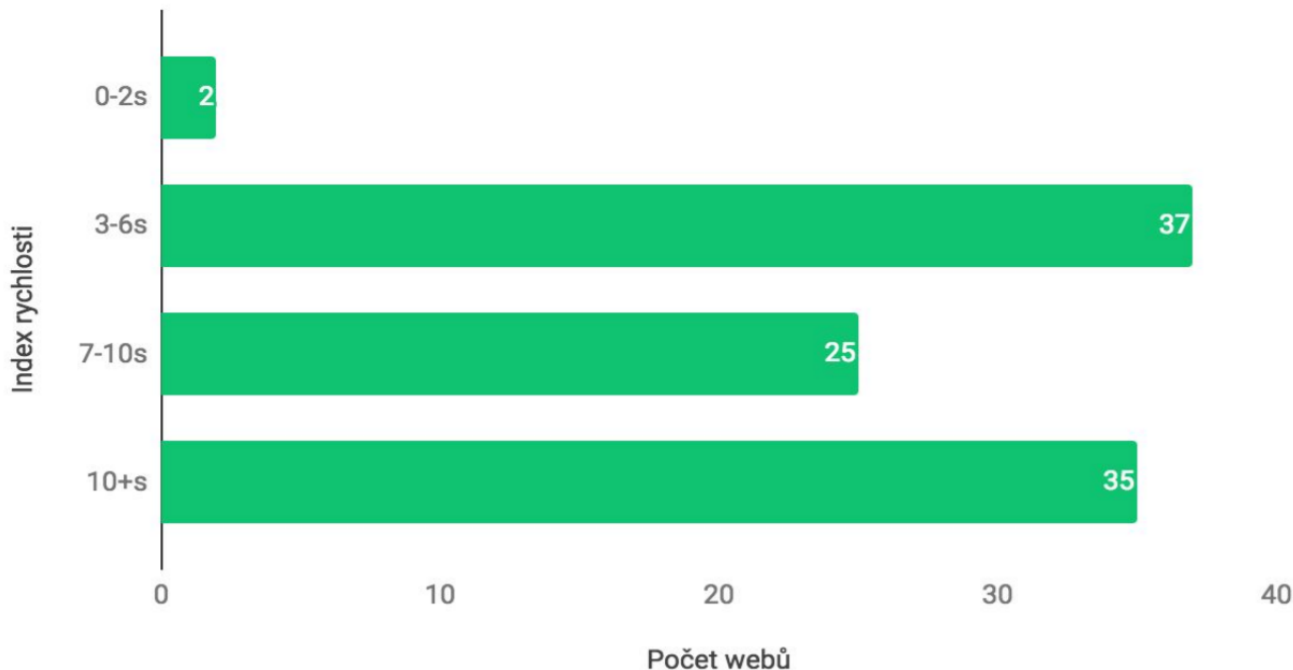
Google Partners

Grow with Google

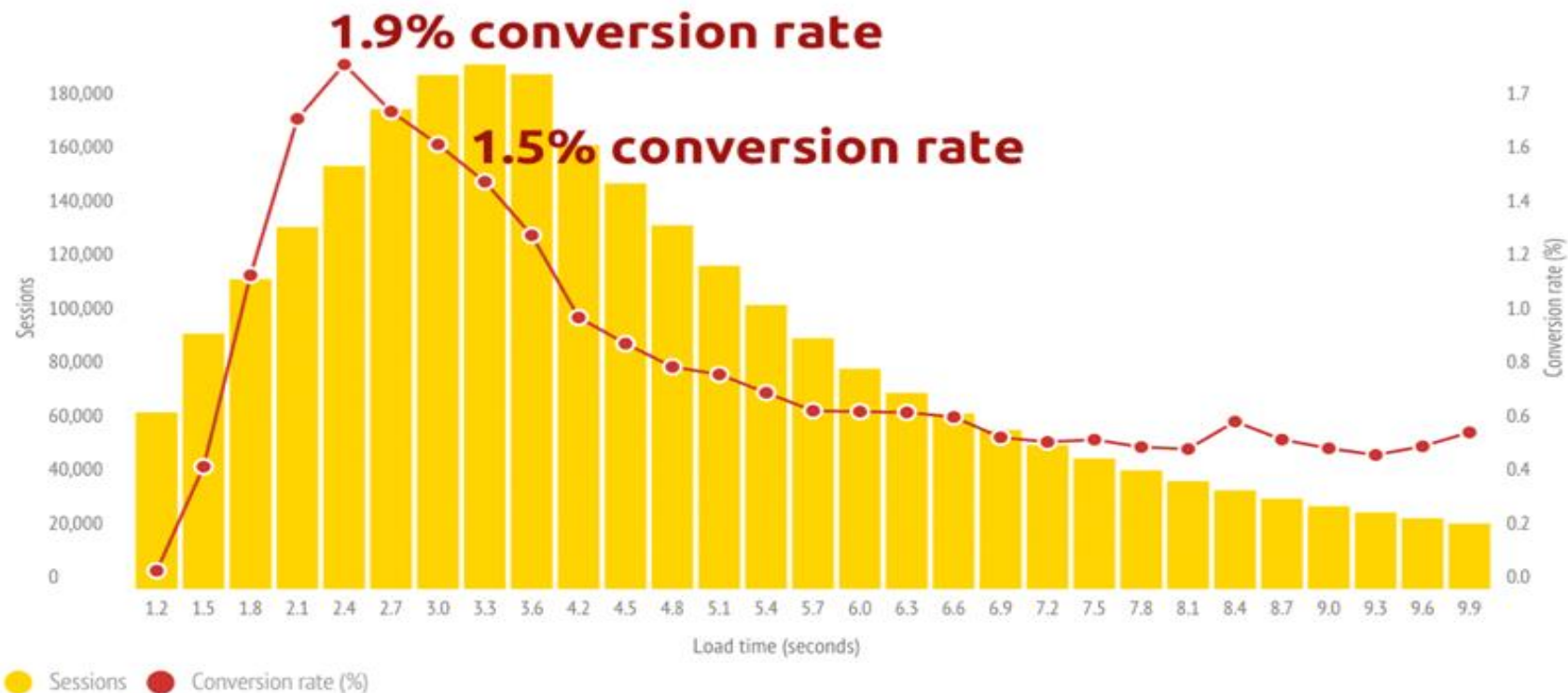
