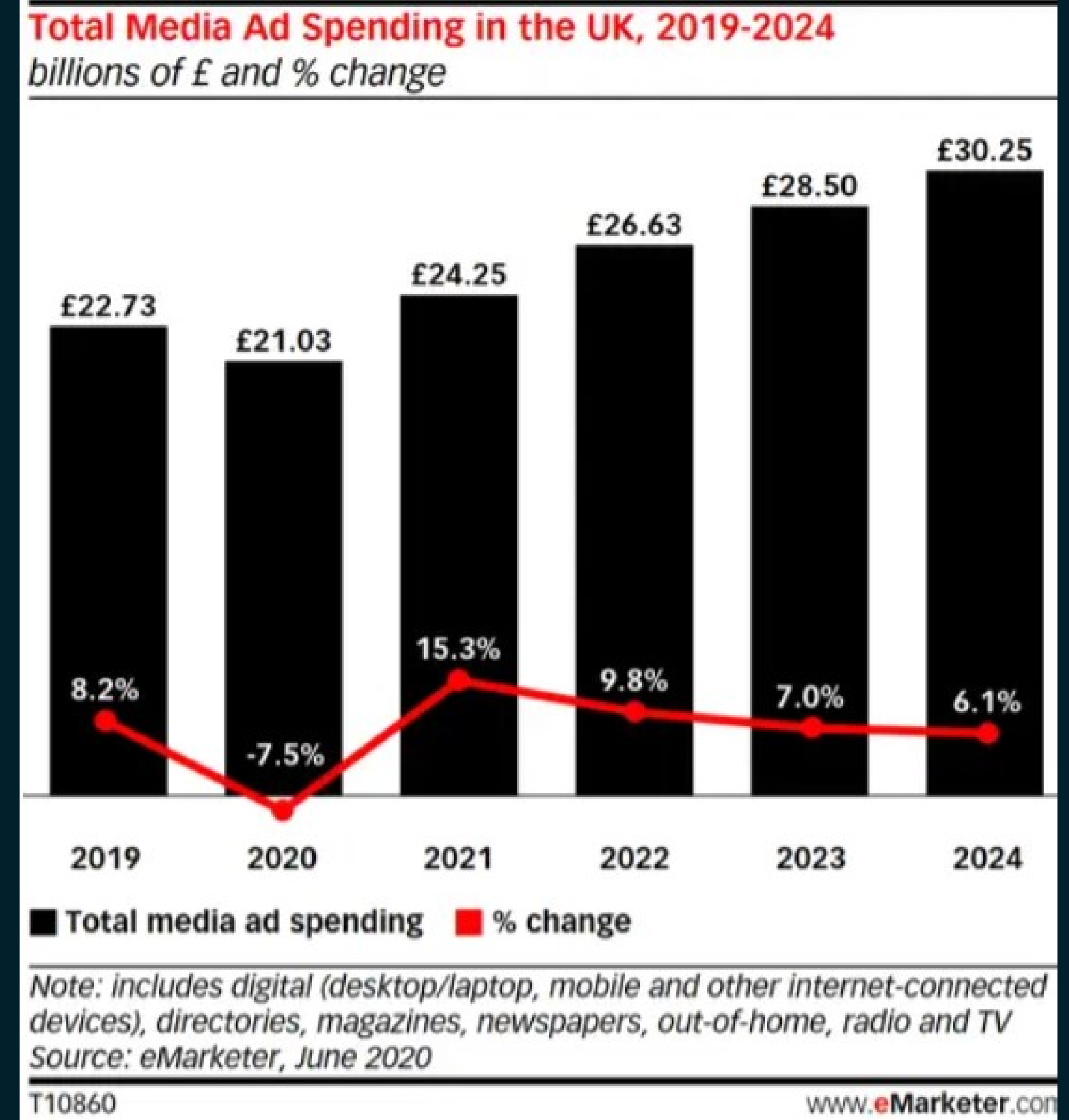




What's new & the latest stats in digital marketing

Ann Stanley
10th September 2021



Contents

- About Ann and Anicca
- An introduction to digital marketing channels
- Examples of where sectors get their website traffic
- What's new in organic search (SEO)
- What's new in paid advertising
- What's new in the social platforms
- Some juicy stats from the world of digital marketing!
- Some helpful resources

*About Ann
& Anicca*



A bit about me



anicca

Drawnings by Becka Griffin

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Introduction

About Anicca

2007
Est

30
Staff

40+
Clients

How do we support your digital ambitions?

'No ego and no bull'. We invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi-award-winning agency in the heart of Leicester speaks for itself.

anicca



Experience

Our Pedigree

We have vast experience of working with companies that manufacture or build their own products.

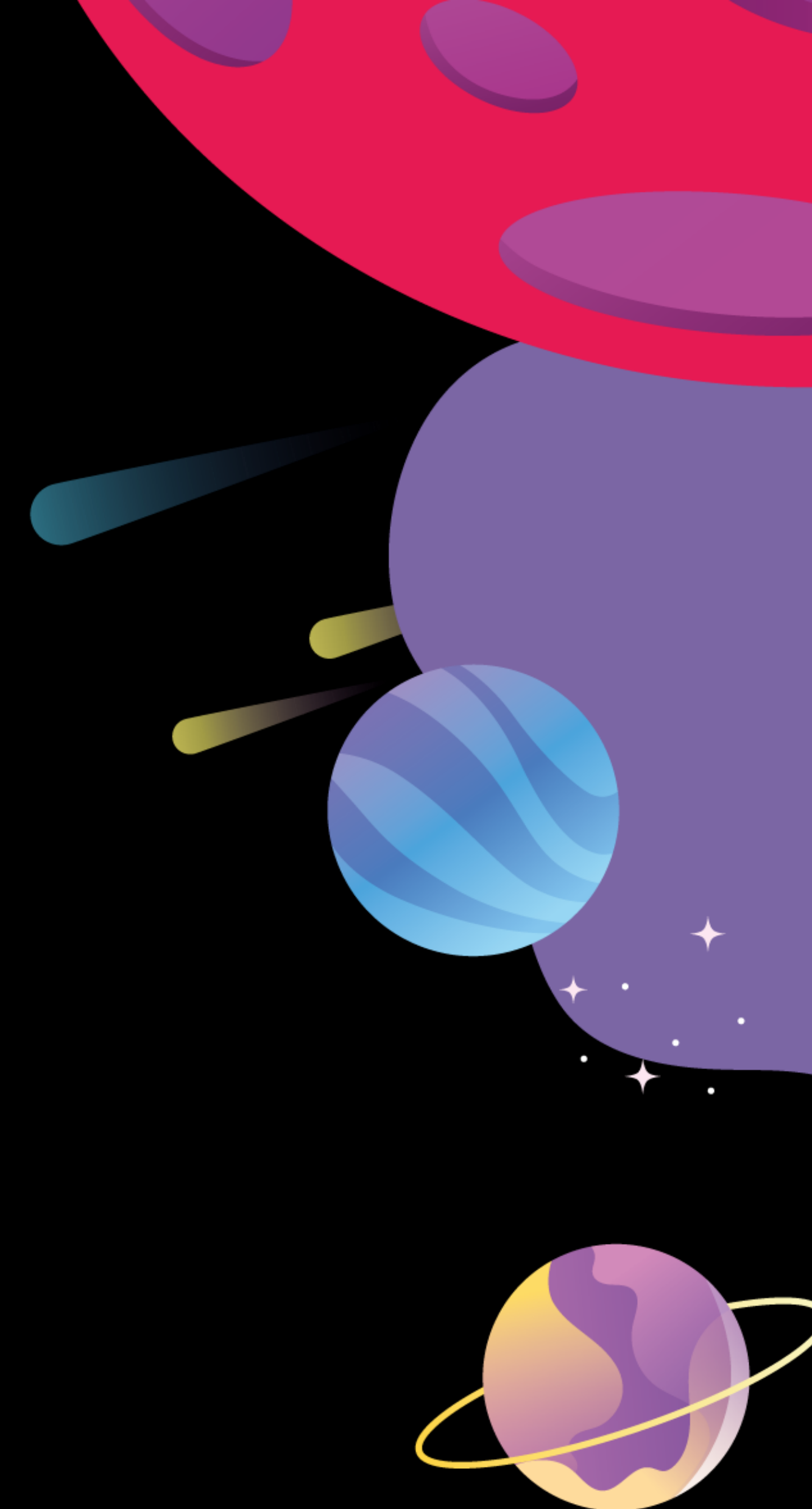
Our deep understanding and sharp focus on these specific industries is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally renowned clients stay with us year after year.

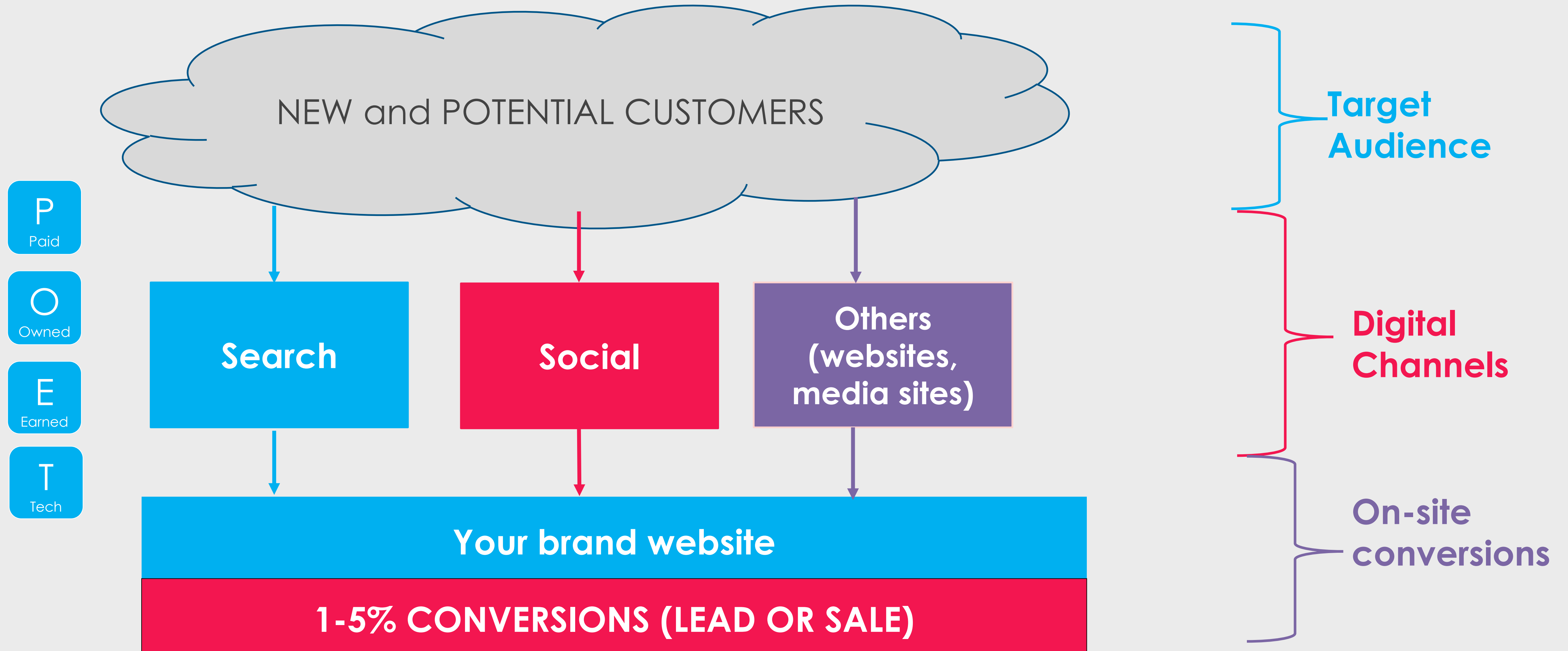
- Construction Industry
- Global Distribution Network
- Logistics & Supply Chain
- Manufacturing & Supply Chain
- Medical, Health & Scientific



A quick introduction to digital marketing channels



How can users find your website?



