

An aerial photograph of a city at dusk. The city is built on a hillside, with numerous high-rise buildings and a dense urban area. A large body of water, likely a bay or harbor, is visible in the foreground and middle ground. A bridge with multiple lanes is visible in the lower left, crossing the water. The sky is a mix of dark blue and orange, indicating the time is either sunset or sunrise. The overall scene is a panoramic view of a major metropolitan area.

MARKET TRENDS REPORT

2018

MEGA TRENDS



AI/Chatbots



AR/VR



Messaging Apps



Alexa Skills

AI/Chatbots

One-On-One

24/7 Assistance

Messenger Apps > Email

Gartner
Technology
Research
predicted that
by 2018




30%

our conversations
will be assisted by
machines



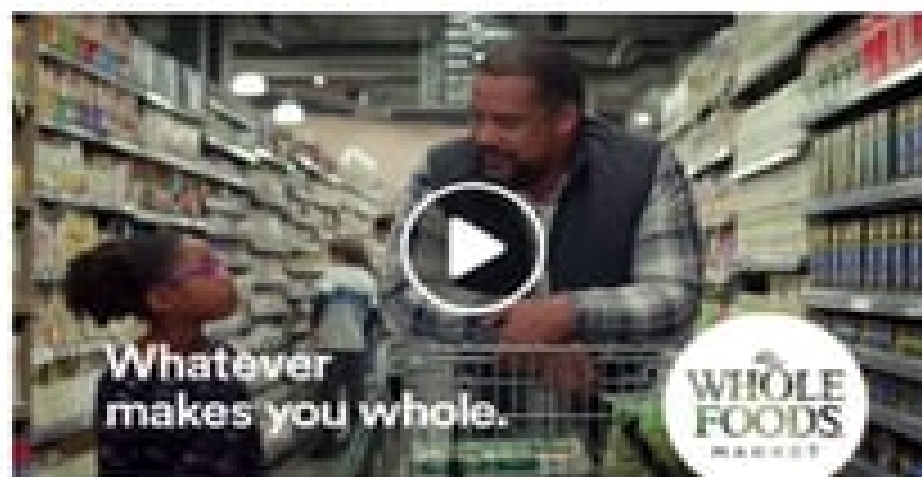
 Liked •
 Following •
 Share

[Sign Up](#) Send Message

Specialty Grocery Store in Austin, Texas



Dad joke on aisle 4! #Pasta #MakesMeWhole



LOW VOLTAGE

 Share

Top Comments =

References



Our Story

Thanks for visiting us on Facebook! Much like our stores across the U.S., Canada and the U.K., this —

Summary

 Very responsive to messages

Community

1999

21. Invite your friends to like this Page



Orange-Greenish

Drizzle up lamb or beef steaks with a sprinkle of this brightly flavored orange, too.

[View all recipes](#)

do you have a recipe for kale?



3.2 billion photos being shared every day

Snapchat



Instagram

Facebook



Einstein Vision for Social Studio by Salesforce



AR/VR

IKEA

Snapchat 3D

Giraffe 360°

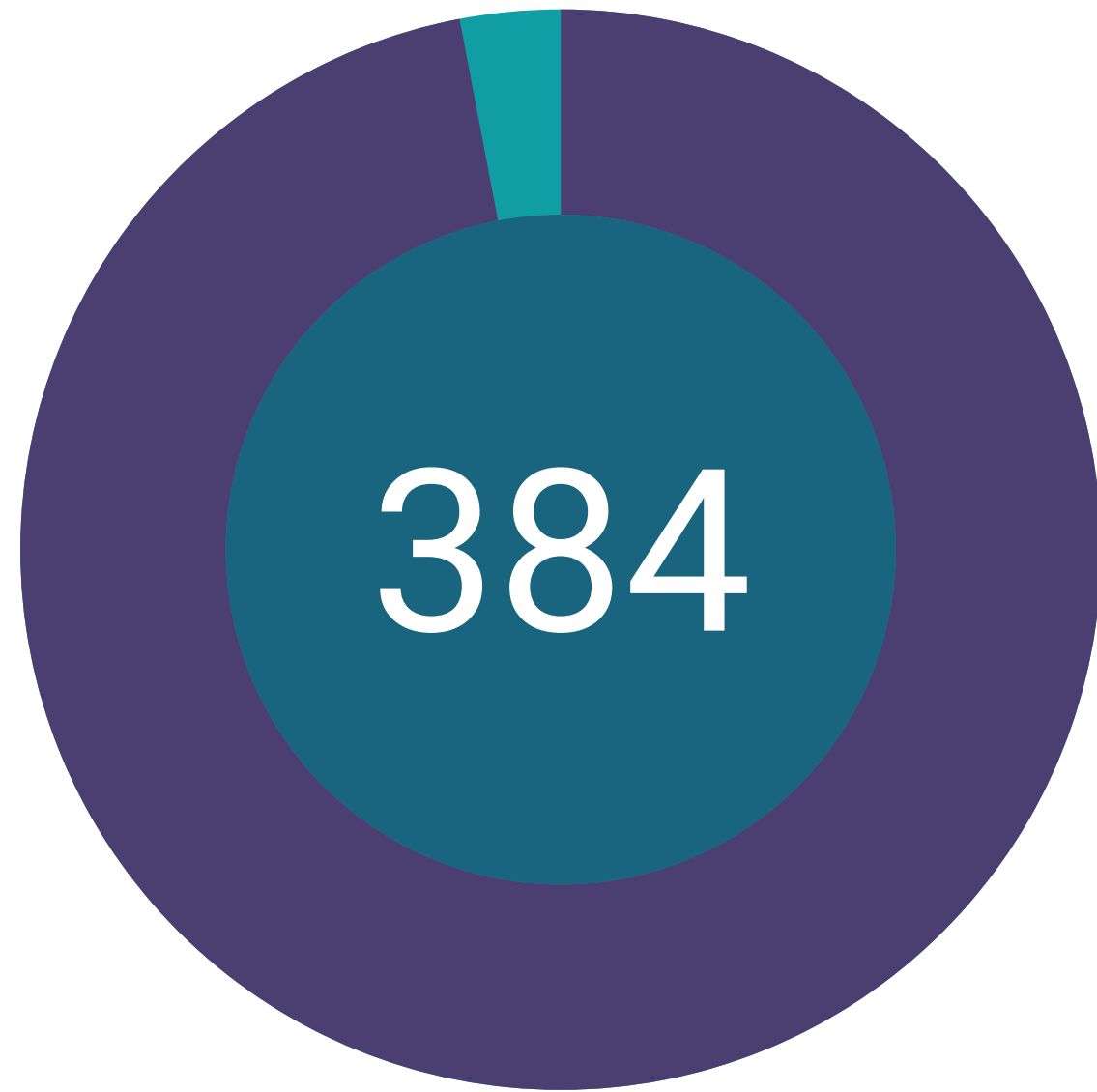


Giraffe 360°





DID YOU KNOW?