AGENCY DAY
Česko

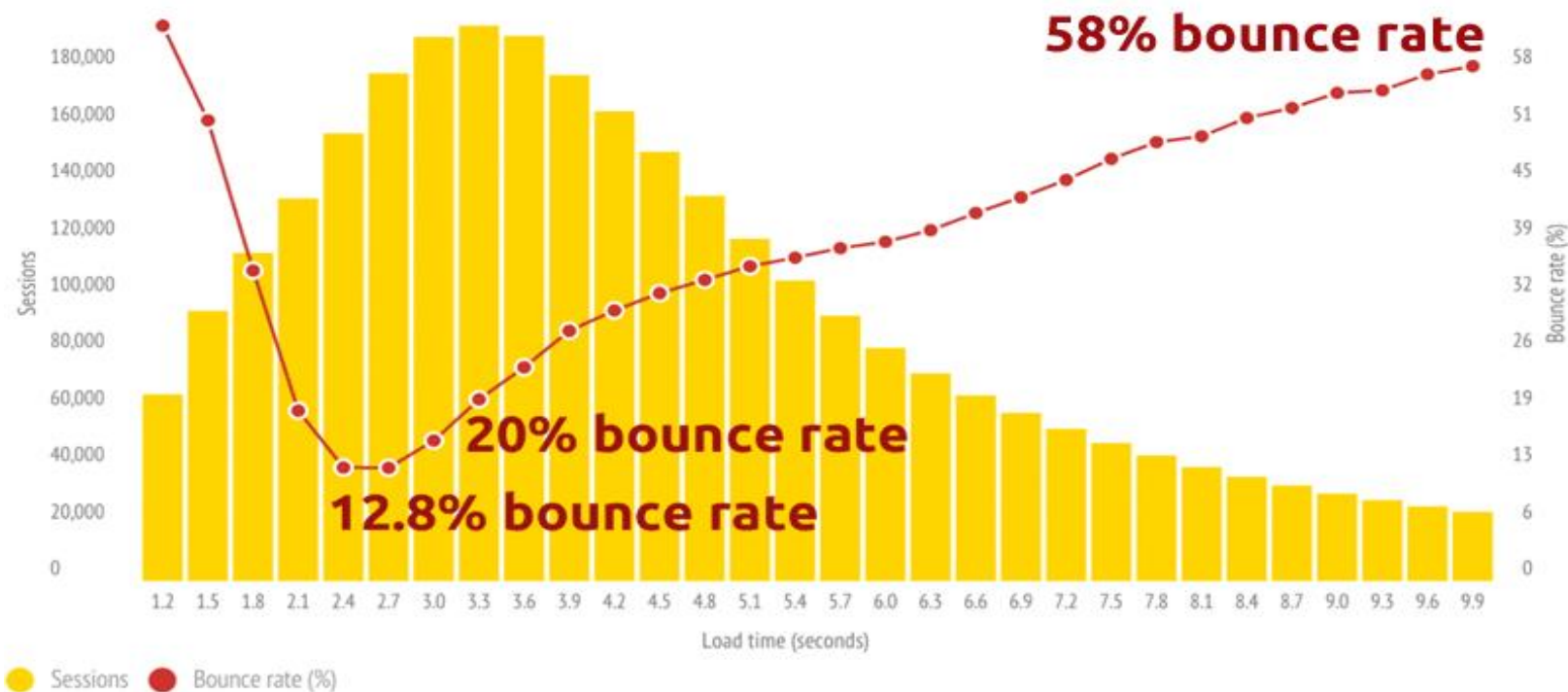
61 % of the mobile web pages are not fast enough