Digital marketing channels

(Paid, Owned, Earned & Technical Media)



Paid

- Paid Search
- Paid Display
- Paid Social
- Affiliates
- Programmatic
- TV & radio
- Sponsored Events
- Shopping e.g. Amazon



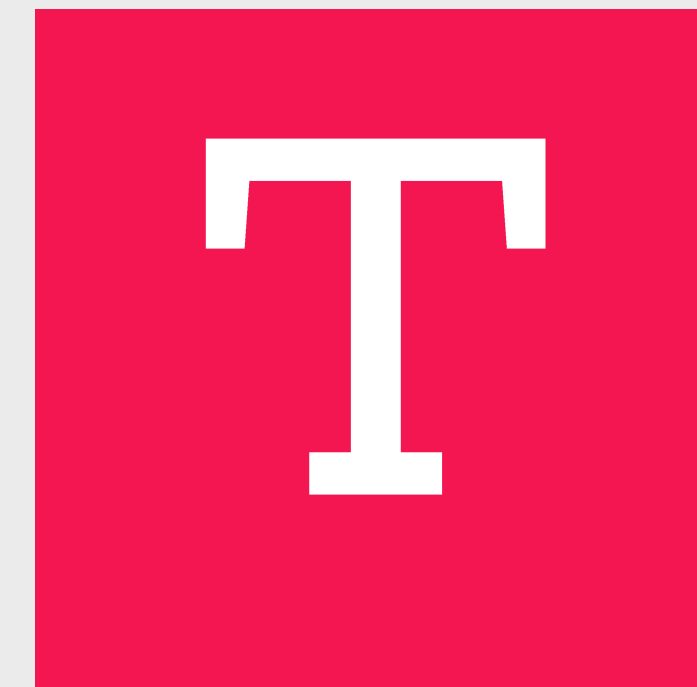
Owned

- Search Engine Optimisation
- Content Marketing
- Email, Marketing Automation & CRM
- Social Media
- Webinars & Events



Earned

- Traditional & Online PR
- Social Media
- Community Management
- Thought - Leadership
- Marketing
- Reviews & Testimonials



Technical

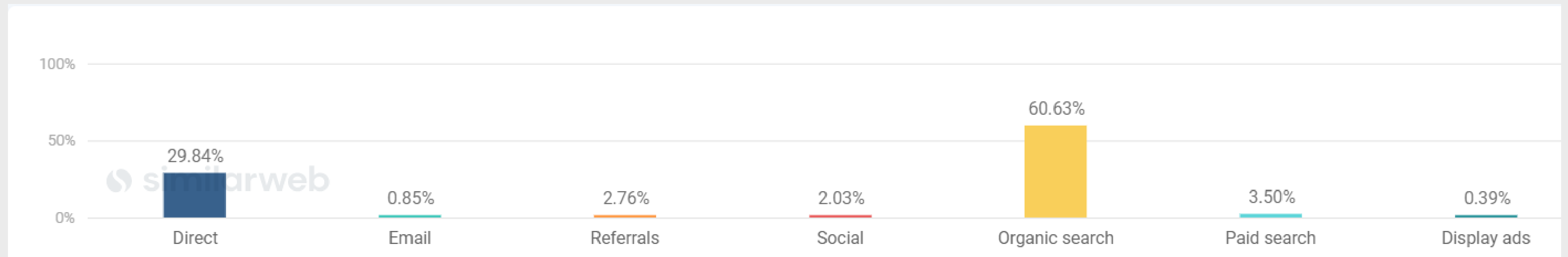
- Website & Apps
- Voice search
- AI & Machine Learning
- Internet of Things (IOT)
- API's & product feeds
- Analytics, Tracking & Tag Management
- Data Visualisation & Dashboards
- Conversion Optimisation