**ACCORDING TO ONE STUDY, THE TIME
SPEND ON BOTH SOCIAL AND
MESSAGING APPS GREW 384% IN 2016.**

**2.5 BILLION
PEOPLE ARE
USING
MESSAGING
APPS IN THEIR
DAILY LIVES.**



Messaging Apps

WhatsApp

Facebook
Messenger

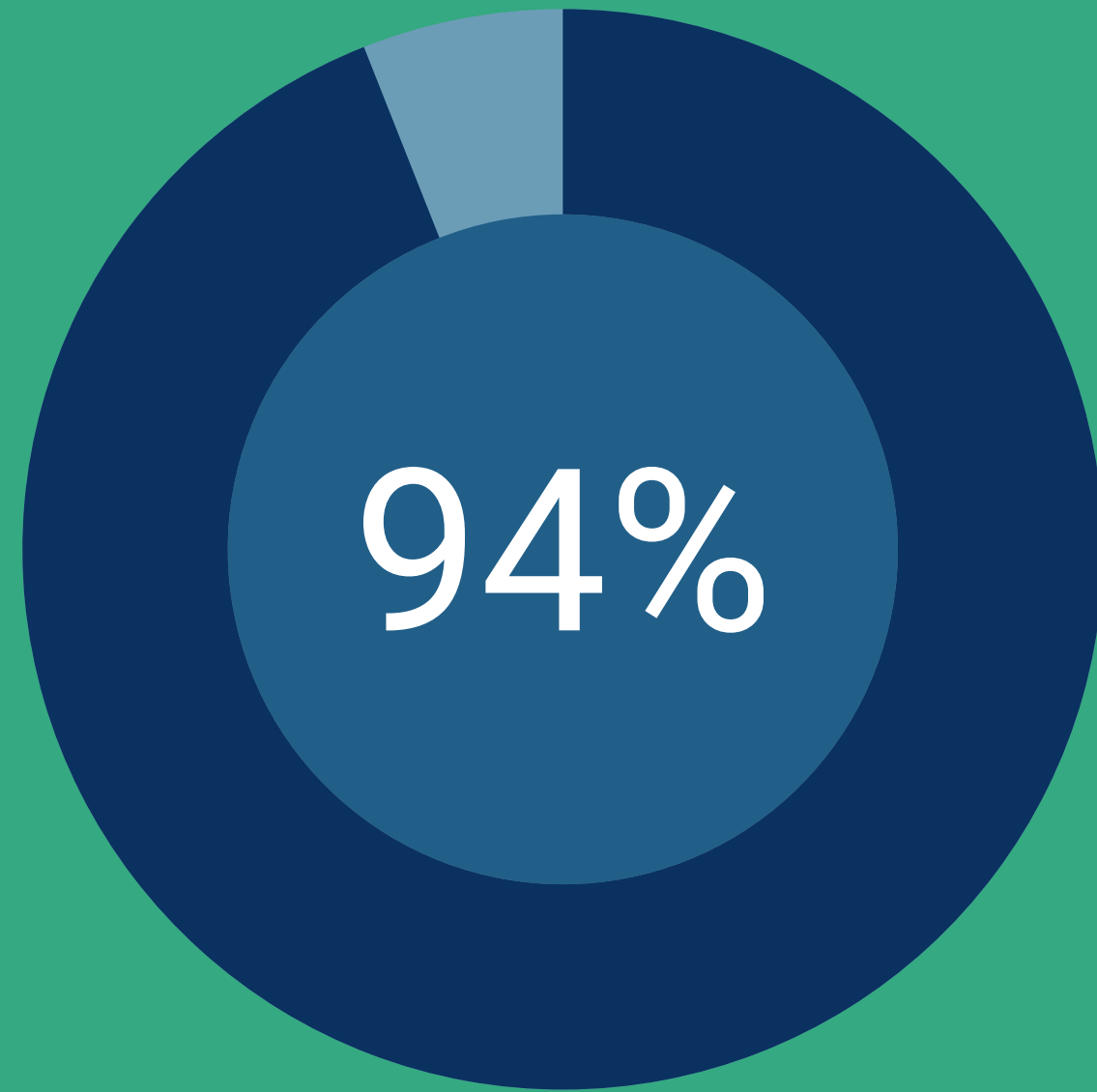
WeChat

Line

Slack

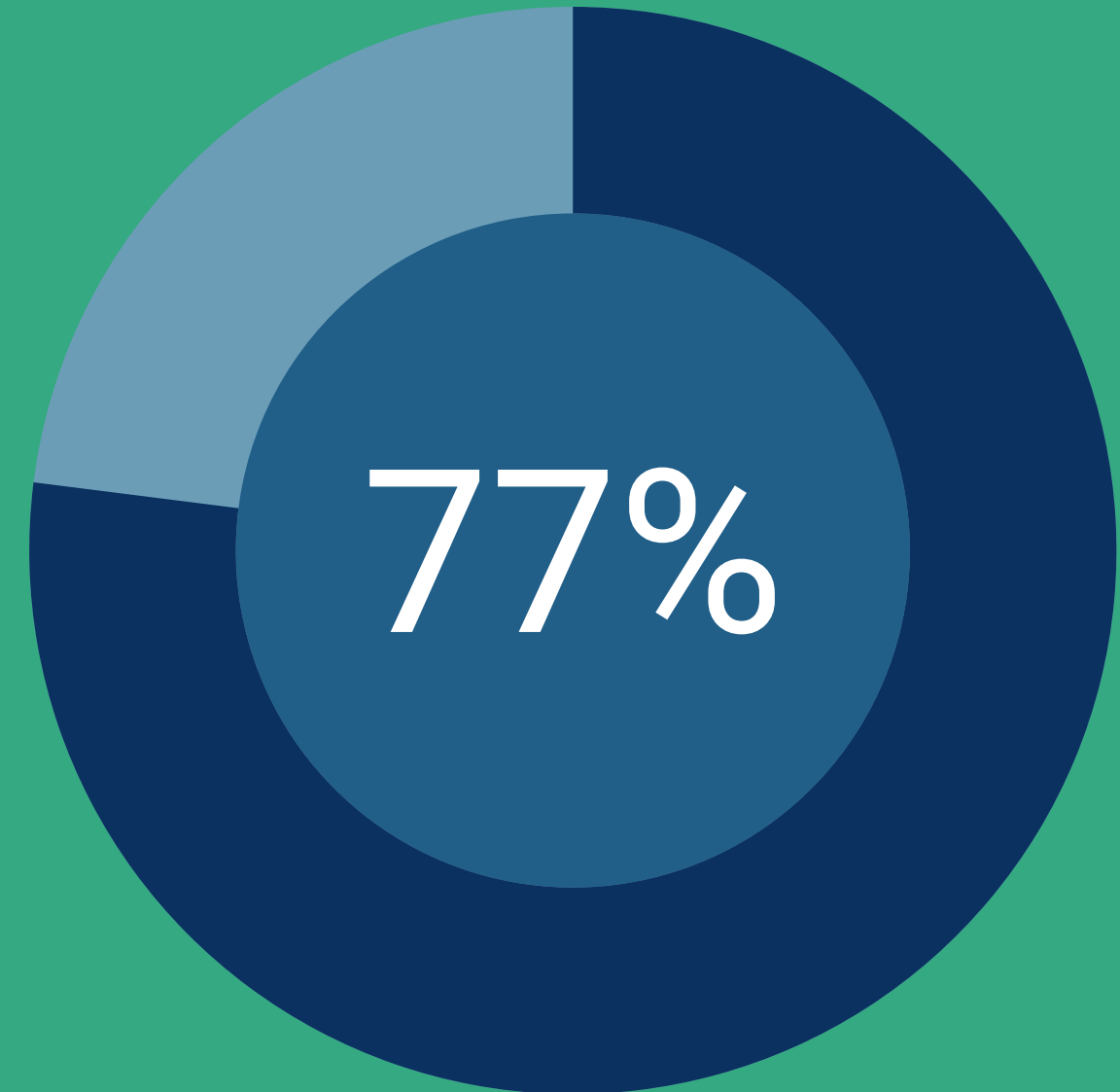


Line



of Messaging App users in Japan

Slack



of Fortune 100 Companies

WhatsApp

How is it being used?