Jak rychlý je váš web z mobilního zařízení na 3G síti?



Zdroj:
WebPageTest.org,
Medián doby načítania
z 9 testov pre každý
web (N=100)
Testovacia lokalita:
Praha, mobilné
pripojenie 3G fast
január 2018





Test your mobile speed.

Most sites lose half their visitors while loading.

Enter URL to test your speed.



2. Have a digital strategy



Digital marketing strategy: go step by step

Digital Marketing
"Ladder of Awesomeness"



See

Largest addressable qualified audience!

Think

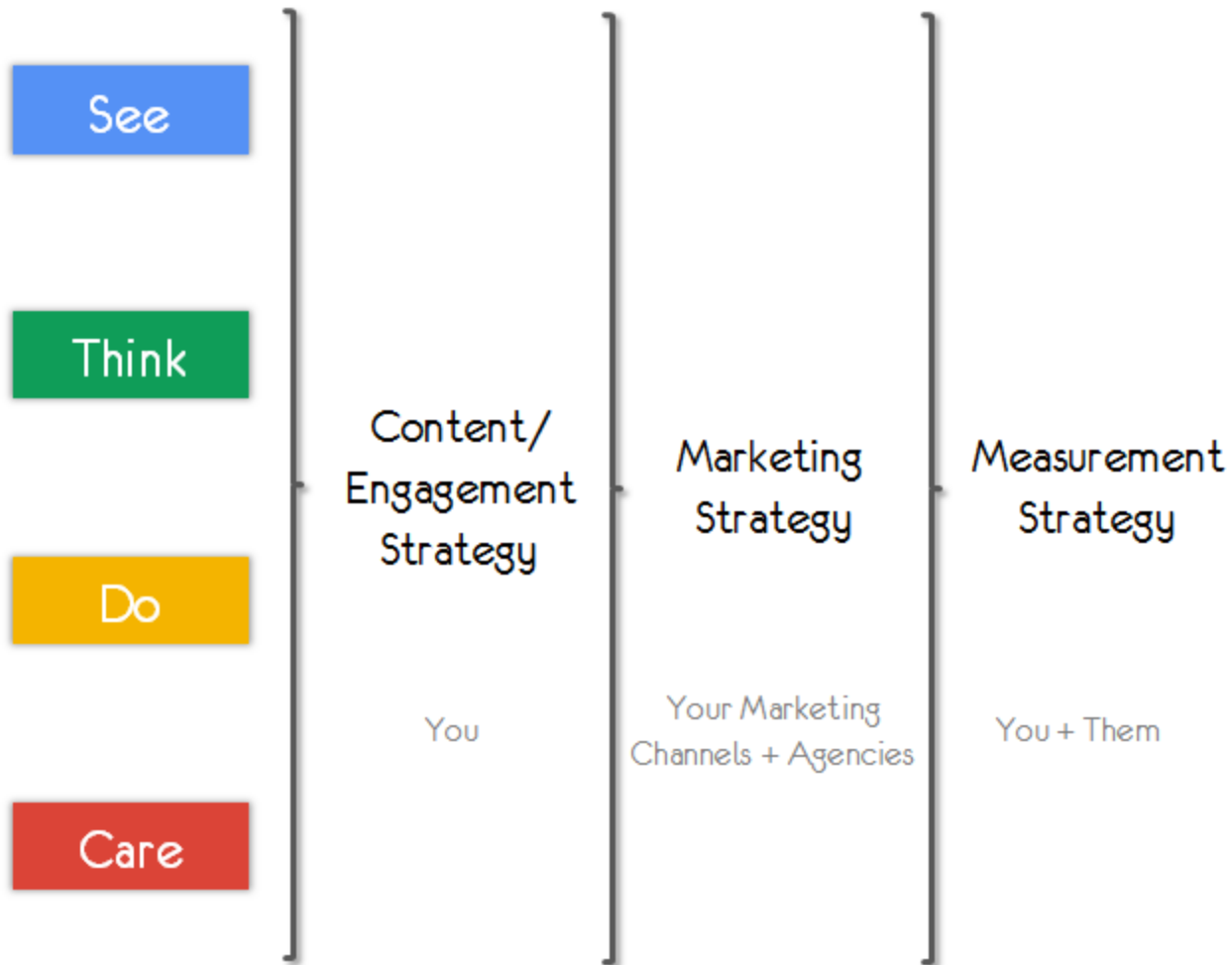
Largest addressable qualified audience,
with some commercial intent.