What channels drive website traffic for different sectors

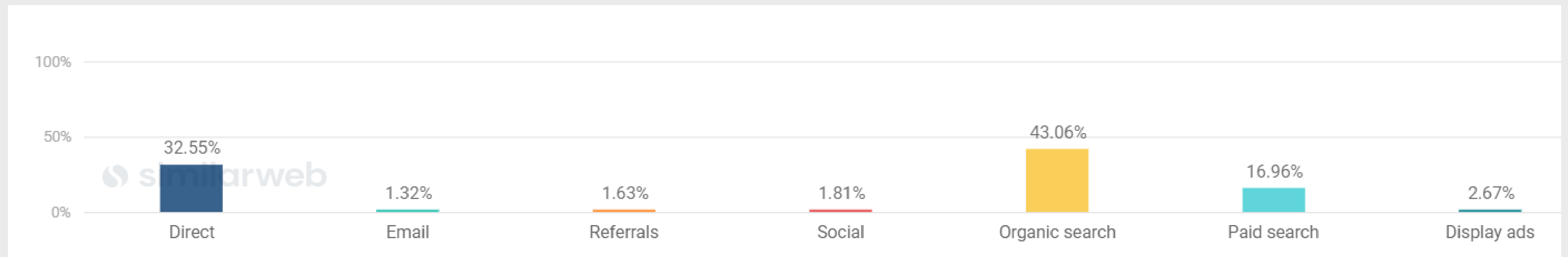


Source of traffic by website type

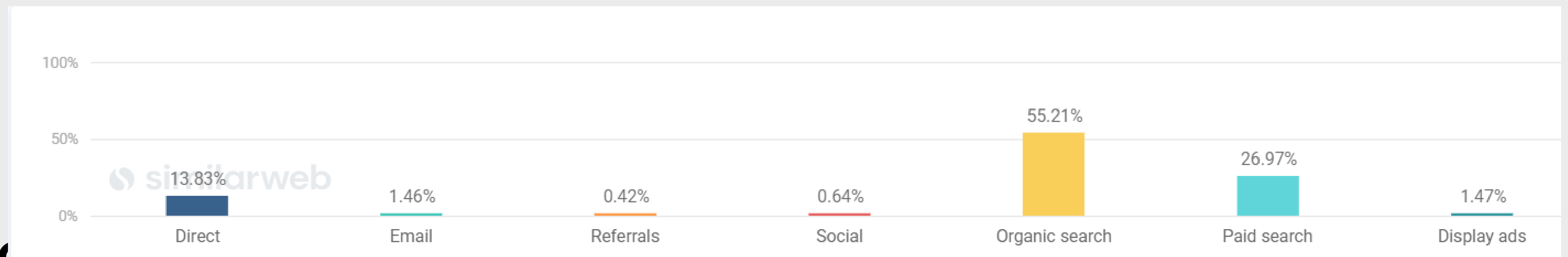
Solicitors -
lead
generation



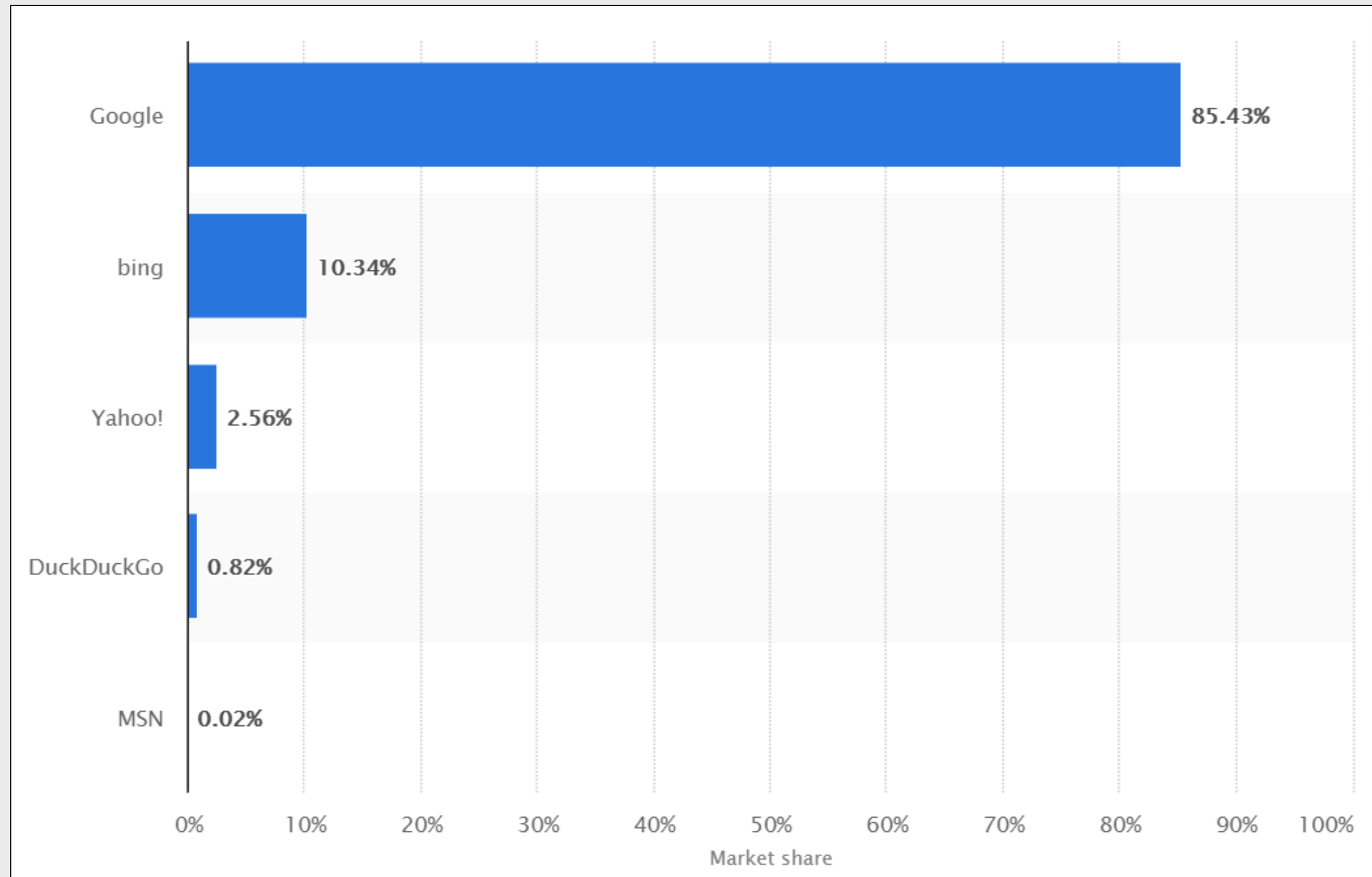
Home &
garden -
ecommerce



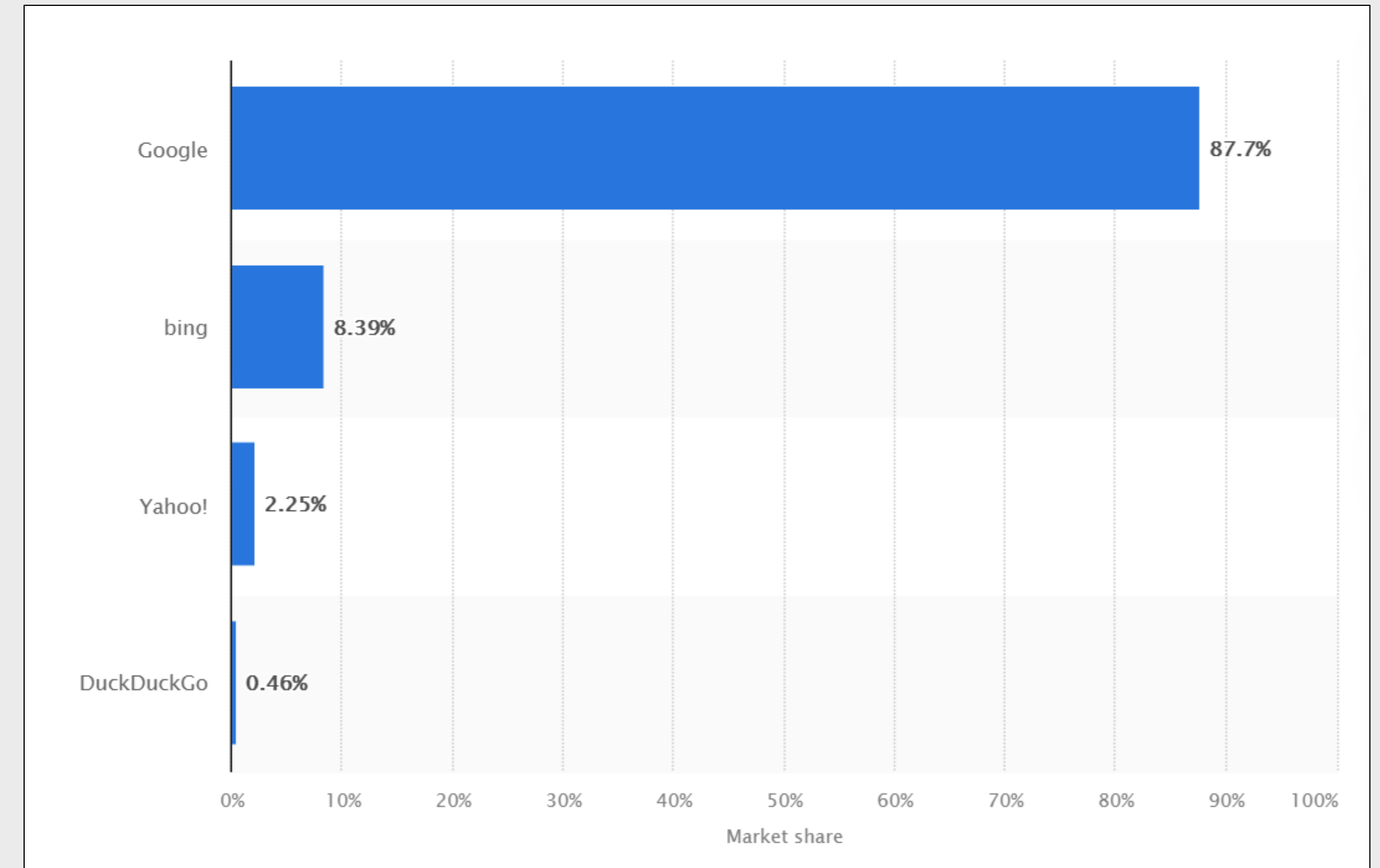
Doors &
windows -
mixed



UK search engine market share

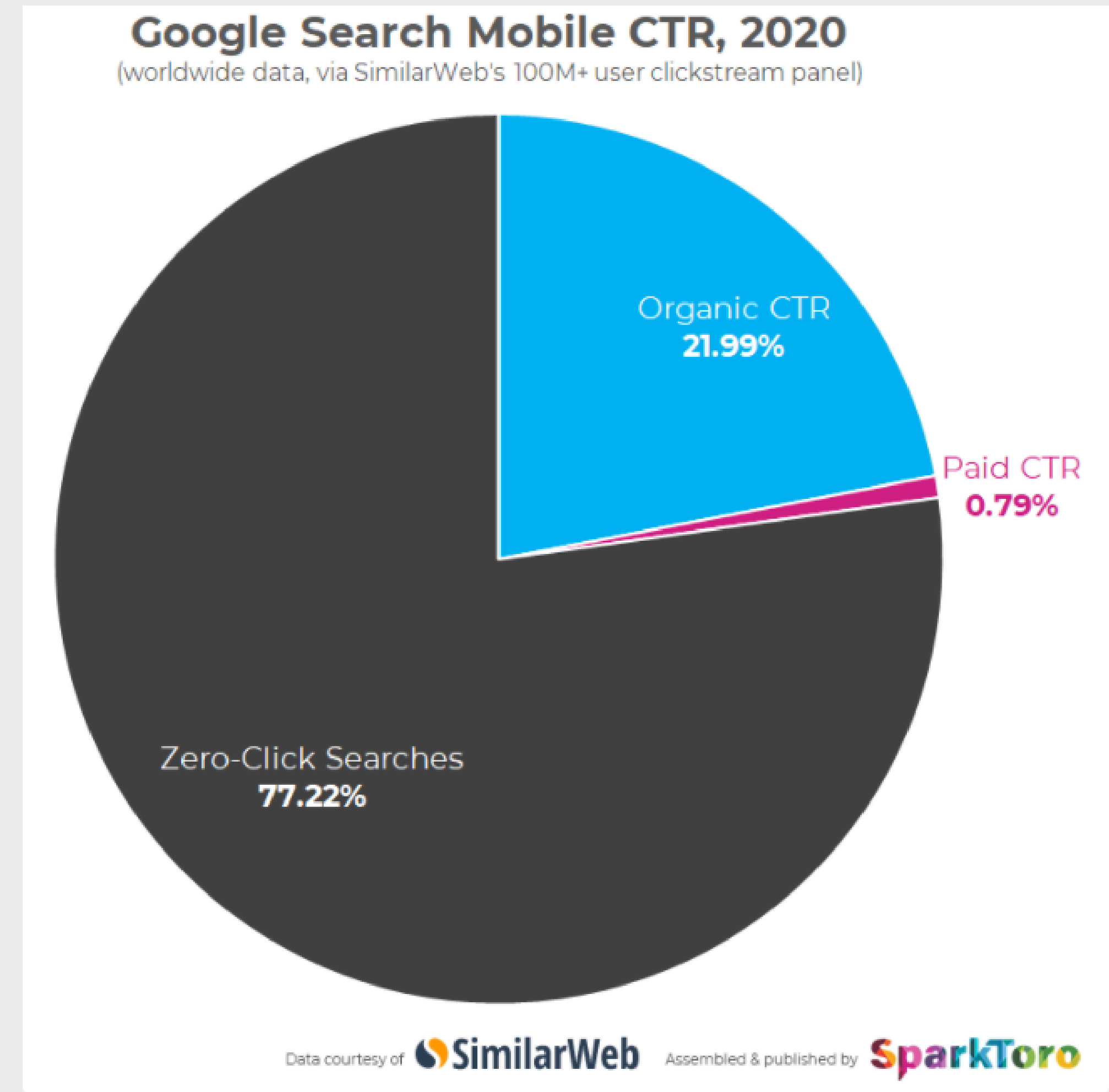
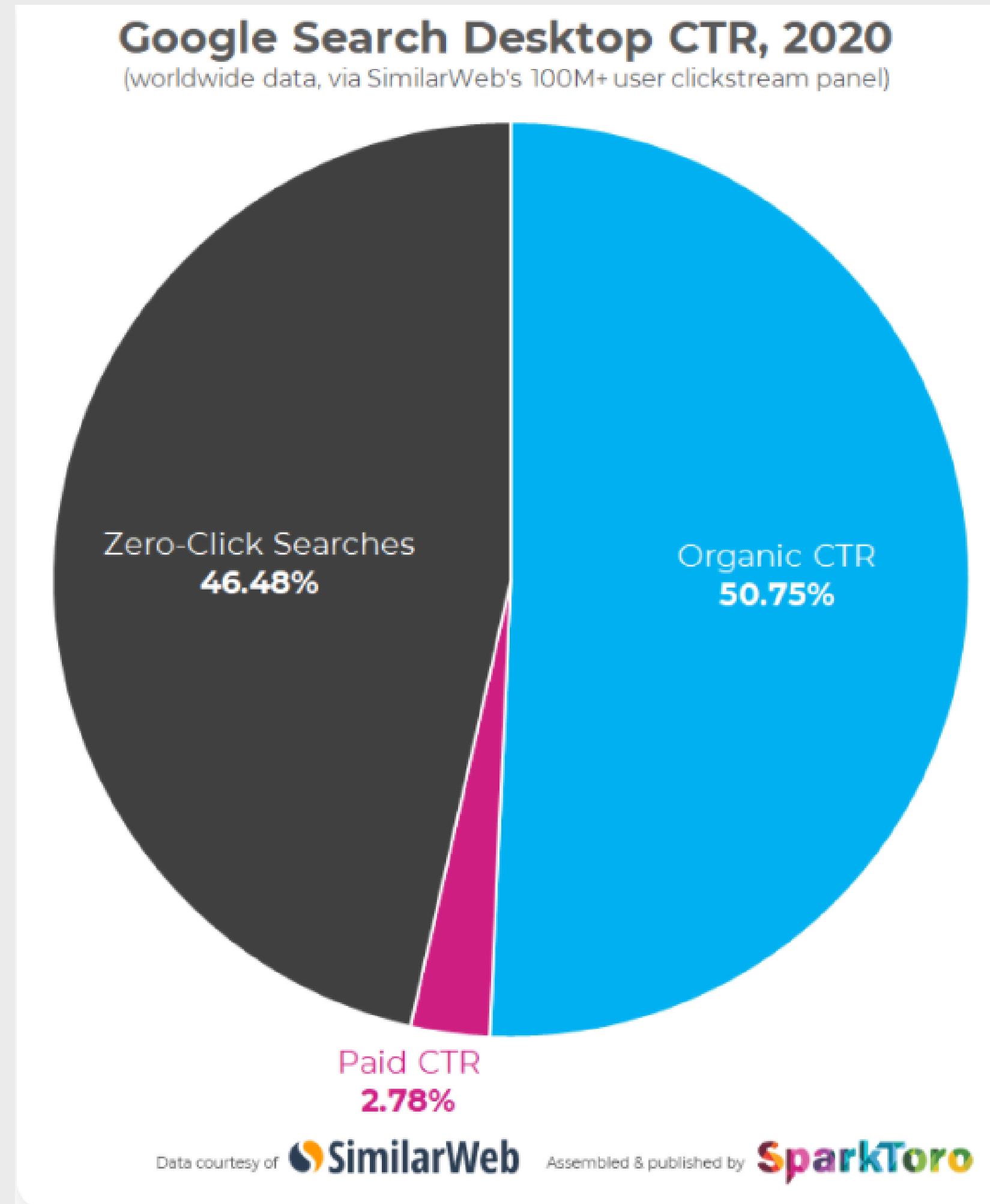