WhatsCook- Hellman's Mayonnaise

Alexa Skills

Ask Purina

Tide - Stain Remover

Zyrtec — Your Daily AllergyCast



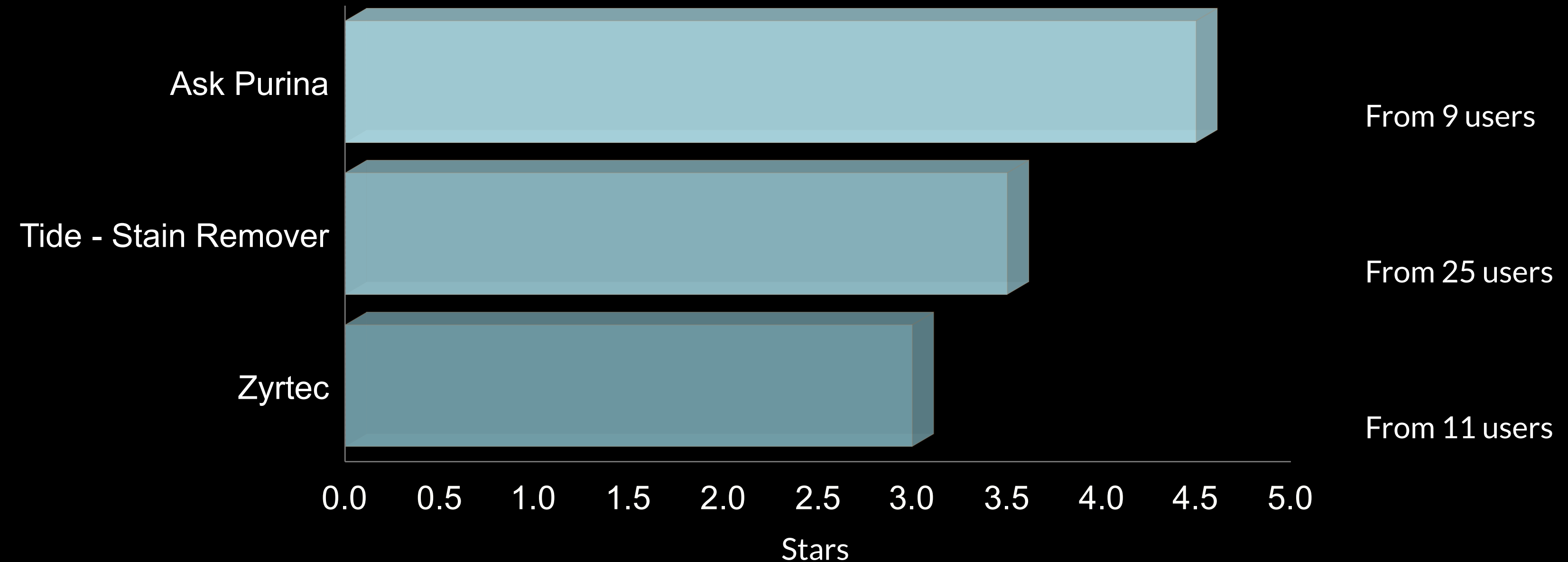
Tide - Stain Remover



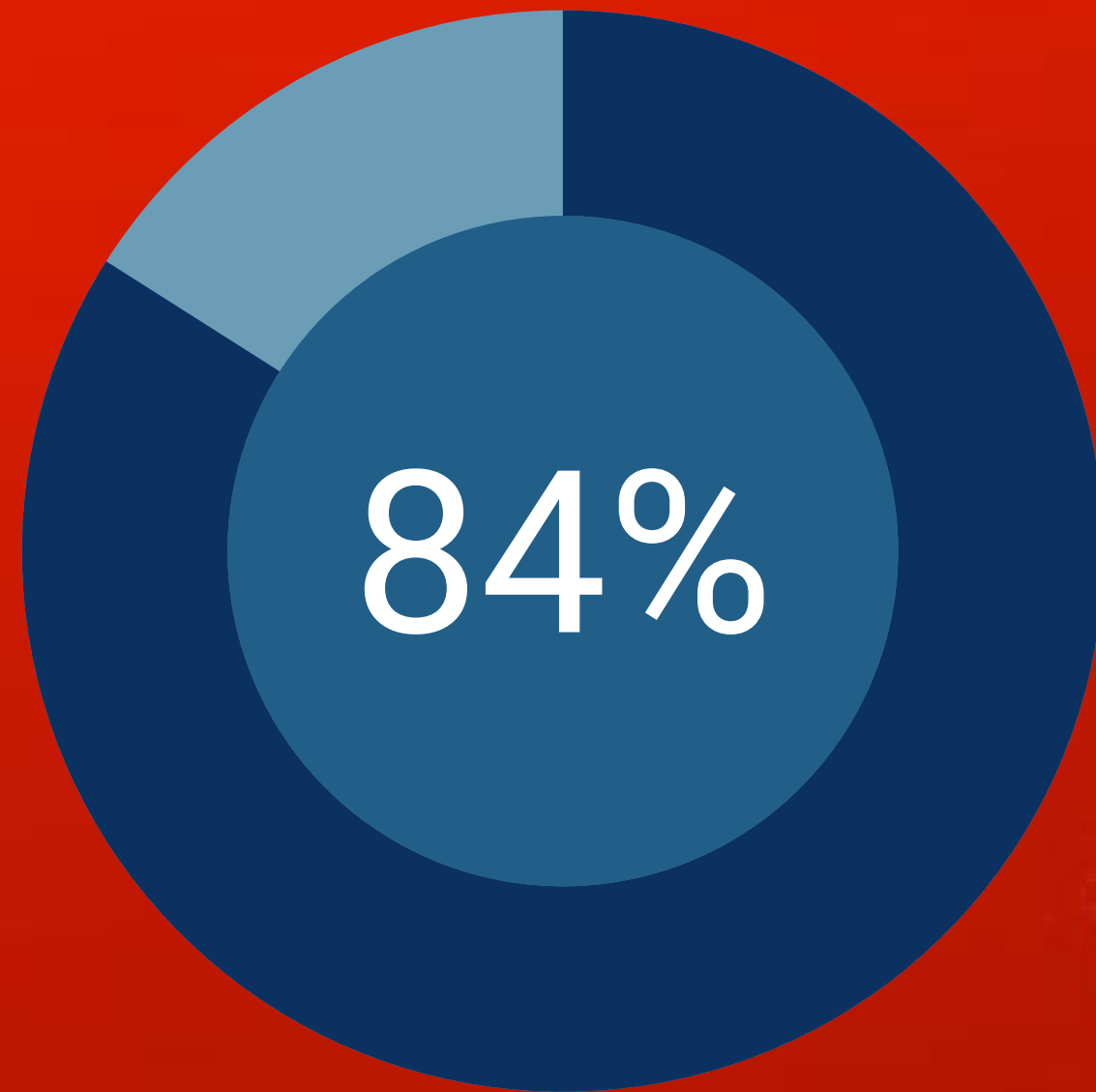
Record your own:
voicegram.sayspring.com



User Star Ratings for Alexa Skills



Lack of Trust with Traditional Advertising



20% of all connected adults online keep their add blocker on when surfing the internet.



84 percent of millennials do not trust advertising, so it does not make any sense to create content that is written from a selling point of view.

Consumer Behavior

People are ignoring traditional advertisements.



TRUST



KNOW



LIKE



**Lifetime
Value
(LTV)**

S.O.S.