Do

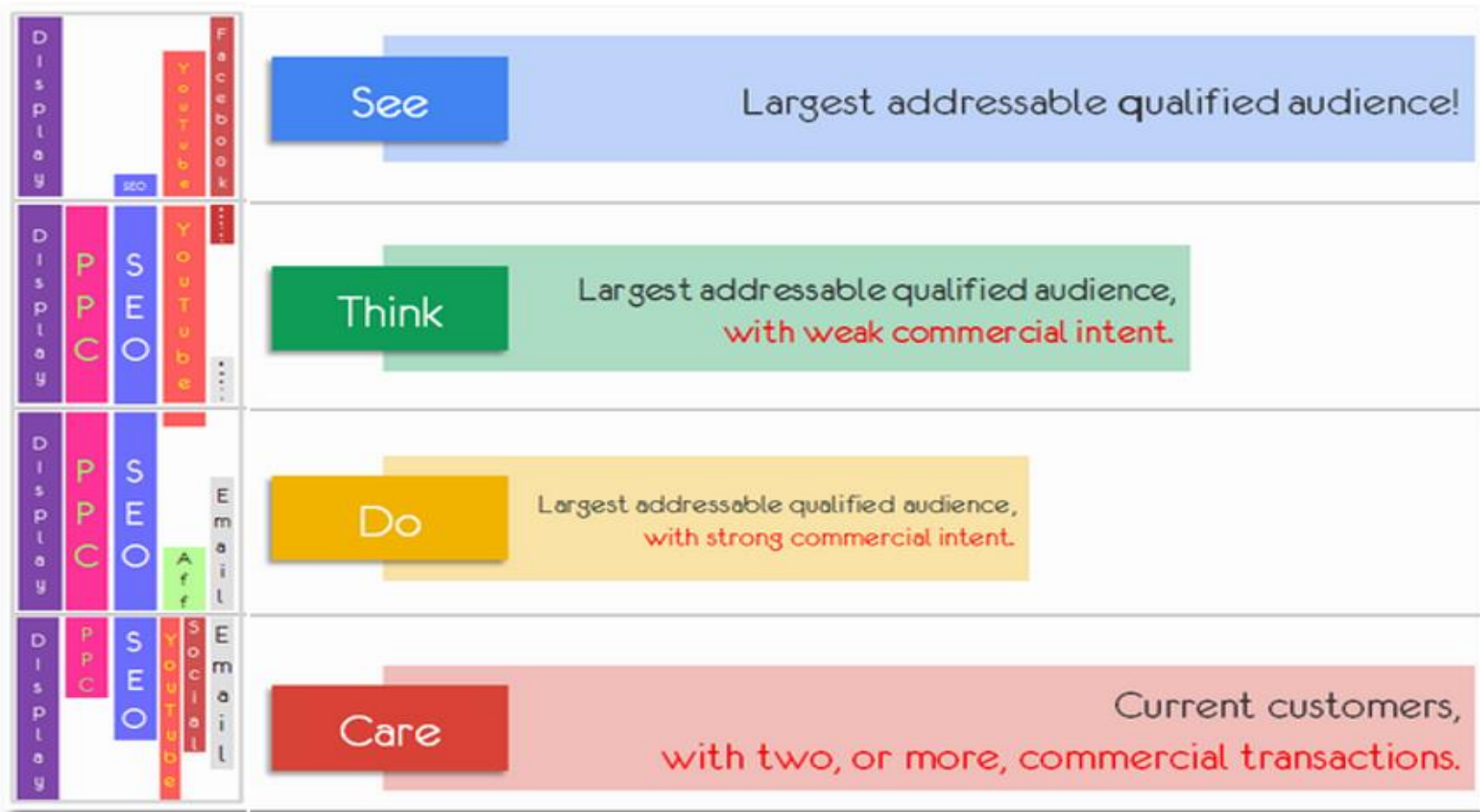
Largest addressable qualified audience,
with loads of commercial intent