April 2020



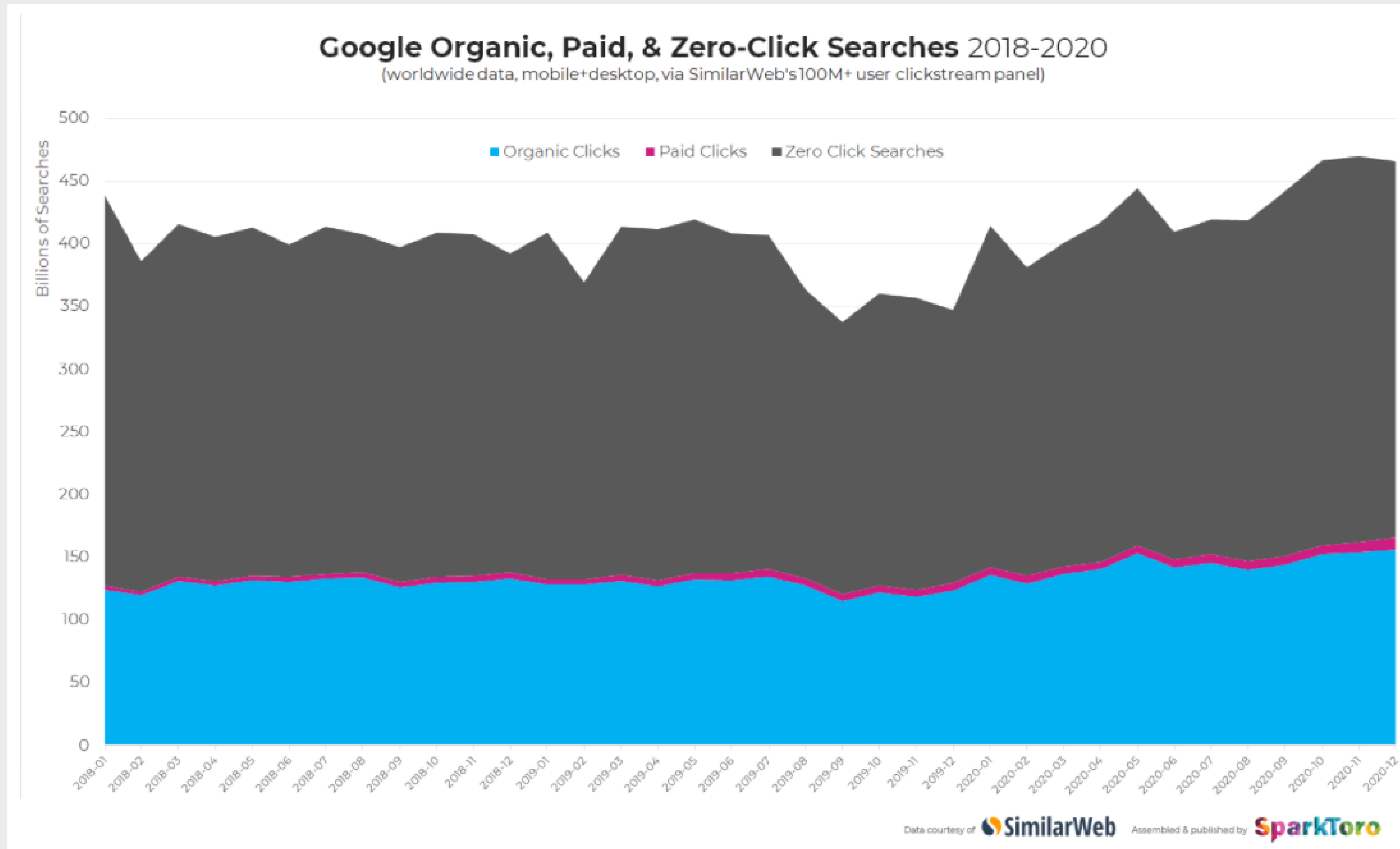
June 2021

What happens after users search on Google



Changes over the last 2 years

(Jan 2018 to Dec 2020)



Interesting takeaways

- Getting **found in the search engines** is still the most important way to get found – even if you have to pay for it
- **Building your brand** will generate direct traffic but also people will search for your brand in Google
- Some sectors have more **paid search ads** than other e.g. when there is not is a lot of competition or research before a purchase or lead. However, this is the fastest way to get new leads or sales
- **Social media** drives very **little traffic to website** (typically <5%, unless paid social ads are used)
- However, **social media** can be great at increasing **brand awareness** and helping to get more brand searches or direct traffic
- Just because someone does a search does not mean that they will even **click through to another site**; as search engines often display what they are looking for without the need to go to another site

What's new in organic search (SEO)



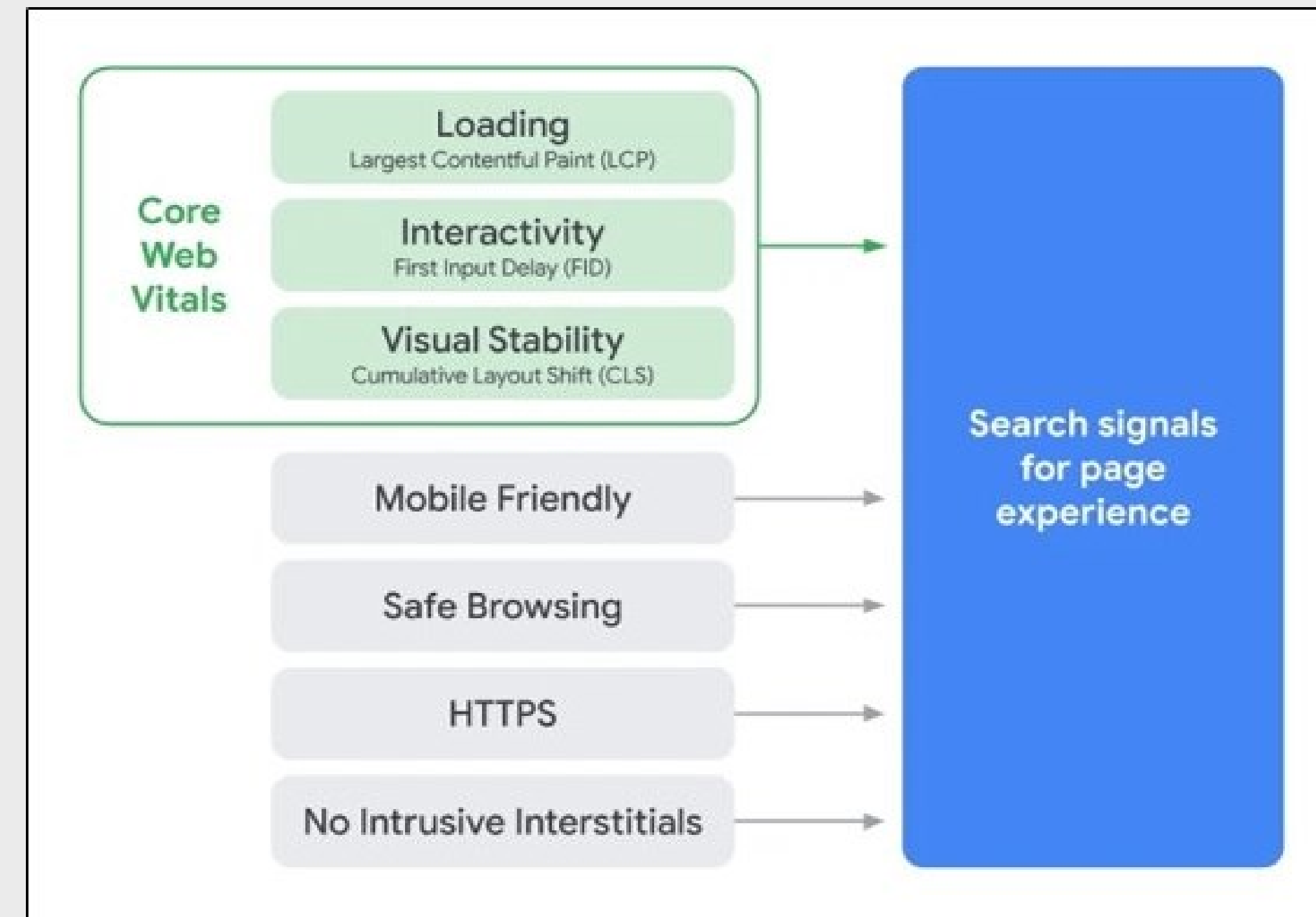
Page Experience - Core Web Vitals:

4th June – 12th July 2021

- Between the 4th June – 12th July 2021, the Page Experience update (which includes Core Web Vitals) rolled out globally
- The algorithm considers how well users perceive and engage with web pages
- Google will reward positive rankings for good performers and may reduce rankings for poor performers, relative to their competitor's performance

Below are the **technical aspects** of the report they provide us with vs our simple explanation of them:

- **Largest Contentful Paint (LCP):** How long it takes for a page's main content to load. Google recommends 2.5 seconds or faster
- **First Input Delay (FID):** How long it takes for the content to become interactive (click-able etc). Google's recommendation is less than 100 milliseconds
- **Cumulative Layout Shift (CLS):** The amount the layout or content shifts while loading. E.g. you go to click on a button then all of a sudden it moves because the page is still loading. Google calculates this with a 'fractional score', and it recommends a score of less than 0.1.



Google Algorithm updates - July

- **Google's July 2021 Core Update – July 1st**

- **Explanation:** Google's core algorithm is made up of between 200-500 ranking factors, and Google has made a tweak to one or several of these factors but haven't told us which ones
- **Impact:** For this update you may have seen a fluctuation in keyword rankings or organic traffic.
- **Action:** There may be nothing to fix, but Google has offered a checklist of ranking consideration to go through just in case – **we can audit and suggest specific actions if you suffered any major ranking changes**

Checklist link:

<https://searchengineland.com/google-advice-on-improving-your-sites-ranking-for-future-core-ranking-update-320184>

What can I do?

Google's latest advice is similar to the advice it gave in 2011 around its Panda algorithm: "We suggest focusing on ensuring you're offering the best content you can. That's what our algorithms seek to reward."