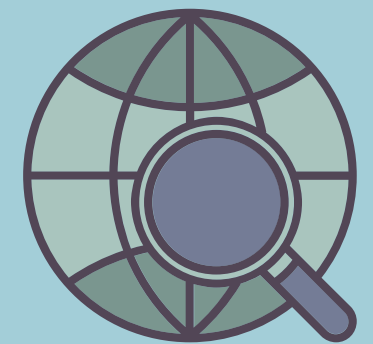
Video



Micro-Influencers



Authentic Storytelling

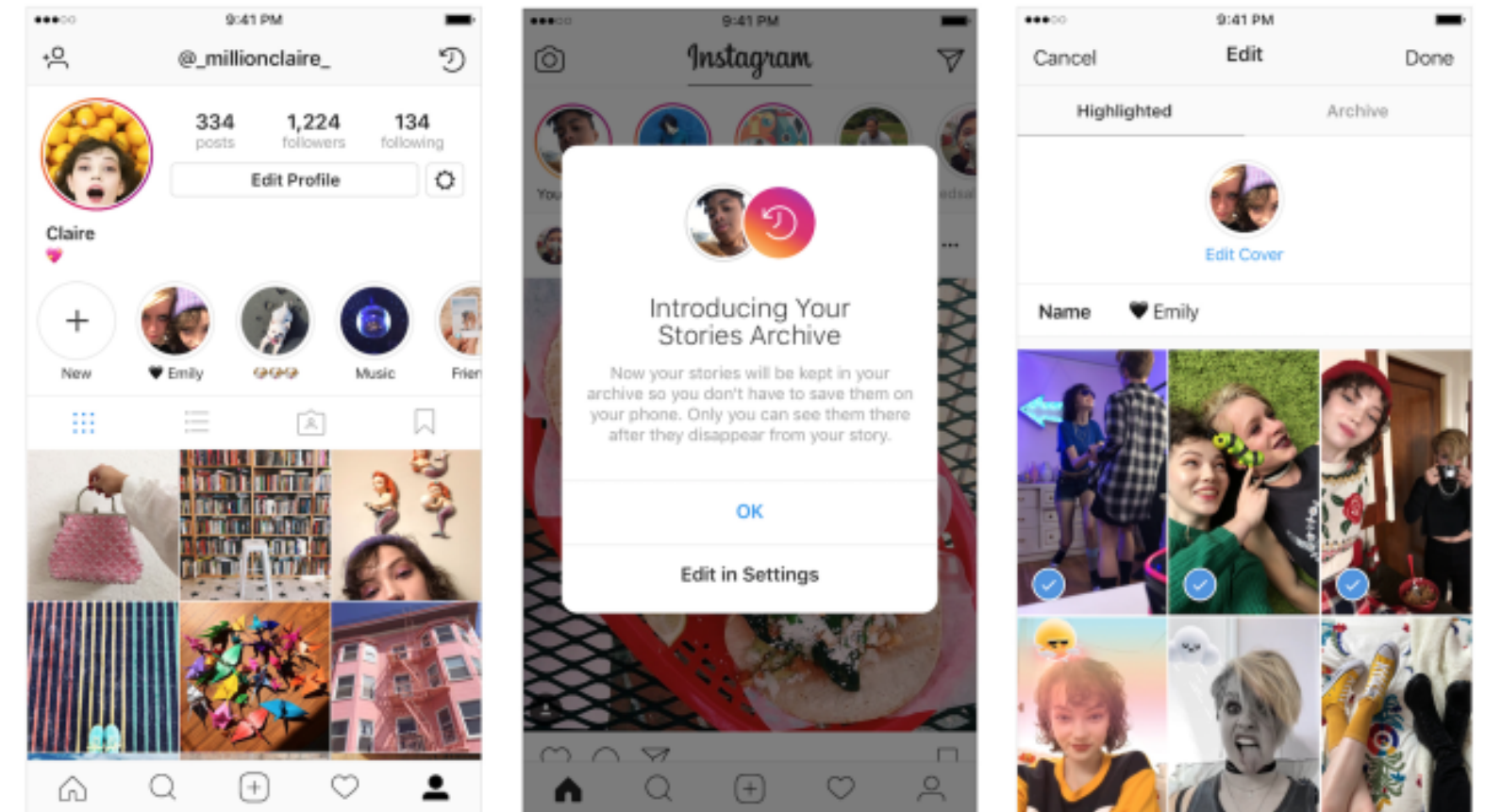


"Vearch"

**“I see video as a megatrend,”
Facebook CEO Mark Zuckerberg,
February 2017**

EPHERMAL STORIES F.O.M.O

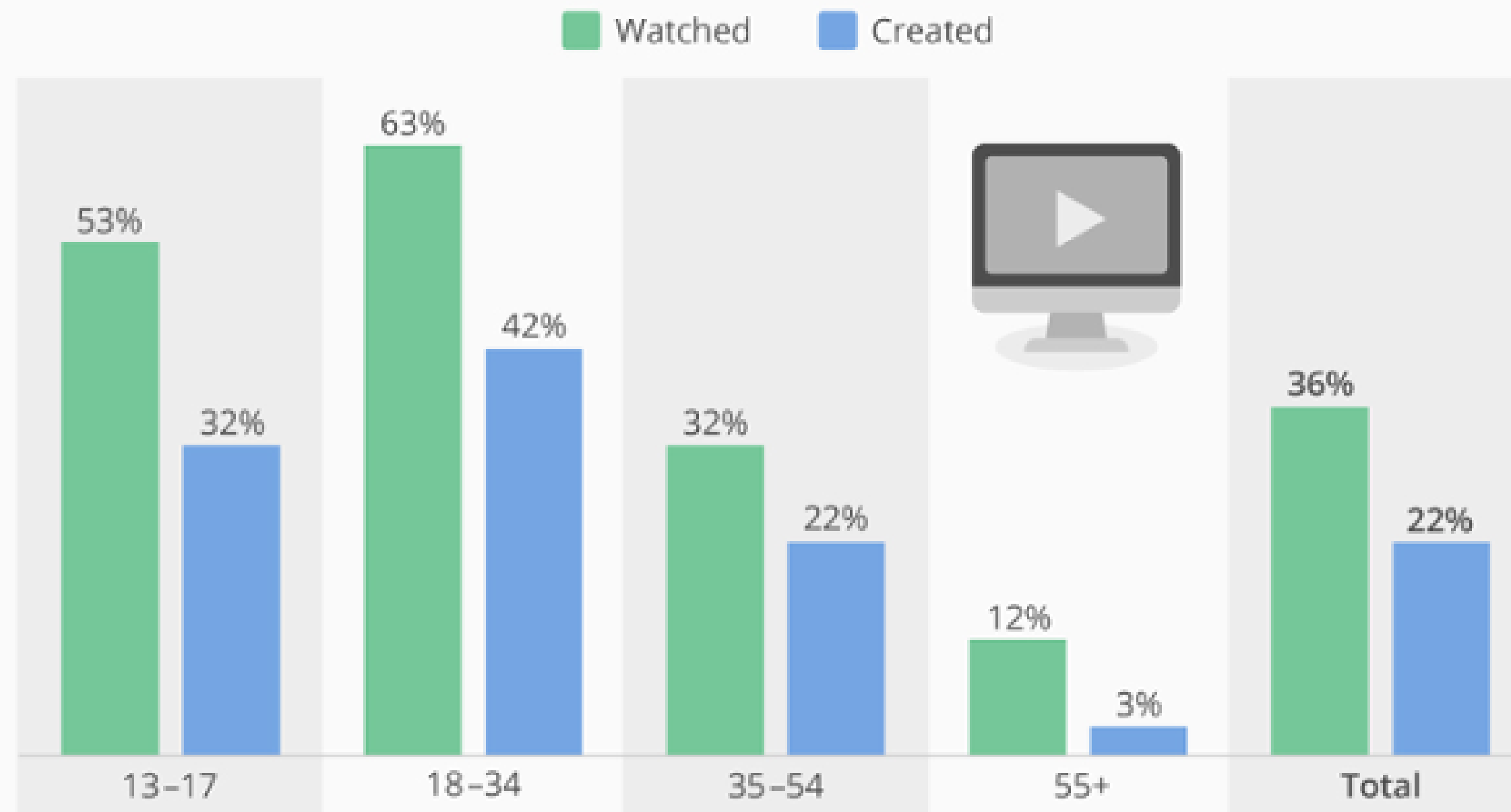
- Ephemeral content is short-lived
- Best engagement rate
- Allows you to be more authentic than sponsored or spammy



LIVE

Who's Watching & Creating Live Streaming Video in the U.S.

