

Trade**Secrets**



Making the most of new opportunities

Mobile Internet, Social Media & Video

Mobile Internet

- Growth in mobile search has increased rapidly over the past 2 years - 500% according to Google
- UK mobile search advertising spend is set to increase to over £116 million by 2015
- We believe that brands should ensure that they have a clear mobile paid search advertising strategy in place in order to exploit the growth in mobile
- It's important to develop approaches that drive conversion from mobile such as Click to Call (directing a searcher to a Call Centre) and One Click purchase using mobile commerce
- The future could see Facebook Commerce (f-commerce) as an important destination for mobile transactions

Social Media

- Word of mouth and personal recommendation have always been important in the way brands are perceived, and this has now grown to a crescendo with the rise of Facebook
- Brands need to ensure they are carefully managing their online reputation by interacting with customers through Twitter and Facebook
- Companies need to reach out for new customers through Facebook Advertising and use multi-channel analysis to see the effect Facebook has on search and other channels
- The future will see Facebook as a destination for recommendation-based search
- Look out for the Twitter paid search platform that's on the horizon

Video

- This year has seen an explosion of video content across the Internet - every minute, 35 hours worth of footage is uploaded onto YouTube alone
- YouTube has now opened up the opportunity to target specific pieces of video content; to engage consumers with relevant messages that add to their YouTube experience
- We used this highly successfully for our client The Perfume Shop. The campaign delivered an impressive 236% return on investment and won us the Econsultancy Innovations Award for Paid Search.
- We would recommend that all brands should explore how they might harness the power of video overlay advertising on YouTube - to ensure that they are ready to exploit the future opportunities from channels such as Google TV