Quality rater's guidelines and EAT (Expertise, Authoritativeness and Trustworthiness)

Like many SEOs have said over the past couple of years, you should read the search quality raters guidelines, which has moved locations and focus on the EAT sections – see handout

Google Algorithm updates - August

- **Google re-writing title tags in Google SERPs – August 23rd**

- **Explanation:** Google started to replace the text you would have written in your title tags with text from H1 headings tags – to better match the search queries users search for. However, [Google confirmed that the keywords you use in title tags will still be used to help rankings.](#)
- **Impact:** May affect your click through rates from Google search.
- **Action:** to ensure enough useful text is displayed in the title tag Google chooses to display, include keywords people would search for you pages in the title tag and H1 tag.

- **Google Link Spam algorithm update rolling out – August 24th**

- **Explanation:** Google started rolling out an update which ‘nullifies’ any benefits previously gained from link spam – links from websites which are not built for humans with the purpose of just providing links for rankings.
- **Impact:** You may have seen a drop in domain authority and/or rankings if you had a lot of low-quality, spam-like sites linking to you
- **Action:** check your sites for free or using a premium tool for low-authority directly – looking sites ([Google info on what to look out for](#)) – **or, get us to audit your site if you spot any issues with rankings or domain authority at that time**

Bing updates

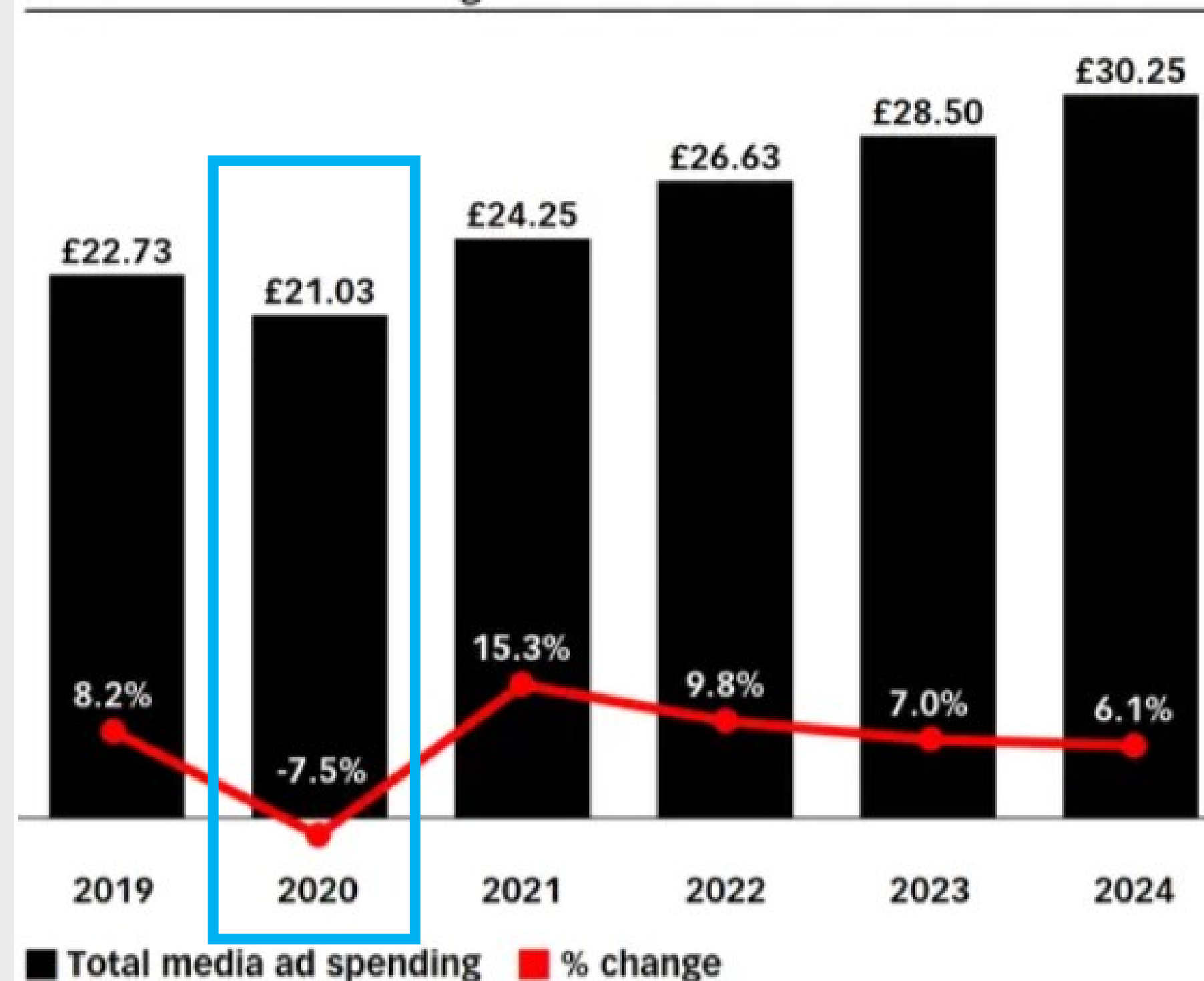
- **Bing now lets you submit URLs to get indexed directly to it (via its content submission API)**
 - **Explanation:** Instead of Bing crawling to find your content (URLs) then indexing it (can take several days to several weeks) you can now [submit your URLs directly to Bing](#) via an API and get them instantly indexed
 - **Impact:** Get content indexed and displayed faster
 - **Action:** Get a developer to implement this or contact us. More information: [Link 1](#), [link 2](#)

What's new in paid advertising



Advertising in the UK

Total Media Ad Spending in the UK, 2019-2024
billions of £ and % change



Note: includes digital (desktop/laptop, mobile and other internet-connected devices), directories, magazines, newspapers, out-of-home, radio and TV
Source: eMarketer, June 2020

T10860

www.eMarketer.com

Total Media Ad Spending Share in the UK, by Media, 2019-2024
% of total

	2019	2020	2021	2022	2023	2024
Digital	66.1%	71.7%	71.5%	72.9%	74.3%	75.6%
—Mobile	47.6%	53.3%	54.6%	57.2%	59.6%	61.4%
TV*	18.3%	15.6%	15.8%	14.9%	14.1%	13.3%
Print	7.3%	5.8%	5.5%	4.9%	4.5%	4.2%
—Newspapers**	5.2%	4.1%	3.9%	3.5%	3.2%	3.0%
—Magazines**	2.2%	1.6%	1.6%	1.4%	1.3%	1.2%
Out-of-home	5.7%	4.8%	5.1%	5.3%	5.3%	5.3%
Radio***	2.5%	2.0%	2.1%	2.0%	1.8%	1.7%

Note: numbers may not add up to 100% due to rounding; *excludes digital; **print only; ***excludes off-air radio and digital

Source: eMarketer, June 2020

T10862

www.eMarketer.com

UK ad spend – Traditional and digital versions of many channels

Media	2019 £m	2020 £m	2020 year-on-year % change
Search	7,814.9	8,369.0	7.1%
Online display*	6,404.5	7,070.8	10.4%
TV	4,930.0	4,350.0	-11.8%
of which VOD	451.7	522.7	15.7%
Online classified*	1,399.0	975.6	-30.3%
Direct mail	1,383.0	909.0	-34.3%
Out of home	1,300.8	699.1	-46.3%
of which digital	694.0	414.9	-40.2%
National newsbrands	996.2	755.0	-24.2%
of which online	317.1	318.8	0.5%
Regional newsbrands	719.5	470.1	-34.7%
of which online	238.8	183.3	-23.3%
Magazine brands	654.5	461.9	-29.4%
of which online	264.1	199.4	-24.5%
Radio	702.7	613.9	-12.6%
of which online	49.3	46.8	-5.0%
Cinema	299.1	54.7	-81.7%
TOTAL UK ADSPEND	25,283.1	23,458.1	-7.2%

Google Ads

Retirement of “Expanded Ads”

- Google has announced plans to retire expanded ads from June 2022
- Following this point the only ads available to create and edit will be responsive ads
- Responsive ads overall see better click through rates as they optimise for each ad auction

Value-based bidding

- Google has introduced updates to its value based smart bidding
- The new bidding format allows you to take into account the long term value of a sale
- The new feature allows you to apply adjustments to values based on location, device or audience

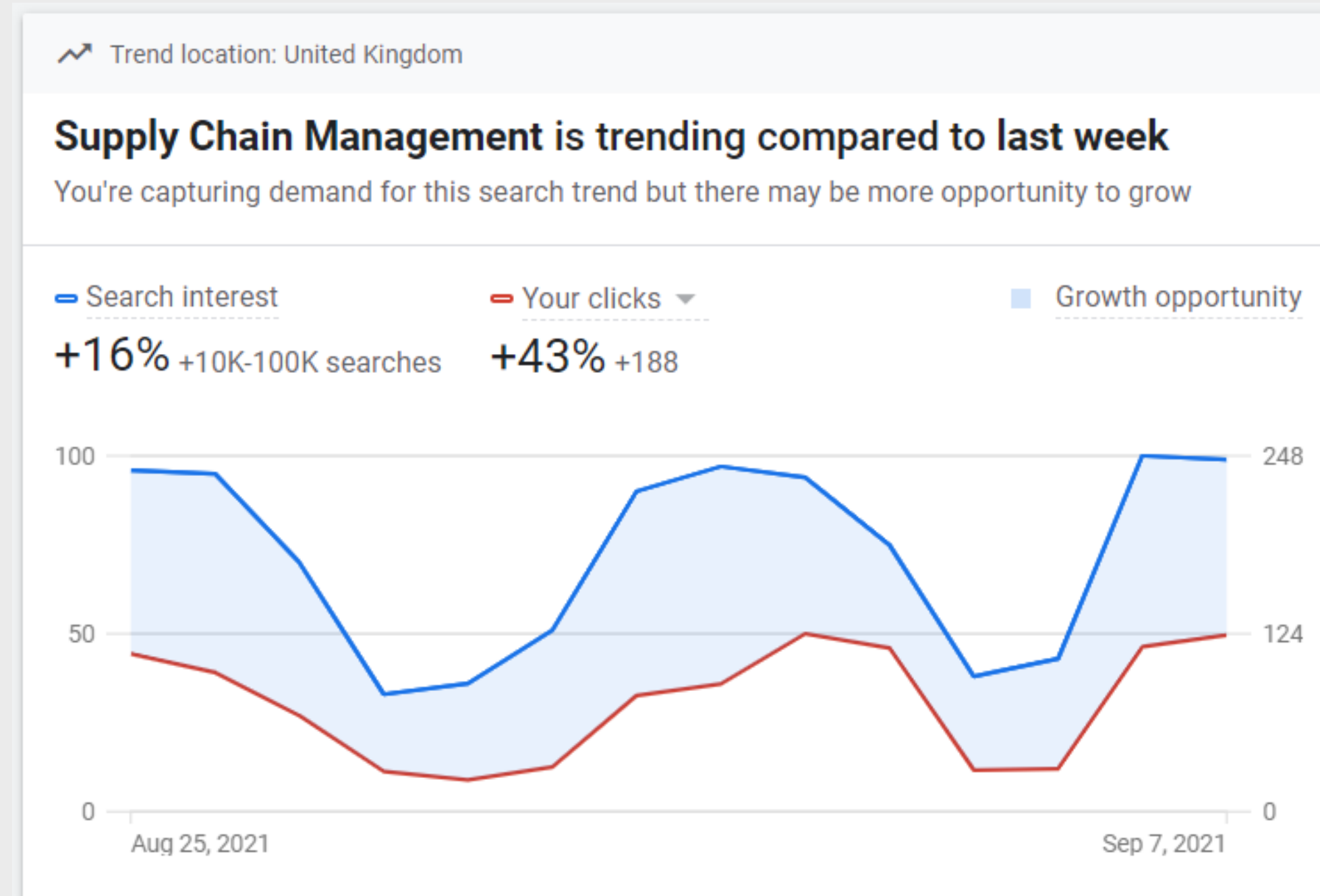
“Performance Max” Campaigns

- Performance Max campaigns allow you to test targeting across all Google properties
- Performance is optimised in real time across all channels to drive better achieve your campaign goals
- You provide all assets, for all possible ad locations and Google will work to do the rest
- Currently in Beta