Internet users who watched or created live streaming video on social media

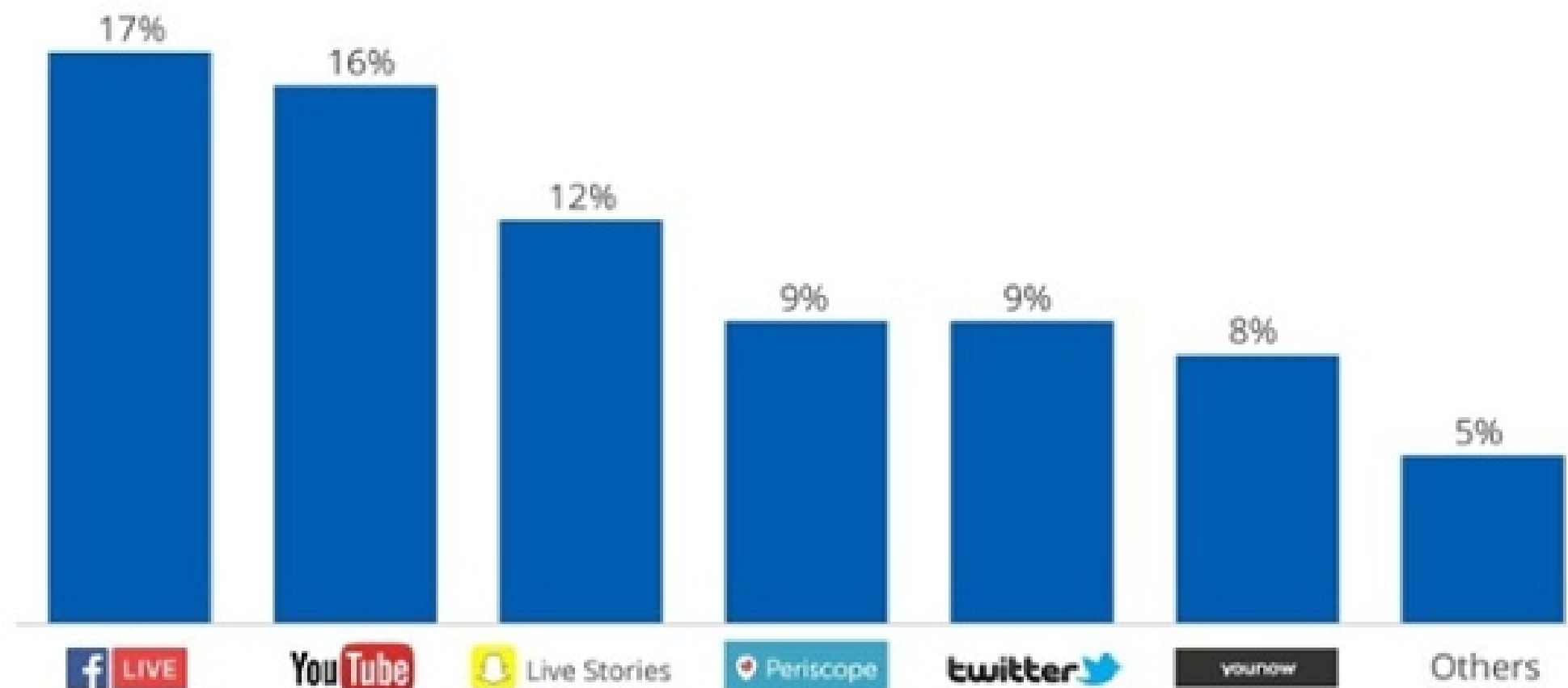


LIVE

Tech  Chart of the Day

The State of Live Video Streaming

% of respondents who streamed live video on the following platforms



Based on a survey of U.S. internet user aged 13+ conducted in November 2016

BUSINESS INSIDER

Sources: UBS Evidence Lab, eMarketer

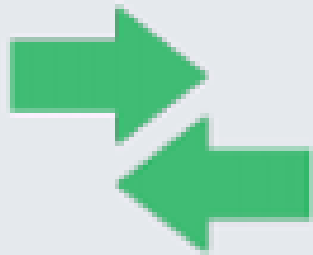


statista 

LIVE

LIVE ONLINE PROVIDES VIEWING OPPORTUNITIES THAT TV CANNOT OFFER

Why Live Online is preferred to TV:
Live Online vs. Live TV



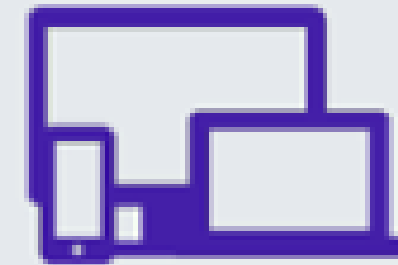
Mobility

51%



Excitement

59%

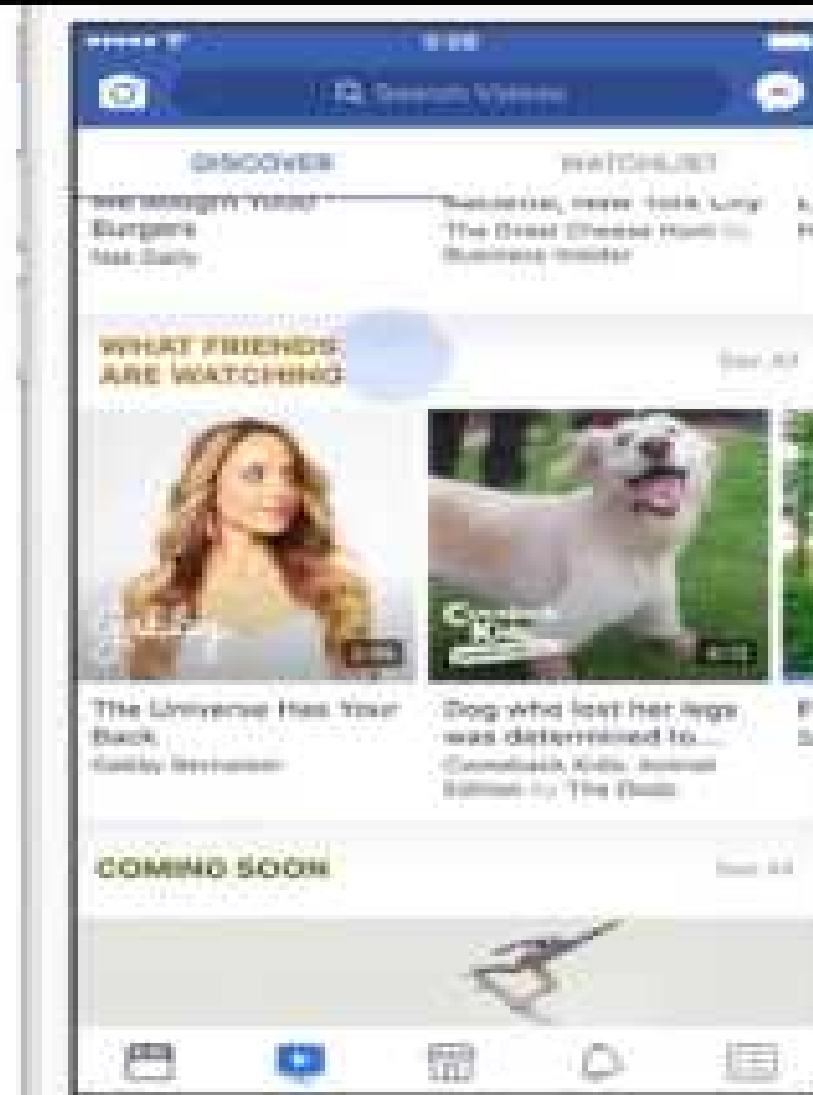


Multi-tasking Ability

48%

TV - Facebook Watch

Get caught up
on shows you follow
and episodes you've saved.



Facebook Watch - Tom

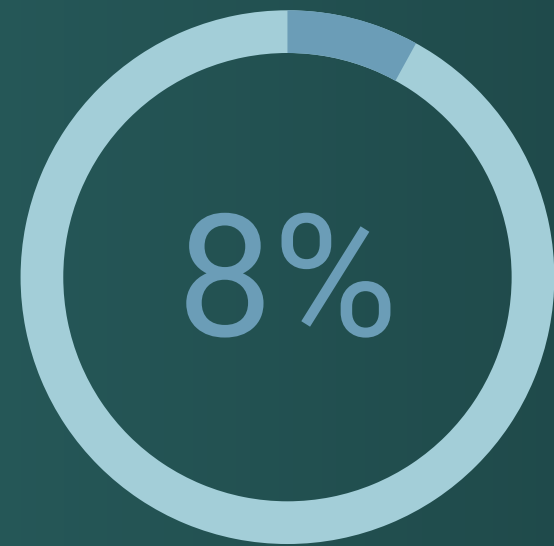


Facebook Watch - Local Buzz



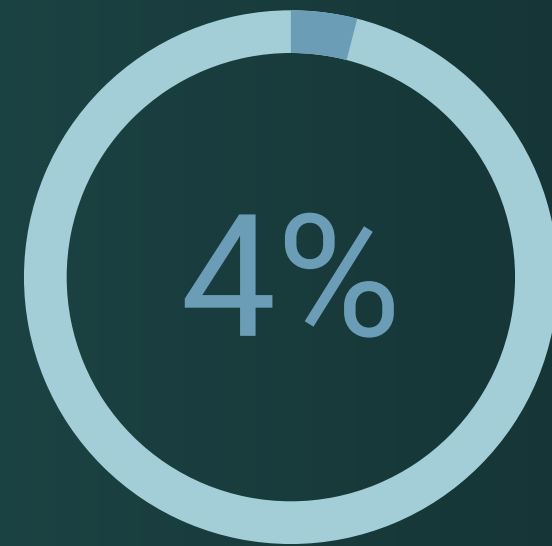
Micro-Influencers

Instagram accounts
with < 1,000 followers:



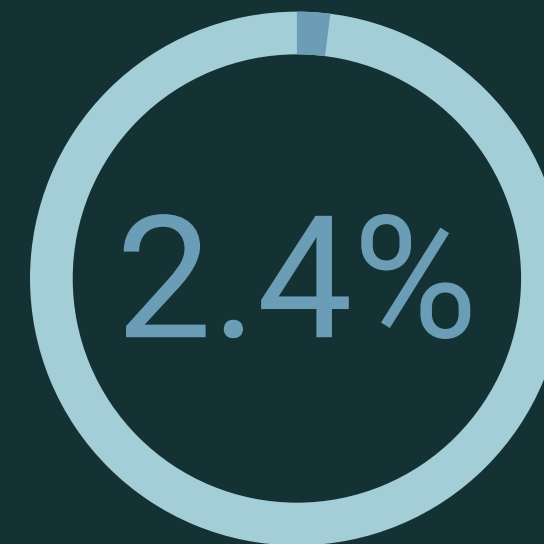
likes rate

Users with 1,000-
10,000 followers



likes rate

Users with 10,000-
100,000 followers



likes rate

Users with 1-10
million followers



likes rate

Snapchat Stock Loses 1.3 Billion After Kylie Jenner Tweet



Kylie Jenner  @KylieJenner · Feb 21

sooo does anyone else not open Snapchat anymore? Or is it just me... ugh this is so sad.