Care

Current customers,
With two commercial transactions.



Grow with



3. Voice search is the new trend



**50% of smartphone users
use voice tech on their
device and 1 in 3 use
it daily**

Source: comScore 2017





55% of teens and
40% of adults
**use voice search
daily**

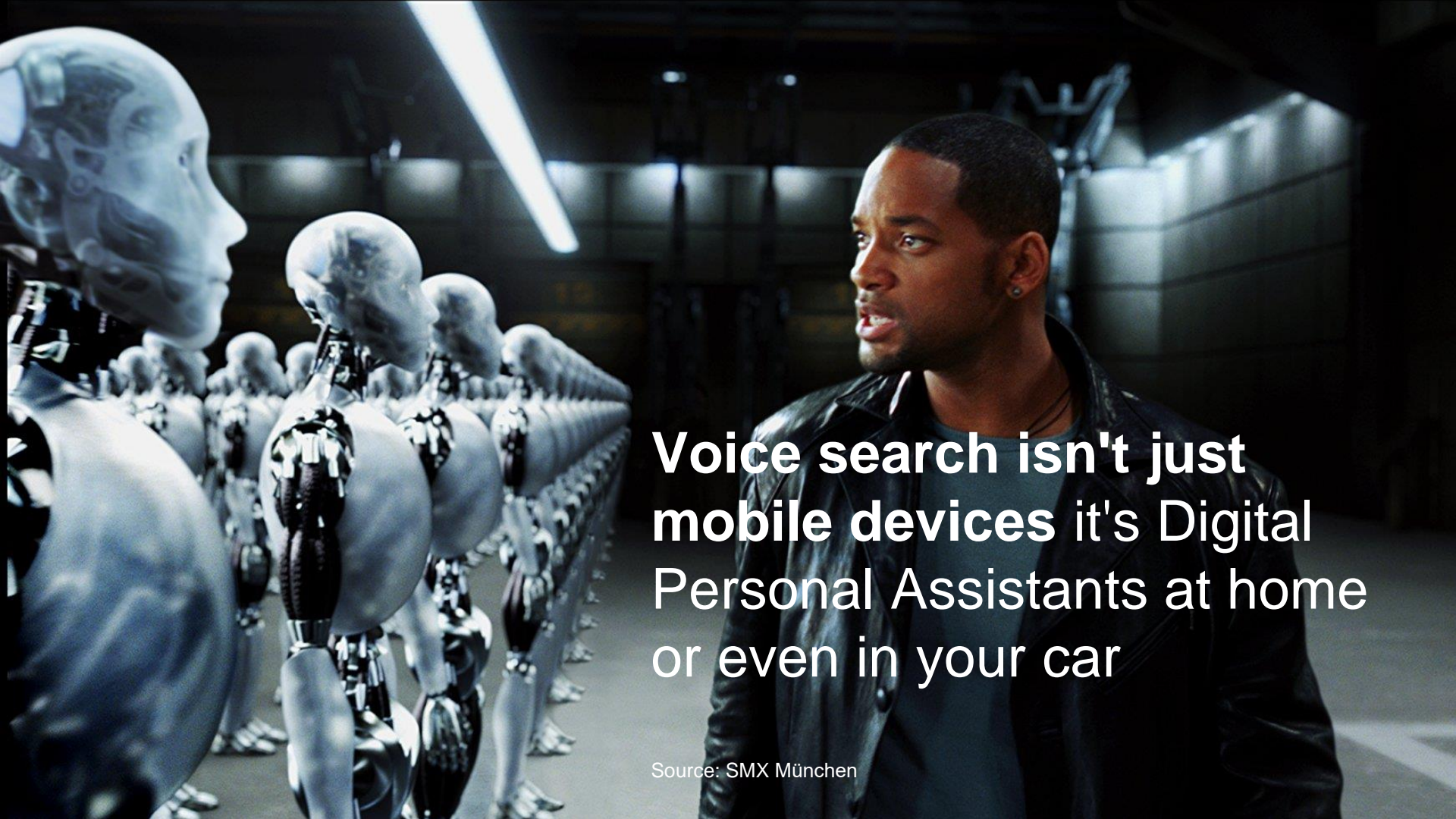
Source: Google study



**By 2020, 50% of searches
will be voice or image**


Source: Andrew Ng, Baidu





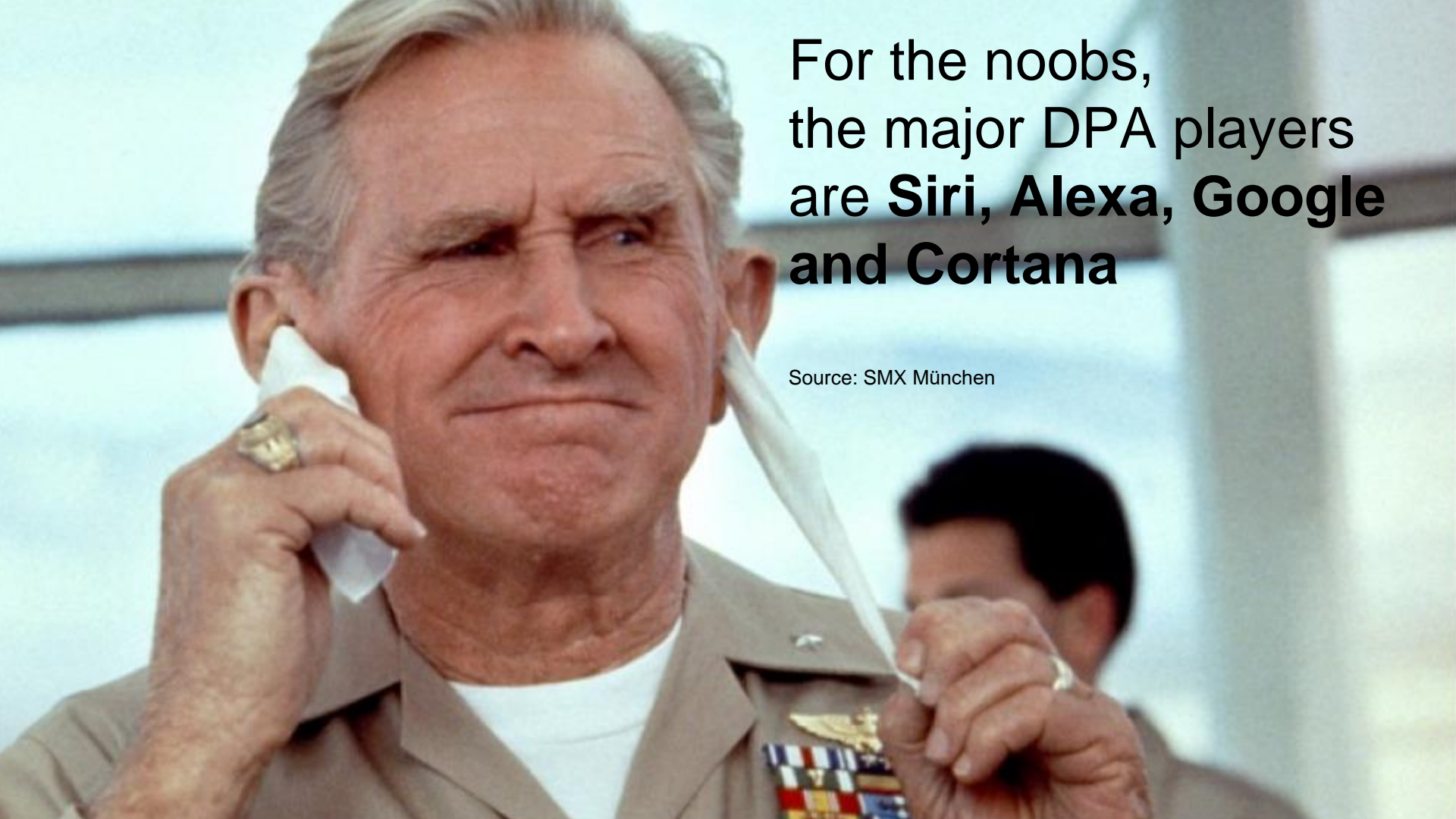
**Voice search isn't just
mobile devices it's Digital
Personal Assistants at home
or even in your car**