Insights

- Understand trends in your account data and how certain searches are performing

*Currently in Beta

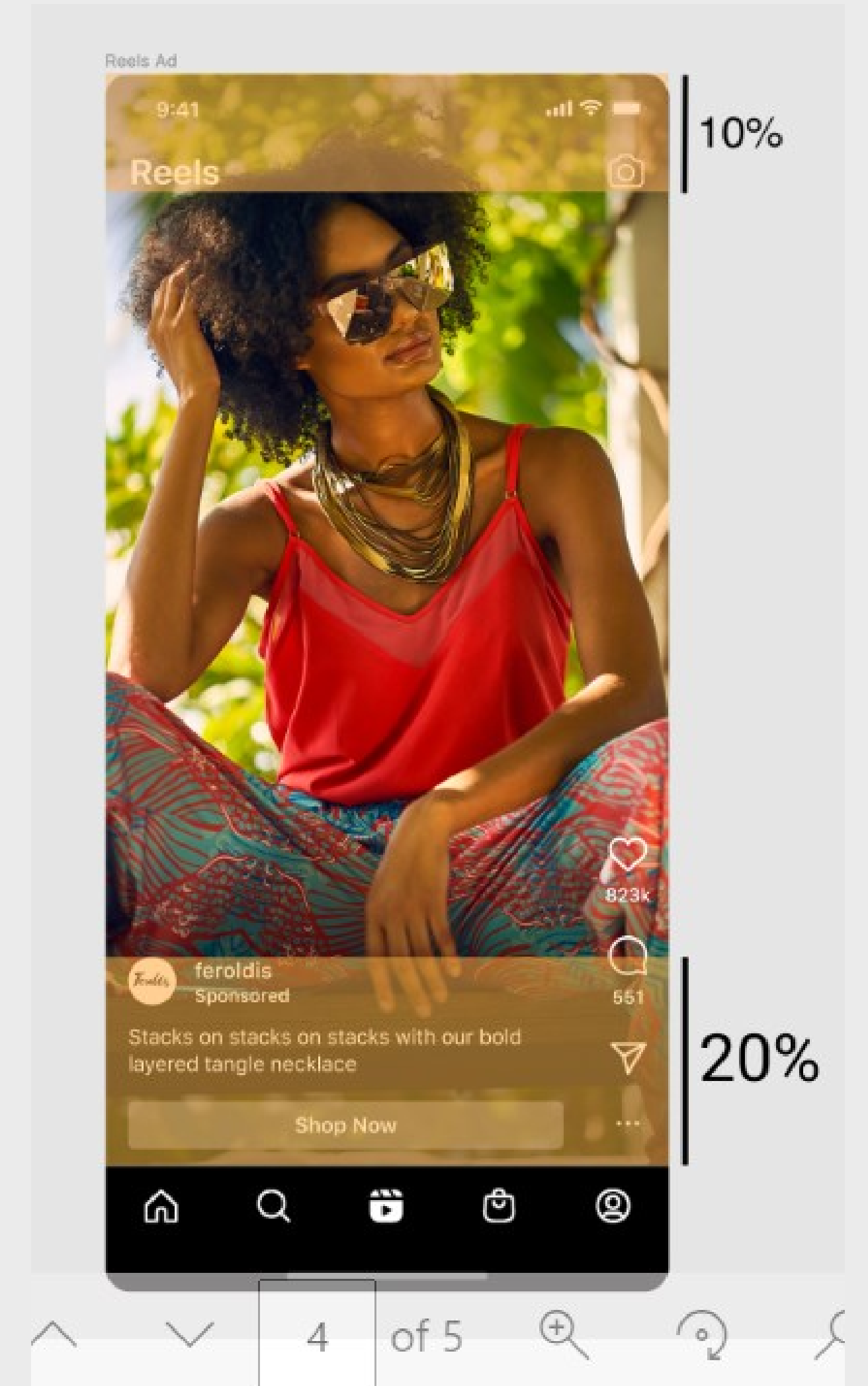


What's new in the social platforms

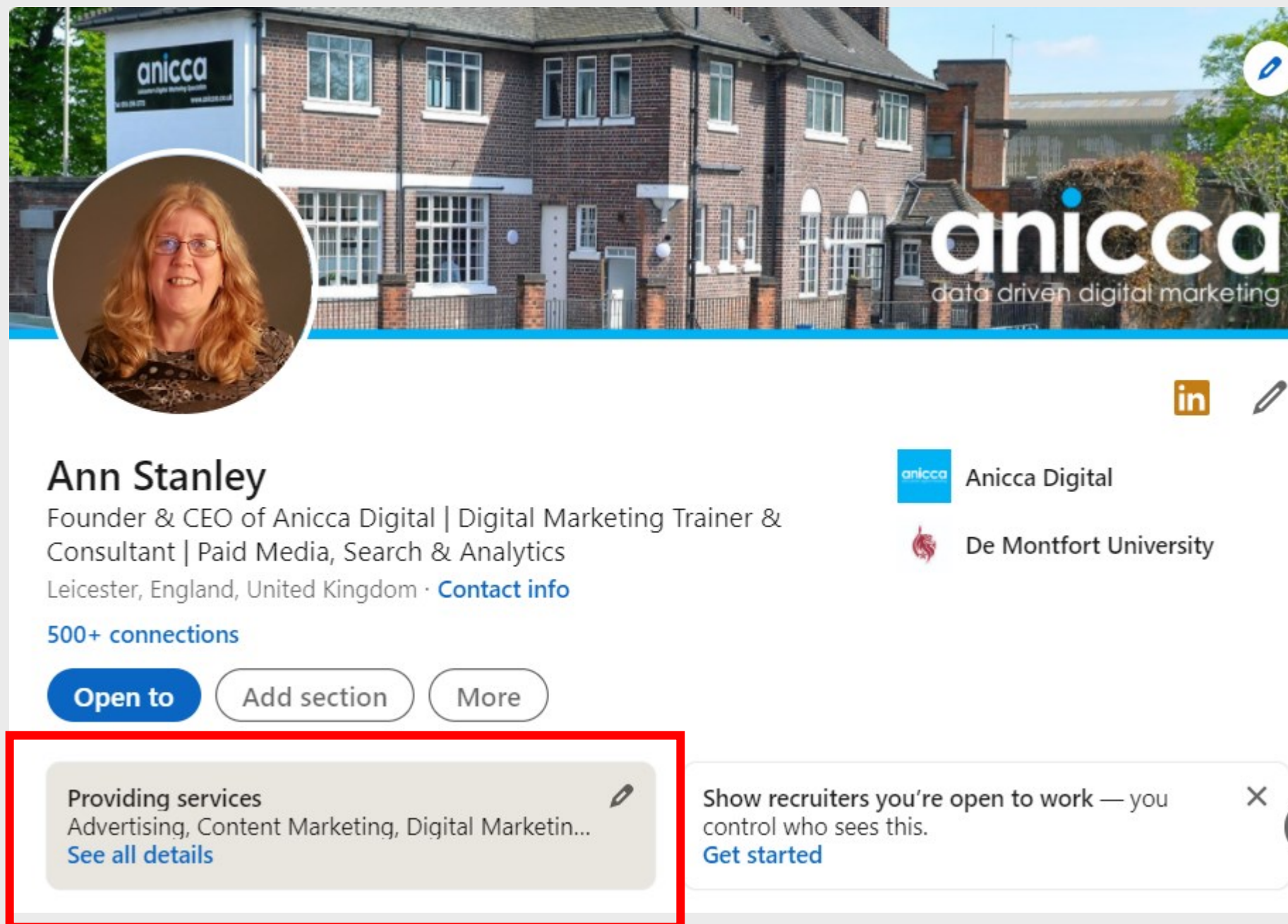


Social platforms

- Reels for Instagram – these are new ads - which is their push to be more like “Tik Tok” – see handout
- Facebook’s challenging iOS14 update will soon see a similar one from Android (date TBC)
- Twitter are finally trialing new image sizes in feed to come away from that algorithm that “clips to a random area”
- LinkedIn now have “download document” ads which is really helpful for company pushes with Case studies and brochures etc. Especially those companies still struggling to embrace digital, it allows them to use their traditional collateral online
- LinkedIn have just announced competitor insights for your company primary
- You can now request service reviews for your LinkedIn profile



New LinkedIn service reviews



Ann Stanley
Founder & CEO of Anicca Digital | Digital Marketing Trainer & Consultant | Paid Media, Search & Analytics
Leicester, England, United Kingdom · [Contact info](#)
500+ connections