3.9K



57K



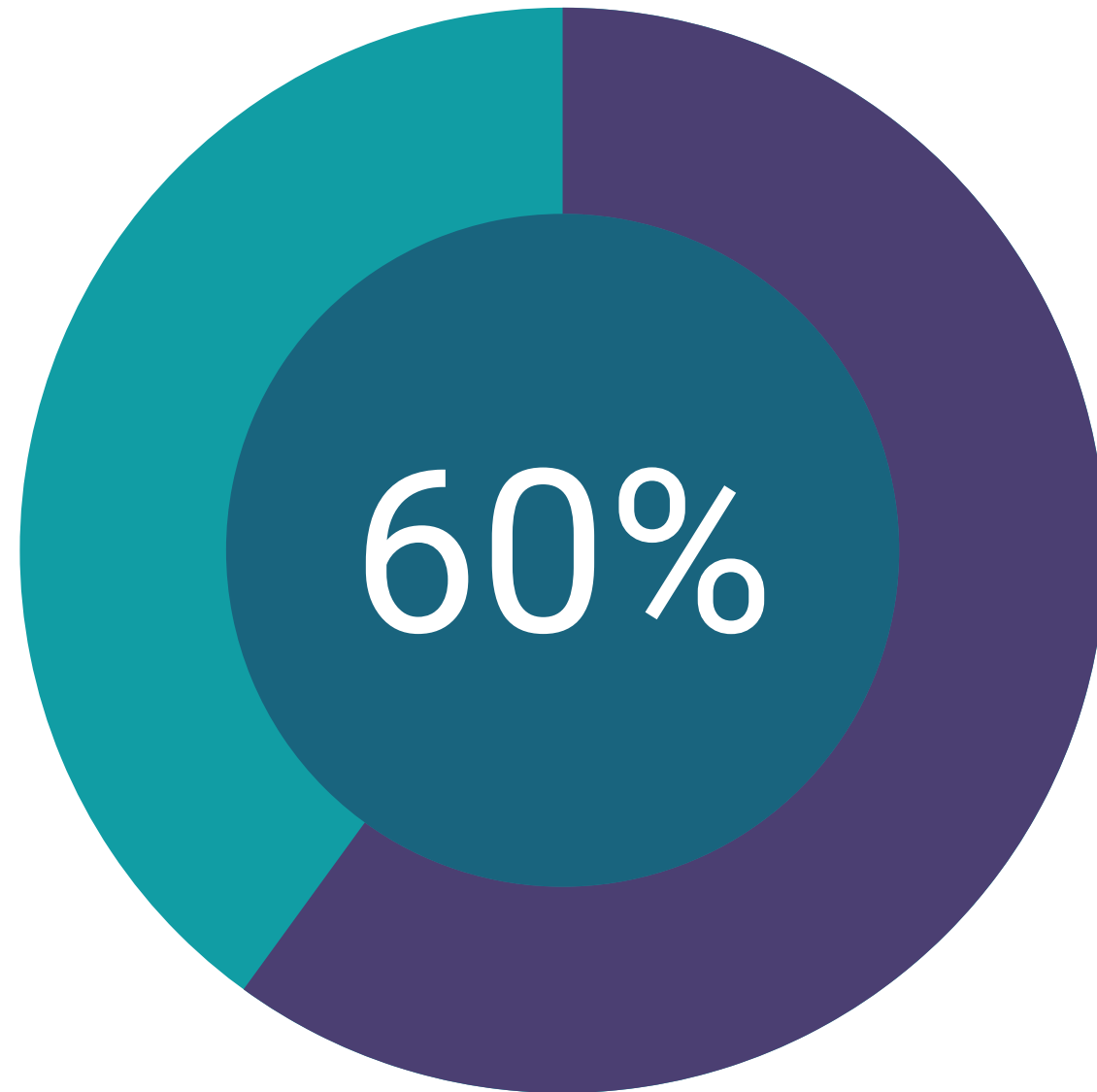
304K



[Show this thread](#)

Why do Micro-Influencers Matter?

60% Higher
Engagement



**"The Game isn't
just
about getting
eyeballs; but
getting eyeballs
that care!"**

Vearch

(Searching via Voice)

End of typing- speaking to the phone
instead of typing

Creating your website in such a
way that it is optimized for audio

Audio podcasting

comScore estimates

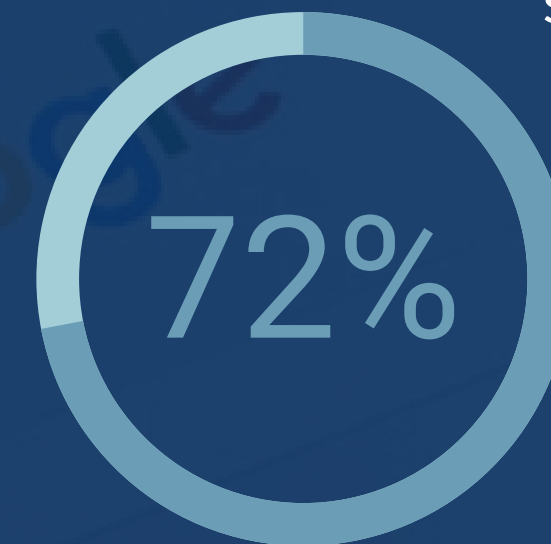


of searches will be
done without a screen
by 2020

Google says that



of its mobile queries or
searches are voice
searches



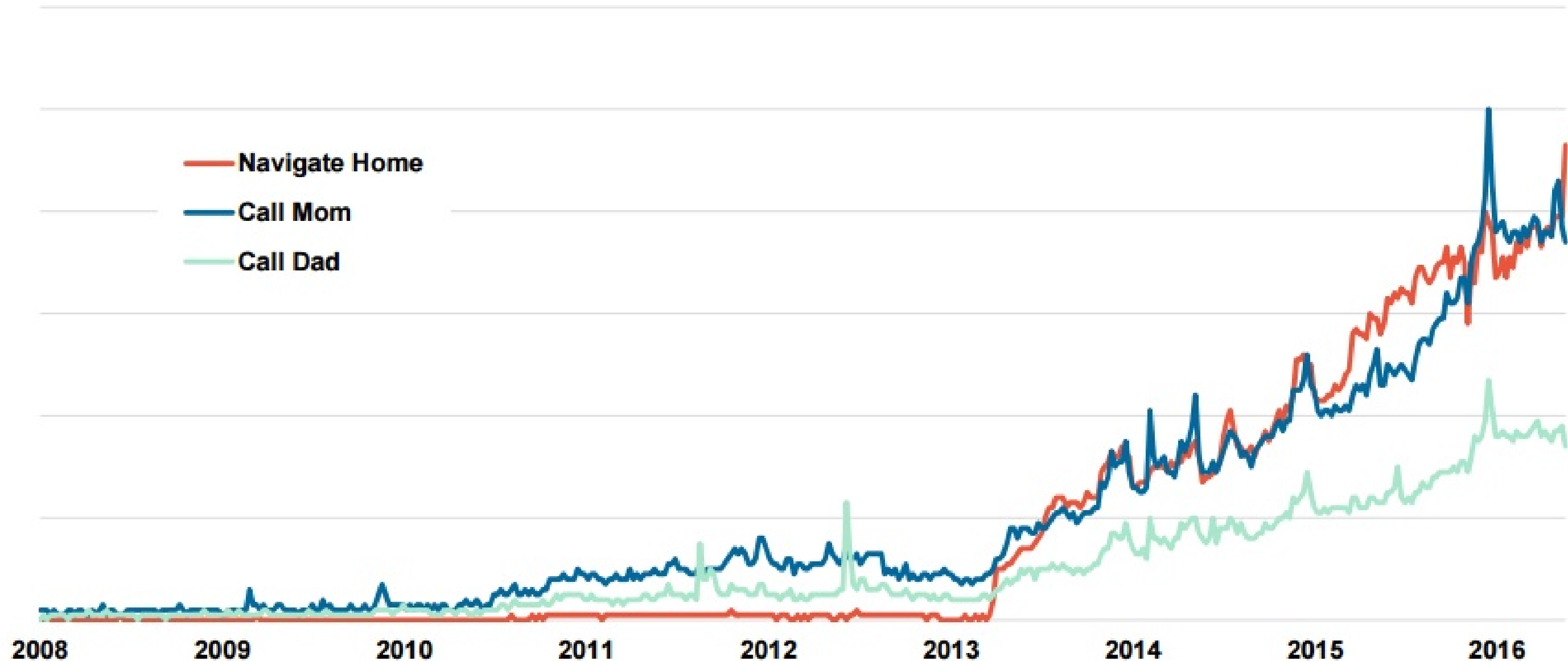
of voice-activated
speaker owners
already say that these
devices have become
part of their daily
routines