Source: SMX München

A close-up photograph of a middle-aged man with grey hair and black-rimmed glasses, wearing a light-colored collared shirt. He is looking down at a newspaper he is holding, with his right hand visible on the page. The background is a solid dark brown color. The text is overlaid on the right side of the image.

By 2021, there will be **4 billion**
mobile-based Digital Personal
Assistants

Source: Juniper Research

A close-up photograph of an older man with grey hair, wearing a tan military uniform with several medals on his chest. He is holding a white paper cone to his ear with his right hand, which has a large gold ring. He is also holding the other end of the paper cone with his left hand. The background is blurred, showing another person in a similar uniform.

For the noobs,
the major DPA players
are **Siri, Alexa, Google
and Cortana**

Source: SMX München

Google is by far the **best**
at voice search

Source: SMX München





By the year 2020,
**30% of web browsing
will be screen-less**

Source: Gartner

**What do you have to do, to
be found
by the voice search?**

Loads quickly (4.6s)

Secured with HTTPS

Is an FAQ page

Long-form content
(approx. 2,300 words)

Contains concise answers
(approx. 29 words)

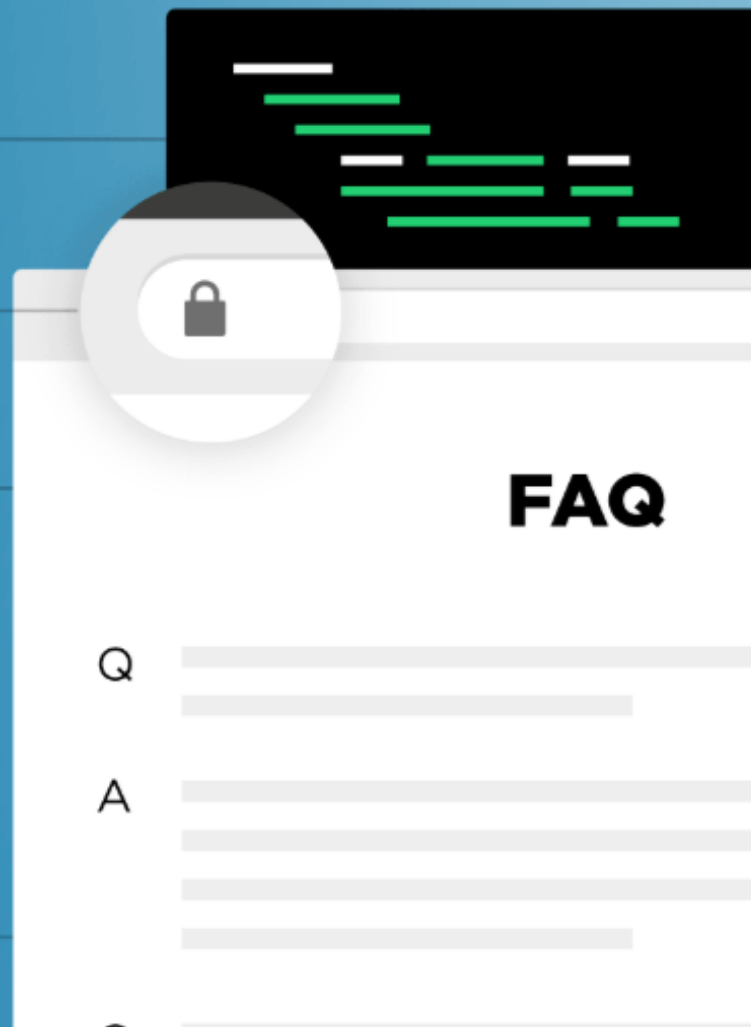
1

2

3

4

5



Written at a 9th grade reading level (or below)

6

Highly-shareable

7

Ranks in Google desktop search (top 3 results)

8

Appears as a Featured Snippet

9

Page is on an authoritative domain (>70 Ahrefs DR)

10

A

SHARE



Google



Are u ready to be found in the voice search?