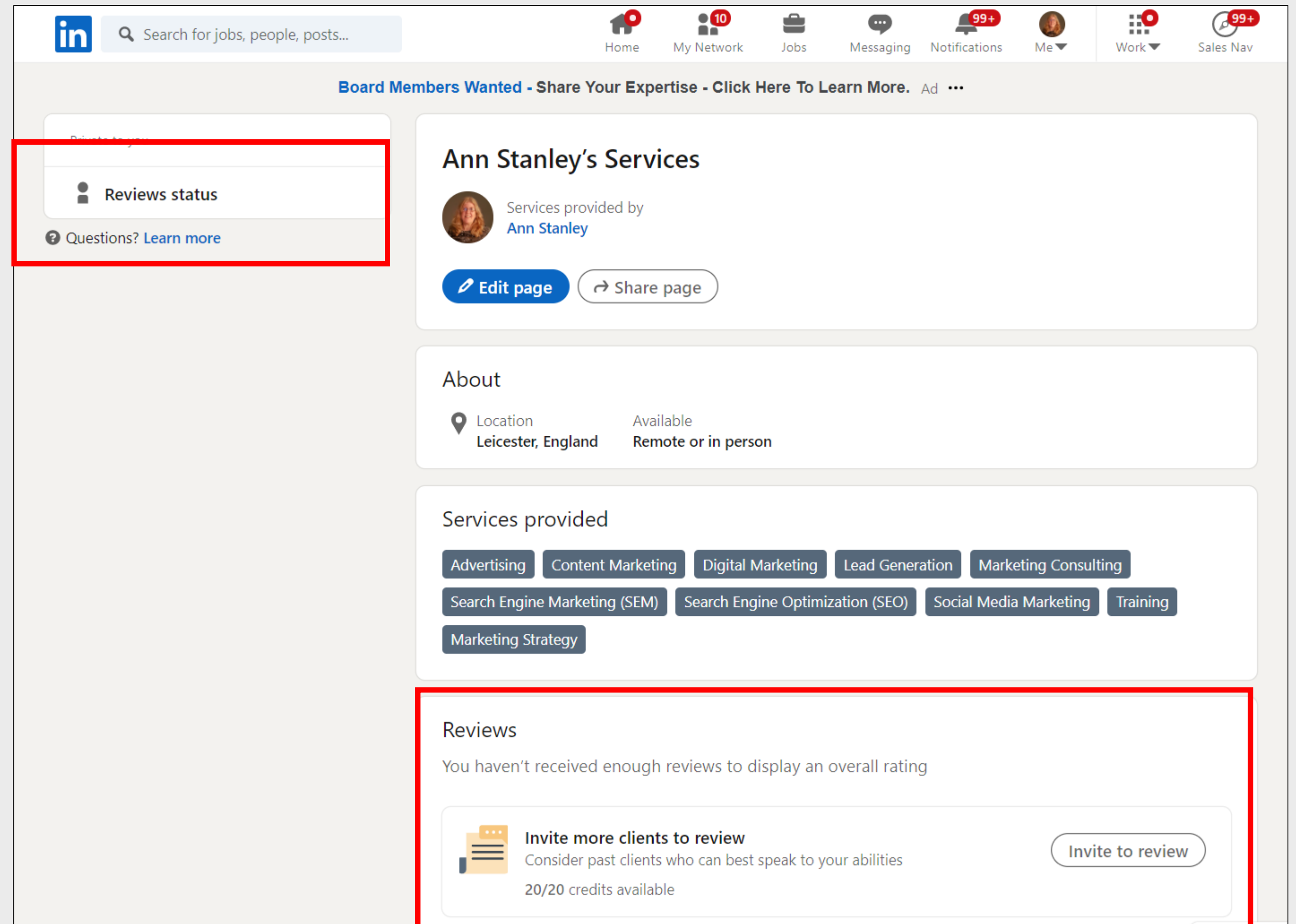
[Open to](#) [Add section](#) [More](#)

Providing services
Advertising, Content Marketing, Digital Marketin...
[See all details](#)

Show recruiters you're open to work — you control who sees this.
[Get started](#)

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De Montfort University

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Search for jobs, people, posts...

Home My Network Jobs Messaging Notifications Me Work Sales Nav

Board Members Wanted - Share Your Expertise - Click Here To Learn More. Ad ...

Ann Stanley's Services
Services provided by **Ann Stanley**
[Edit page](#) [Share page](#)

Reviews status
[Questions? Learn more](#)

About
Location: Leicester, England
Available: Remote or in person

Services provided
Advertising, Content Marketing, Digital Marketing, Lead Generation, Marketing Consulting, Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media Marketing, Training, Marketing Strategy

Reviews
You haven't received enough reviews to display an overall rating

Invite more clients to review
Consider past clients who can best speak to your abilities
20/20 credits available
[Invite to review](#)

Some juicy stats from
the world of digital
marketing!



Hootsuite & we are social annual report

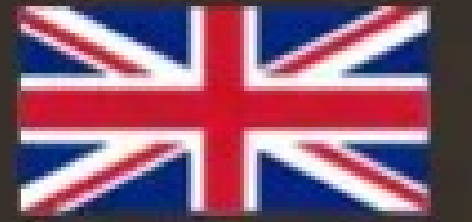
Global: wearesocial.com/digital-2021

*UK: [datareportal.com/reports/
digital-2021-united-kingdom](https://datareportal.com/reports/digital-2021-united-kingdom)*

JAN
2021

DAILY TIME SPENT ON MEDIA

THE AVERAGE DAILY TIME* THAT INTERNET USERS AGED 16 TO 64 SPEND ON DIFFERENT KINDS OF MEDIA AND DEVICES



THE UNITED KINGDOM

TIME SPENT USING THE
INTERNET (ALL DEVICES)



6H 26M



TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



4H 01M



TIME SPENT USING
SOCIAL MEDIA



1H 49M

GWI.

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 07M

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 15M

GWI.

TIME SPENT LISTENING
TO BROADCAST RADIO



1H 12M

we
are
social

TIME SPENT LISTENING
TO PODCASTS



0H 35M



TIME SPENT PLAYING VIDEO
GAMES ON A GAMES CONSOLE



1H 01M

JAN
2021

ONLINE CONTENT ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT CONSUMES EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH



WATCH
ONLINE VIDEOS



GWI.

89.4%

WATCH
VLOGS



30.5%

LISTEN TO MUSIC
STREAMING SERVICES



GWI.

61.8%

LISTEN TO ONLINE
RADIO STATIONS



we
are
social

37.3%

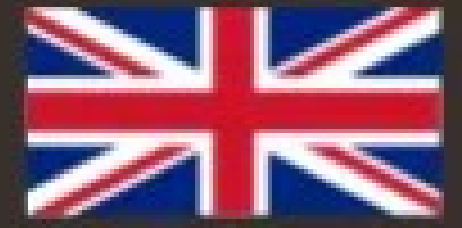
LISTEN TO OR
WATCH PODCASTS



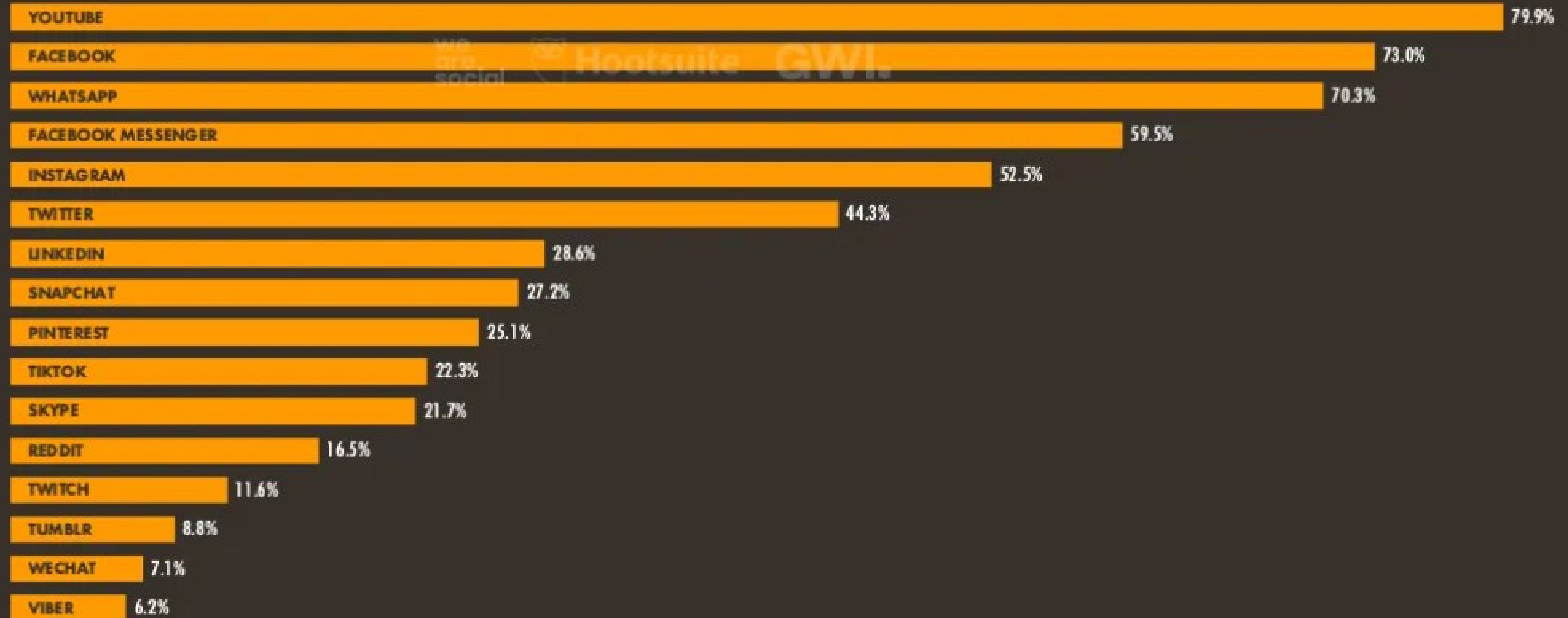
JAN
2021

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



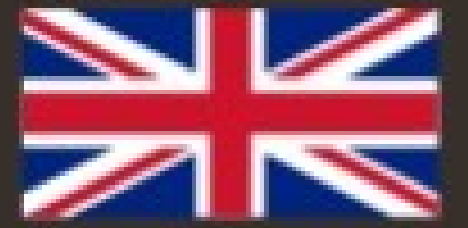
THE UNITED KINGDOM



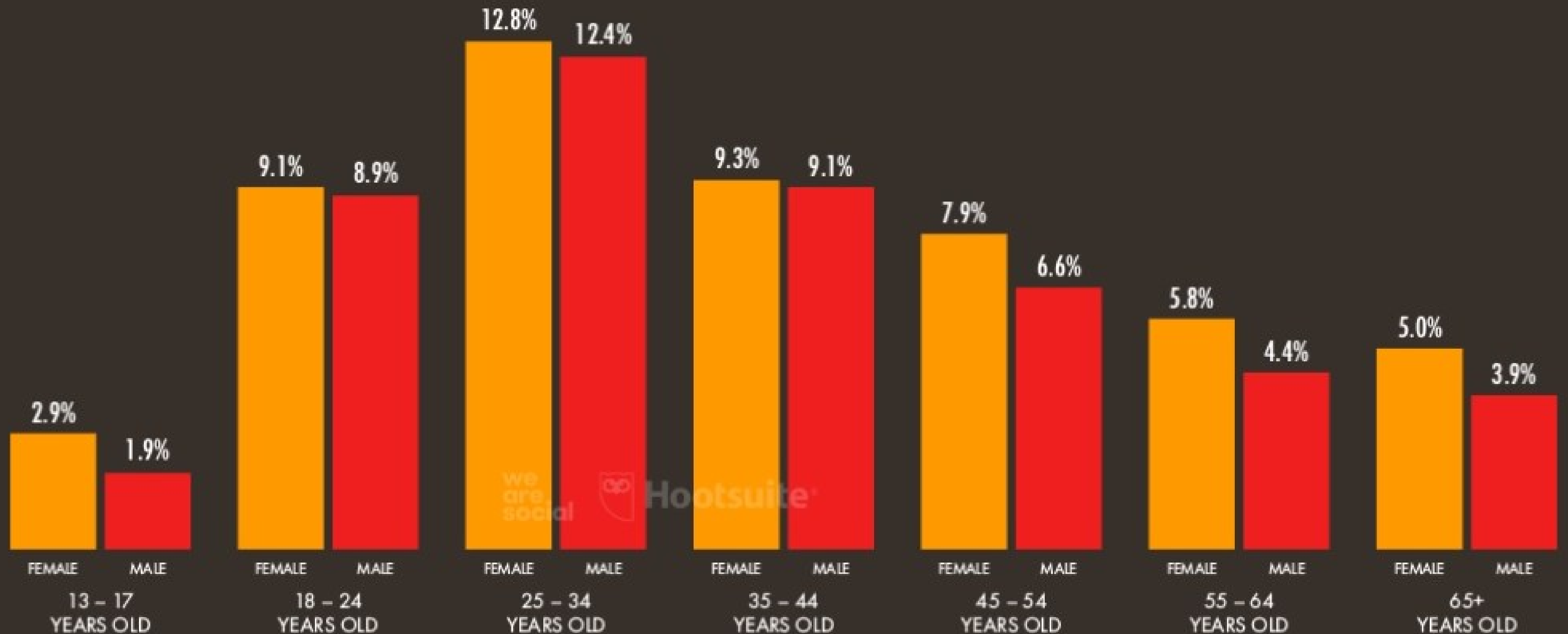
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2021

