Midyear 2019 Key Marketing Trends Forecast
Insights Insider: Midyear 2019 Key Marketing Trends Forecast

Prognosticating at the end of the year is a favorite pastime of marketers and content creators. However, those retrospectives and end-of-year predictions don’t help if you’re in the middle of the year trying to figure out where things have been and where they’re going.

To help, we’ve taken our end of year predictions report and refreshed it for the middle of the year. In this report, we’ll look at top marketing trends based on search interest for the year to date, and then forecast forward what the rest of the year is likely to look like (barring unexpected, unpredictable events).

Executive Summary

YouTube, Twitter, and Slack headlined marketing trends in the first half of 2019. We expect TikTok, private messaging communities, and search-based marketing (SEO/SEM) to gain dominance in the second half of 2019. With massive privacy changes looming, the most savvy marketers will want to examine alternative website analytics options.

Methodology and Limitations

We started with a comprehensive look at the marketing space by scanning the contents of top marketing blogs over the past year and extracting 2,283 most important keywords and phrases from them using the TextRank machine learning technique. We then fed these combinations of phrases to SEO software to determine the monthly search volume for each of the terms, restricted to the English language, with a minimum volume of 100 searches per month. For terms with more than an average of 100 searches per month, we then extracted 5 years of search data and used machine learning software to forecast the likely search volume over the next 52 weeks. The data is limited to the US market in the English language, and the study timeframe is 18 May 2018 - 18 May 2019. The raw data is available for purchase from Trust Insights in spreadsheet format.

As with all forms of predictive technology, prediction is based on the data input. No predictive software or technique can anticipate “black swans”, the highly unpredictable events that influence our world. For example, no one can accurately predict when a major data breach will occur, even though they are all but a certainty today. Nor can anyone accurately predict when highly unpredictable politicians will cause massive economic unrest, cause behavioral changes in the audience.
Year to Date: Headliners

The major social networks ranked as the most searched terms, averaging millions of searches for the year. Of note, we see Facebook’s key properties - Facebook itself, Instagram, and WhatsApp - searched considerably less in comparison from 2018. The only Facebook property that showed search intent growth is Facebook Messenger.

The biggest gainers? YouTube, Twitter, and most of all, Slack, the business chat app.

How many of these marketing trends have you leveraged so far this year? Were you able to make use of relevant social networks effectively? Have you dipped your toes into the waters of YouTube, Discord, Slack, or podcasting?

Let’s take a look at how these trends will fare for the remainder of the year and into 2020.
The Road Ahead for Headliners: Top Terms

So, given that we know what’s top of the charts year-to-date, how will these terms fare for the remainder of the year and into 2020? To find out, we’ve projected year-over-year increases:

![Top Forecasted Terms Search Volumes](image)

**Figure 2. Year-over-year changes on a percentage basis, top terms by percentage. Scale is linear. Teal represents social networks; red is marketing technology; yellow is the Google ecosystem, purple is analytics and data.**

The mega-trends with extremely high search volume will set the tone for most marketers who are in the middle of the bell curve. Your next immediate steps are to ask - and build answers for:

- **Do you plan to use Tiktok?** The Beijing-based social media company valued at $78 billion with 800 million active users has been on a massive growth spree, and there are no indications it will abate.
What are your private social media plans? Private, community-oriented social media applications like Discord and Slack show continued forecasted growth, while public social networks (save for LinkedIn) show forecasted decline in consumer search intent. As more B2B and B2C crowds express a desire for privacy and gated community conversations, these platforms stand to continue growing.

Whither influencer marketing? At the end of 2018, influencer marketing looked unstoppable. However, a steady litany of bad news about it, from scandals like Fyre Festival to embarrassments like influencers with 2 million followers unable to sell 36 T-shirts, may have dampened enthusiasm and interest in influencer marketing for now. Combine that with a strong emphasis on groups and private communities, and the days of the public influencer may be giving way to the influencer with highly-curated private communities.

Everything old is new again? Surprisingly, Google Ads (the ad platform formerly known as Google AdWords) is forecasted to have substantial new interest. Part of this may be Google’s renewed focus on enhancing the entire customer journey (as well as their rebranding in the summer of 2018), but a bigger chunk of this interest is diminished interest in their main mindshare competitor, Facebook Ads. Facebook Ads’ interest plateaued in late 2017.

This analysis looks at the big names, the big trends. What about further down in the codex of search? What trends are bubbling up on the horizon but aren’t huge yet?
The Road Ahead: Contenders

We turn our attention to terms without as much search volume (but still more than 100 per month on average), but with the biggest year-over-year forecasted increases in search volume:

![Projected Changes](image)

Figure 3. Year-over-year forecasted changes on a percentage basis, sorted by percentage change, minimum 100 searches per month. Scale is linear. Teal represents social networks; red is marketing technology; yellow is the Google ecosystem, purple is analytics and data, dark blue is general marketing.

In the contenders, we see a much larger mix of topics; social networks tend not to be as present. Instead, we have a mix of marketing fundamentals, analytics, and marketing technology.

One fascinating breakout here is Matomo, which is an open-source Google Analytics competitor. With many of the changes coming to the web concerning user privacy, interest in analytics software that can measure both user activity via javascript (how Google Analytics
works now) and “old-fashioned” server log analysis (which requires no user data at all) may be increasing. As this report was going to press, the Firefox web browser was launching a new version of its software that blocks all trackers - including Google Analytics - by default\(^1\).

These contender trends have the potential to be real breakouts. Your next immediate steps are to ask - and build answers for:

- **What are your data and analytics plans for 2H19?** Will you be evaluating new vendors, partners, and software platforms? If so, consider some of the top-trending search terms on the contenders list above as criteria to ask about. If you don't know what they mean, use them as starting points for your professional development and training.

- **What are your marketing technology plans for 2H19?** Are you looking at customer journey mapping software, the marketing technology landscape, and the latest crop of marketing technology tools?

- **How strong are your marketing fundamentals?** We see significant interest in concepts that form the foundational principles of marketing, such as the 4Ps, brand equity pyramid, and more. How much training and professional development do you provide to your staff and peers to keep up with new technologies and how they bolster timeless marketing principles?

What are your next steps with this analysis? Trust Insights is ready to help you achieve your 2019 marketing goals. We solve our clients’ toughest marketing challenges by customizing and optimizing their data, analytics, and reporting to create effective, results-driven marketing programs. We can do the same for you. With our help, clients make informed decisions that lead to better outcomes. Let’s chat about how you’ll take advantage of 2019’s marketing trends.

Reach out: sales@trustinsights.ai

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\(^1\) [https://www.searchenginejournal.com/google-analytics-is-blocked-by-firefox-mozilla-explains-why/311471/](https://www.searchenginejournal.com/google-analytics-is-blocked-by-firefox-mozilla-explains-why/311471/)
Trust Insights Services

How can Trust Insights help you in the year ahead? Here’s a menu of projects we’ve done that we’d love to help you with..

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Contact us by emailing: sales@trustinsights.ai