Grow with Google

Tomorrow

4. Umelá inteligencia



[Home](#) › [Media](#) › [Press releases](#) › [Students expect technology will boost their careers](#)

Leading business students expect technology will boost, not threaten, their careers



5 April 2018

University business students competing in the finals of KPMG's International Case Competition are extremely bullish that technology will enhance their work lives.

**Kent Miller**

Head of External Communications,
Global Industries

KPMG International

KUALA LUMPUR, 5 April 2018 – Top university business students competing in the finals of KPMG's International Case Competition (KICC) are extremely bullish that technology will enhance their work lives and experience. All of the students expect technology will have a significant and positive impact on their careers, with more than half anticipating that it will radically change the work they do -- none expects the impact to be negative.

The 88 students, from leading universities in 22 countries, were surveyed in advance of the KICC finals competition taking place this week in Kuala Lumpur.

In the face of fears that technology could diminish or eliminate job opportunities, the students are highly confident that technology will open up new possibilities in their careers. When asked what the single biggest impact new technologies will have on their career experience, more than 35 percent expect it to enable them to do work that adds value or has a greater impact, while 21 percent see it providing

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Google



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Hair Salon



900 000
Jobs unoccupied
by 2020 in the EU
Thanks to lack of
Digital skills



9 careers artificial intelligence will **replace**

1. Telemarketers (99%)
2. Bookkeeping clerks (98%)
3. Compensation and Benefits Managers (96%)
4. Receptionists (96%)
5. Couriers (94%)
6. Proofreaders (84%)
7. Computer Support Specialists (65%)
8. Market Research Analysts (61%)
9. Advertising Salespeople (54%)

WILL ROBOTS TAKE MY JOB?

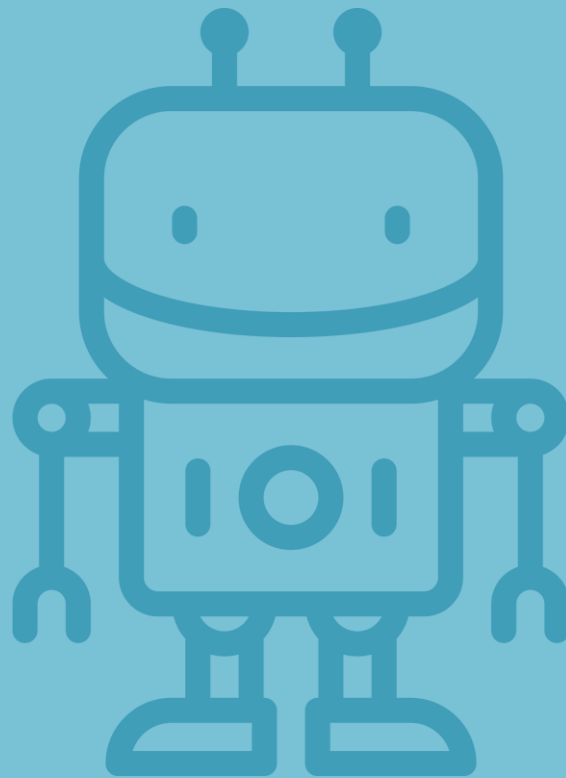
Enter your job

or show [random example](#)

Most Likely to Be **Safe** (For Now)

- | | |
|-------------------------------------|-------------------------------------|
| 1. Human Resources Managers (0,55%) | 4. Public Relations Managers (1,5%) |
| 2. Sales Managers (1,3%) | 5. Chief Executives (CEO) (1,5%) |
| 3. Marketing Managers (1,4%) | 6. Event Planners (3,7%) |


5. Robotics



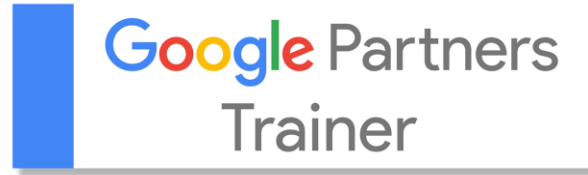
5. Robotics and Artificial intelligence



Čo sme sa dnes naučili:

- Have a content strategy for your target groups
 - Be ready for the voice search, FAQ on your web matters
- 

Thank you for your attention



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Grow