SOCIAL MEDIA: ADVERTISING AUDIENCE PROFILE

SHARE OF THE AUDIENCE THAT MARKETERS CAN REACH WITH ADVERTS ON SOCIAL MEDIA BY AGE GROUP AND GENDER*



THE UNITED KINGDOM



JAN
2021

FACEBOOK: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



THE UNITED KINGDOM

POTENTIAL AUDIENCE*
THAT FACEBOOK REPORTS
CAN BE REACHED USING
ADVERTS ON FACEBOOK



we
are
social

38.00
MILLION

FACEBOOK'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 13+



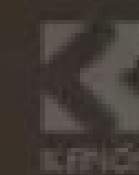
66.0%

QUARTER-ON-
QUARTER CHANGE
IN FACEBOOK'S
ADVERTISING REACH



0%
[UNCHANGED]

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



52.6%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



47.4%



JAN
2021

FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK



NUMBER OF
FACEBOOK PAGES
LIKED (LIFETIME)



1

FEMALE: MALE:

1 1

POSTS LIKED IN
THE PAST 30 DAYS
(ALL POST TYPES)



14

FEMALE: MALE:

19 10

COMMENTS MADE IN
THE PAST 30 DAYS
(ALL POST TYPES)



7

FEMALE: MALE:

13 4

FACEBOOK POSTS
SHARED IN THE PAST 30
DAYS (ALL POST TYPES)



1

FEMALE: MALE:

2 1

FACEBOOK ADVERTS
CLICKED IN THE PAST 30
DAYS (ANY CLICK TYPE)



19

FEMALE: MALE:

24 15

JAN
2021

LINKEDIN: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



THE UNITED KINGDOM

POTENTIAL AUDIENCE*
THAT LINKEDIN REPORTS
CAN BE REACHED WITH
ADVERTS ON LINKEDIN



30.00
MILLION

LINKEDIN'S POTENTIAL
ADVERTISING AUDIENCE
COMPARED TO THE TOTAL
POPULATION AGED 18+



55.8%

QUARTER-ON-
QUARTER CHANGE
IN LINKEDIN'S
ADVERTISING REACH



+3.4%
+1.0 MILLION

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



42.9%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



57.1%

JAN
2021

ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS PERFORMED EACH ACTIVITY IN THE PAST MONTH



THE UNITED KINGDOM

SEARCHED ONLINE FOR
A PRODUCT OR SERVICE
TO BUY (ANY DEVICE)



GWI.

88.3%

VISITED AN ONLINE
RETAIL SITE OR STORE
(ANY DEVICE)



GWI.

93.4%

USED A SHOPPING
APP ON A MOBILE
PHONE OR ON A TABLET



GWI.

70.6%

PURCHASED A
PRODUCT ONLINE
(ANY DEVICE)



we
are
social

85.5%

PURCHASED A
PRODUCT ONLINE
VIA A MOBILE PHONE



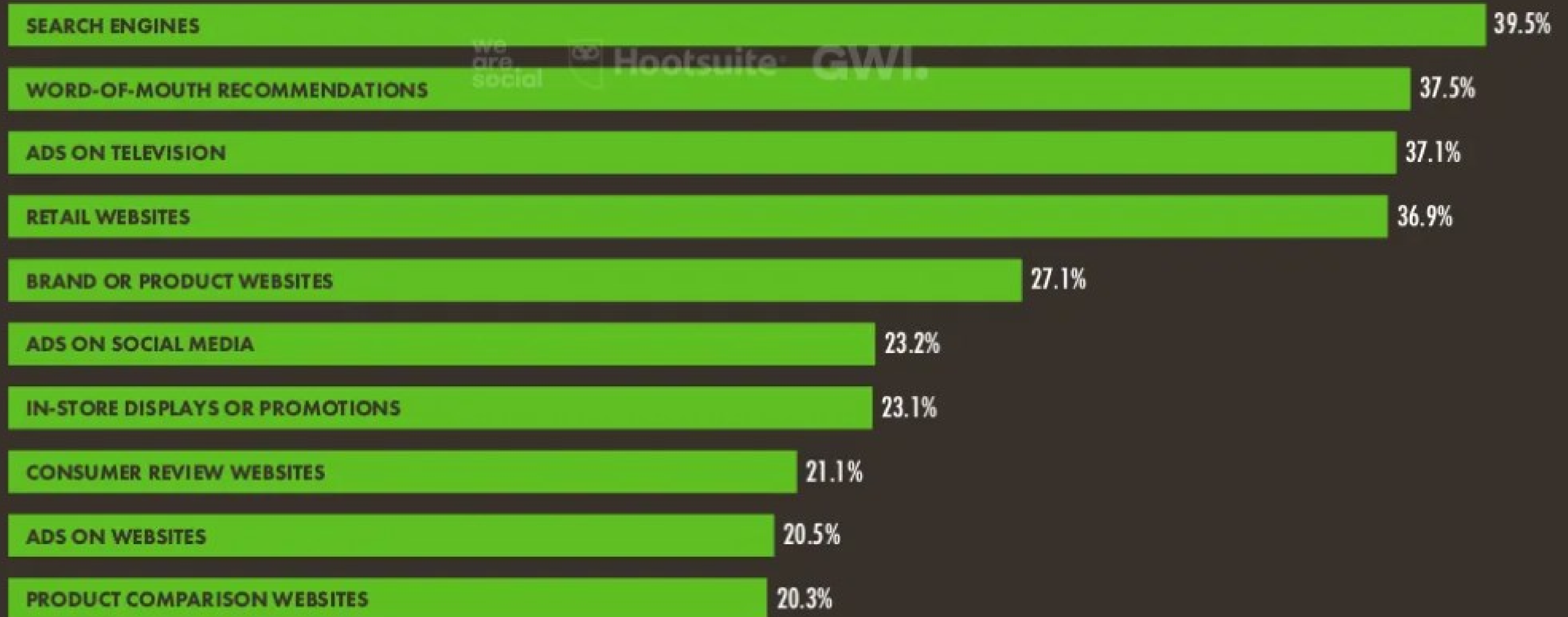
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2021

SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS OR PRODUCTS THROUGH EACH CHANNEL



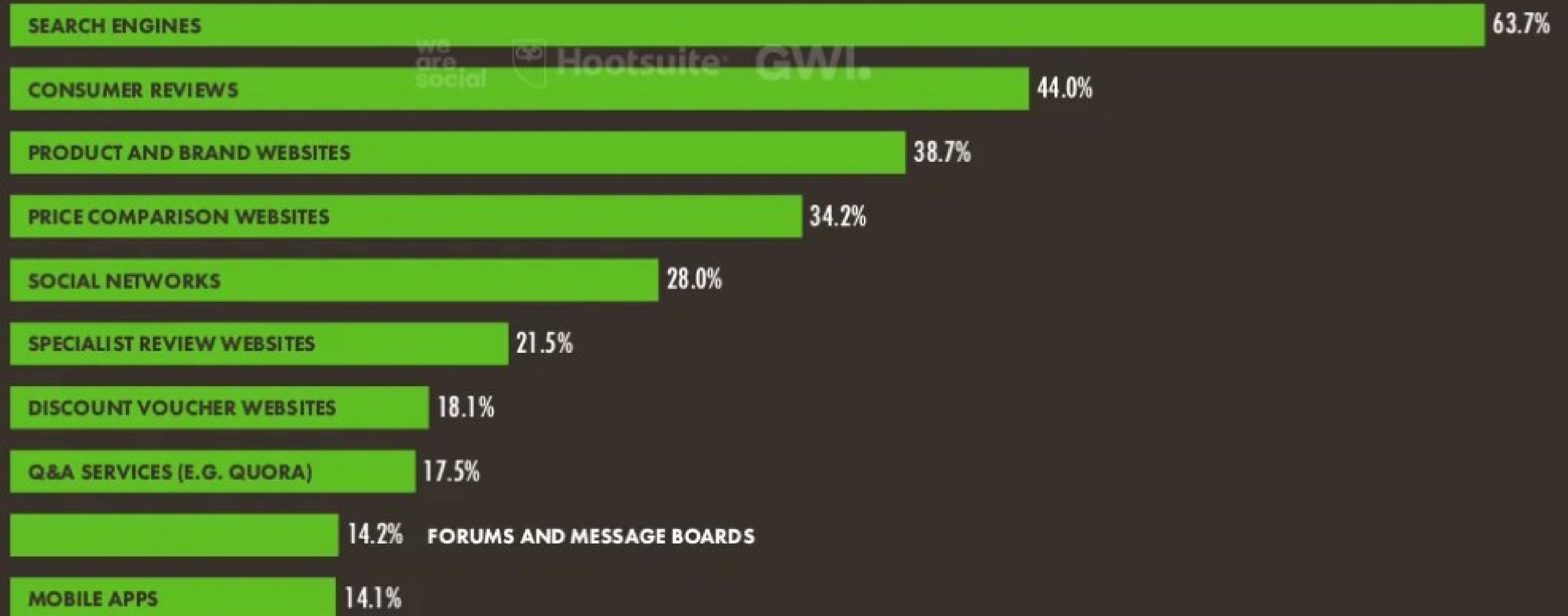
THE UNITED KINGDOM



JAN
2021

PRIMARY CHANNELS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH CHANNEL WHEN RESEARCHING BRANDS*



Some helpful resources



Free resources from Anicca



**FREE
RESOURCES**

Weekly Webinars,
Access to
Training Portal,
Free Consultations

**HOW TO DO AN
SEO AUDIT WITH
LITTLE TO
NO BUDGET**
with Brad Longman



**FREE
webinar**
9am Friday
27th August

anicca | REGISTER NOW



Looking to
improve your
digital marketing
skills?



LEARN MORE

<https://anicca.co.uk/resource-library>

<https://academy.anicca.co.uk>

Or book an hour of my time – [Calendly.com/Ann-Stanley](https://calendly.com/Ann-Stanley)



Thank You

Ann Stanley

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