Google Voice Search Queries = Up >35x Since 2008 & >7x Since 2010, per Google Trends

Google Trends imply queries associated with voice-related commands have risen >35x since 2008 after launch of iPhone & Google Voice Search

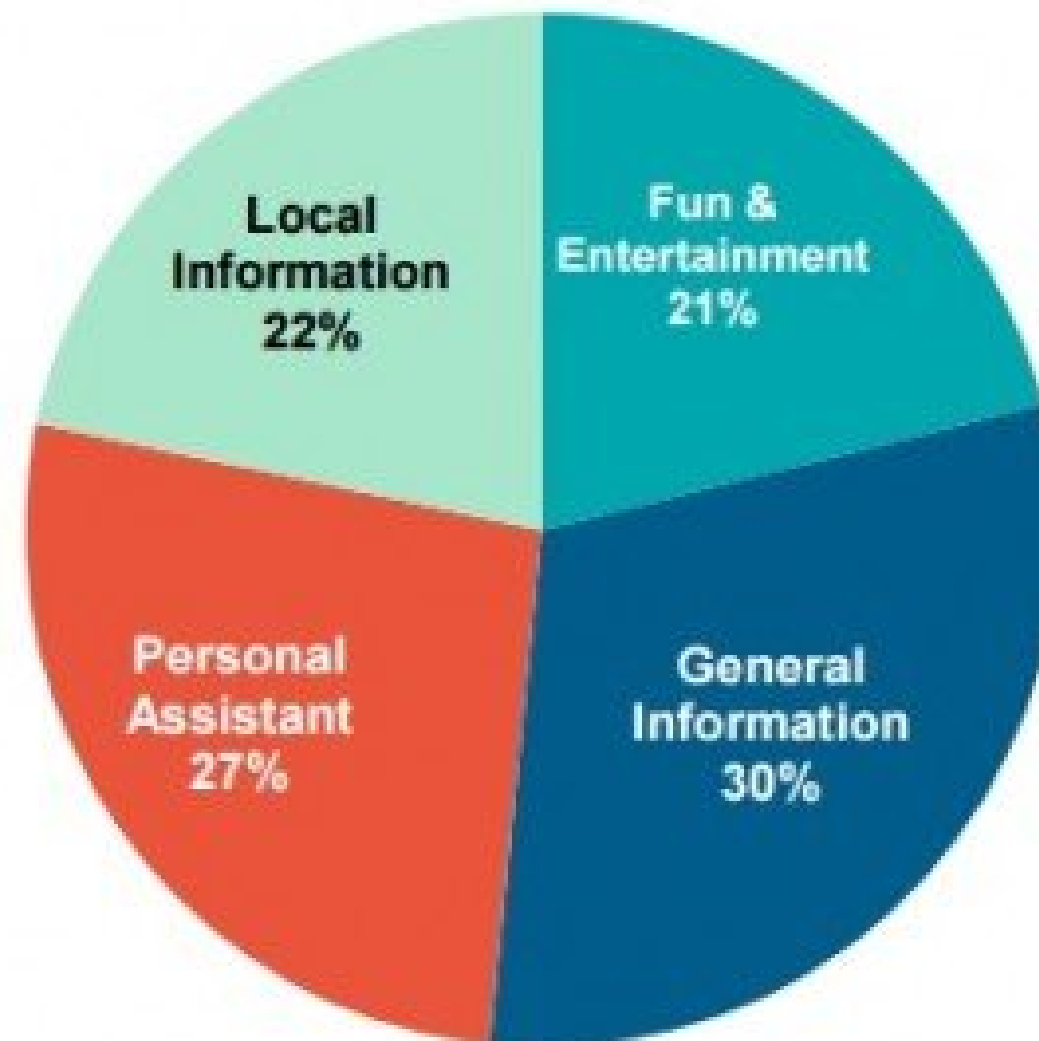
Google Trends, Worldwide, 2008 – 2016



Hound Voice Search & Assistant App = 6-8 Queries Across 4 Categories per User per Day

*Seeing 6-8 queries per active user per day among 100+ domains across 4 categories...
Users most care about speed / accuracy / ability to follow up / ability to understand complex queries...*

Voice Query Breakdown – Observed Data on Hound App, USA, 2016



Why does this mean for you?

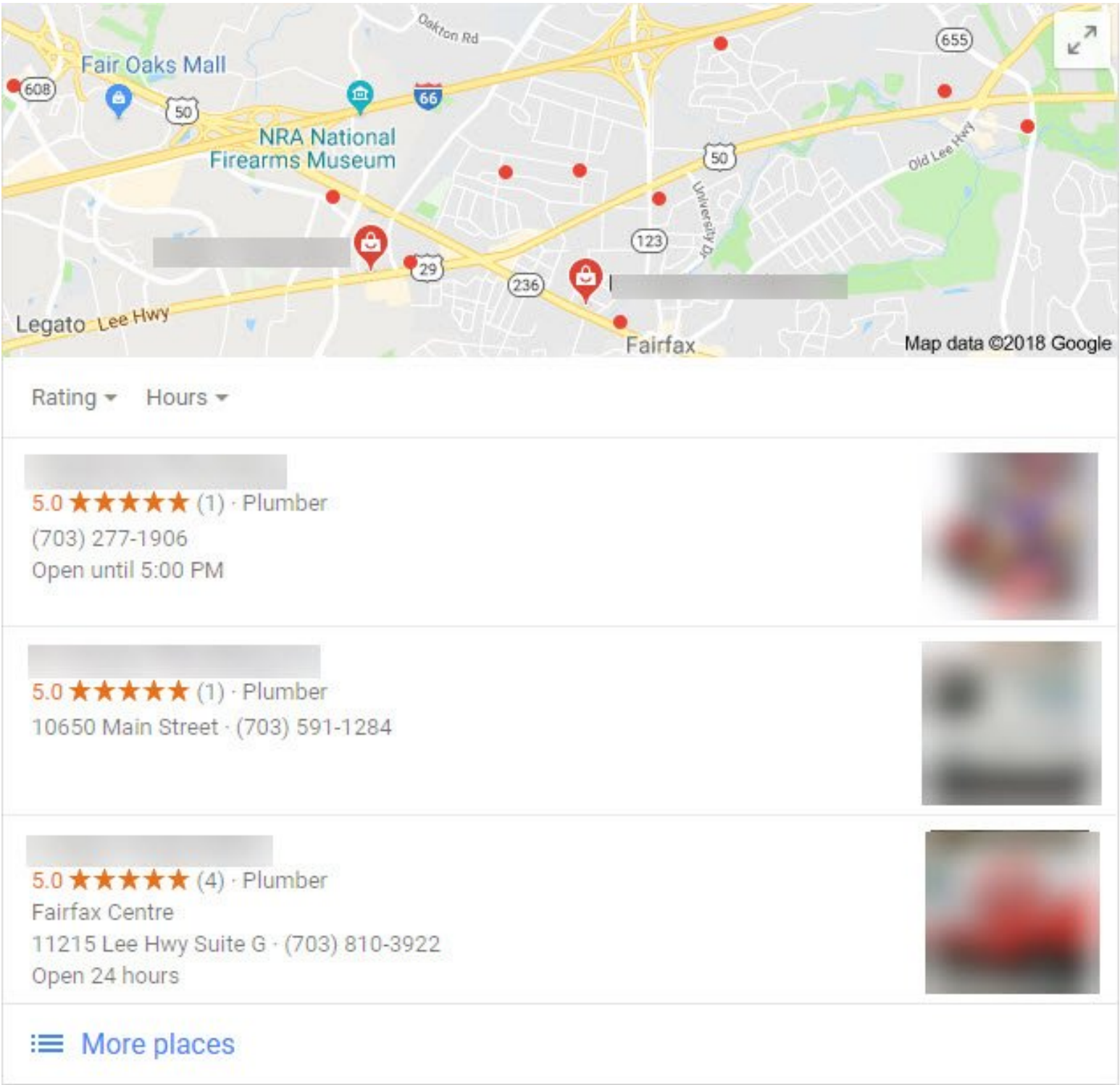
EX. PLUMBING COMPANY

GOOGLE SEARCH- BY CUSTOMER REVEIWS

"HEY ALEXA, FIND A PLUMBER NEAR ME WHO FIXES BURST PIPES"

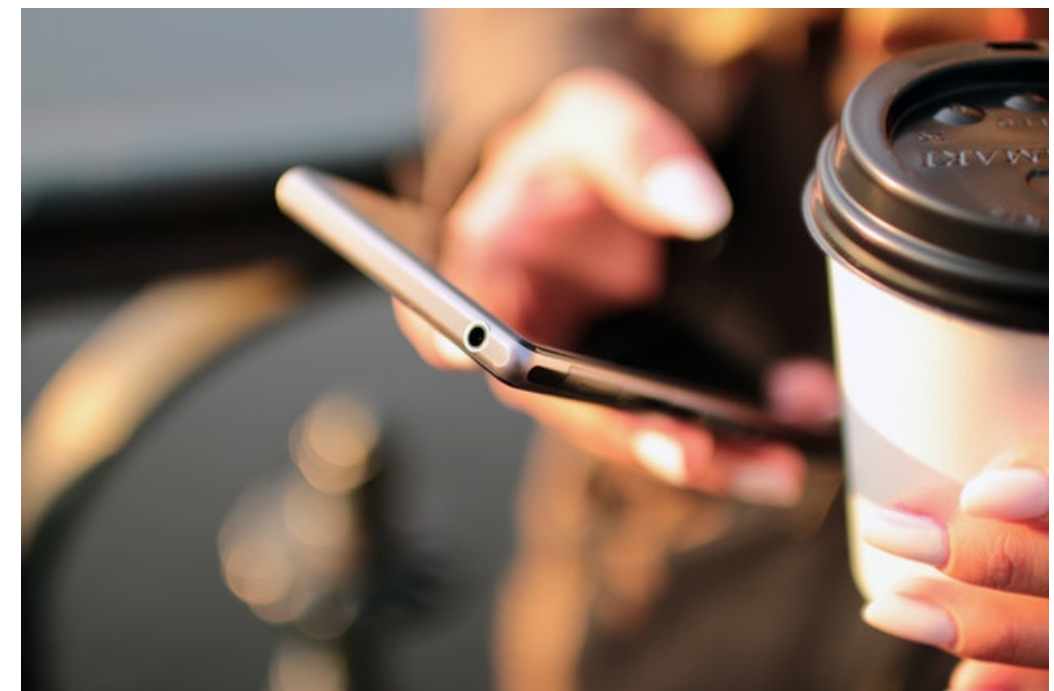
IF YOUR WEBSITE HAS LOTS OF RELEVANT, OPTIMIZED CONTENT AND AUTHORITATIVE WEB PAGES, SUCH AS AN EMERGENCY PIPE REPAIR SERVICE PAGE AND A VARIETY OF EXTENSIVE BLOG POSTS ON PIPE MAINTENANCE- YOU WILL BE THE FIRST COMPANY THAT COMES UP IN A VEARCH

CURATE CONTENT=OPTIMIZED SEARCH RESPONSES

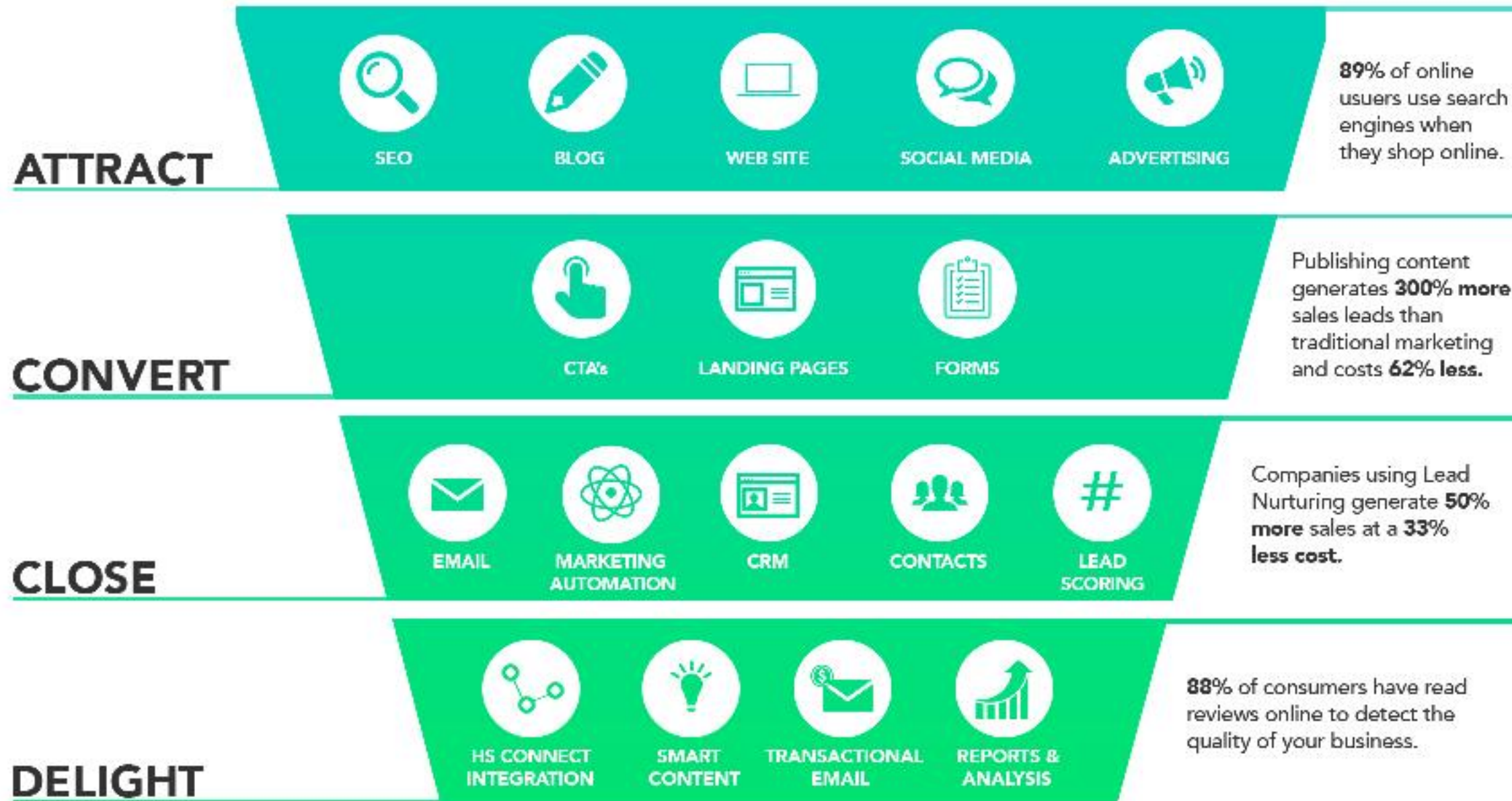


TYPING VS. TALKING

Authentic Storytelling



Authentic Storytelling



Thank You

Presented By:
McGraw Creative
Olivet Business

@olivetbusiness