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**COLDWELL
BANKER** 

MORE THAN JUST LIKES: A BLUEPRINT FOR YOUR SOCIAL MEDIA SPEND IN THE NEW MARKET

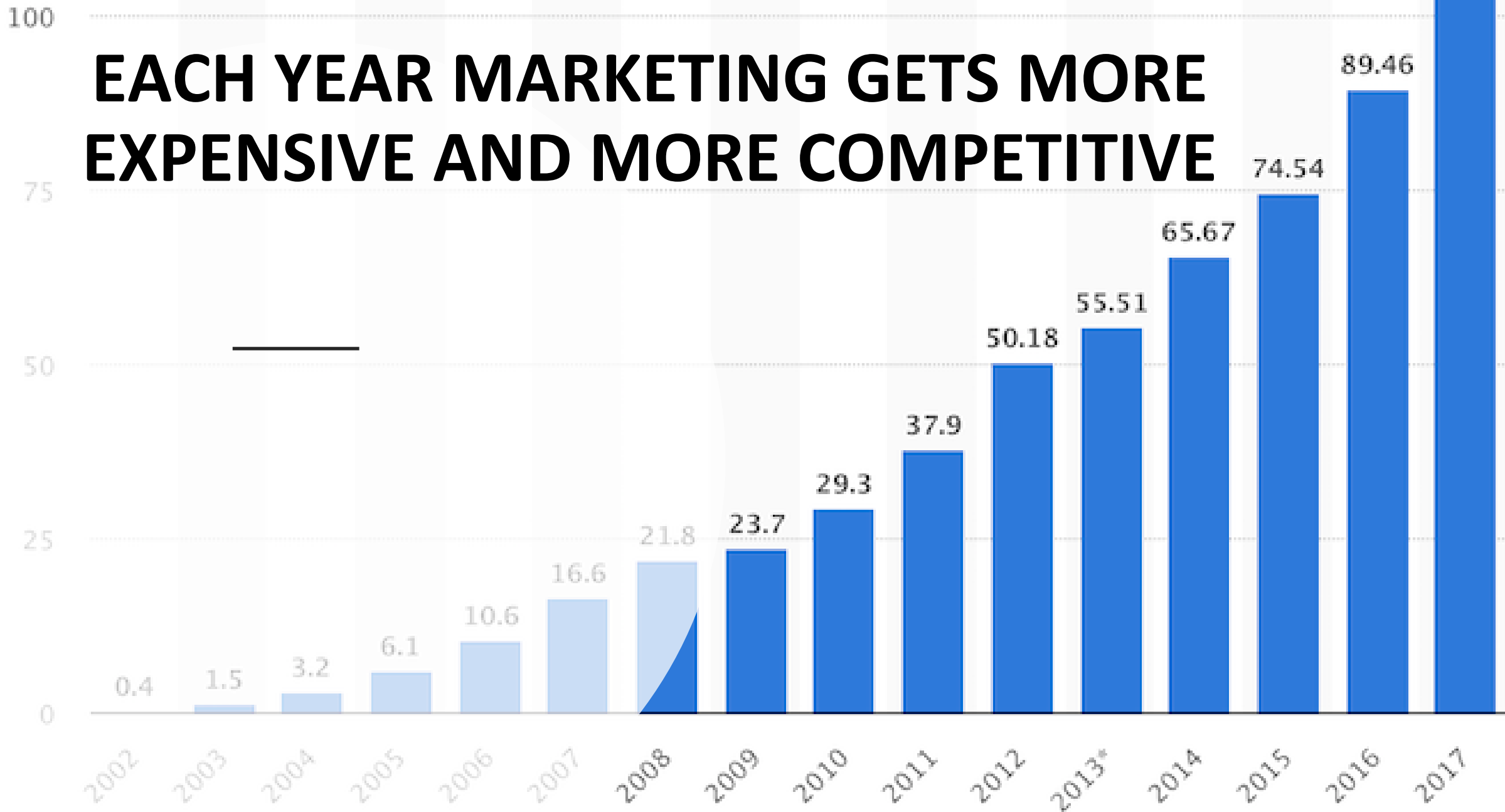


**DIGITAL MARKETING
IS GOING TO CHANGE DRASTICALLY IN 2019**



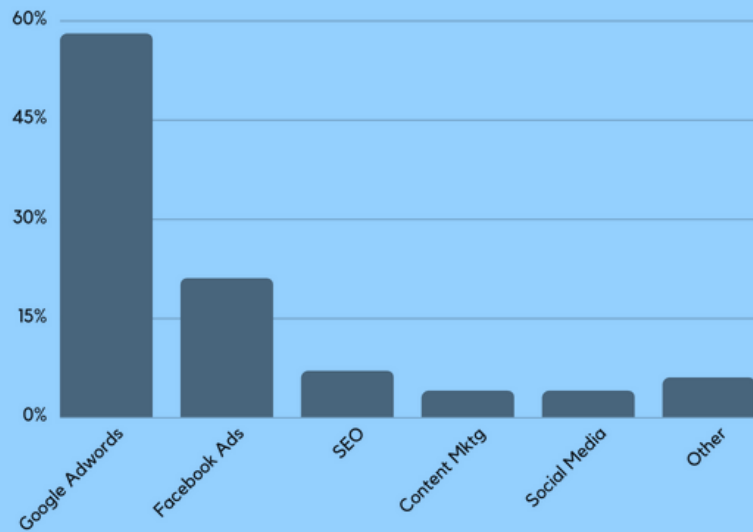
EACH YEAR MARKETING GETS MORE EXPENSIVE AND MORE COMPETITIVE

Revenue in billion U.S. dollars

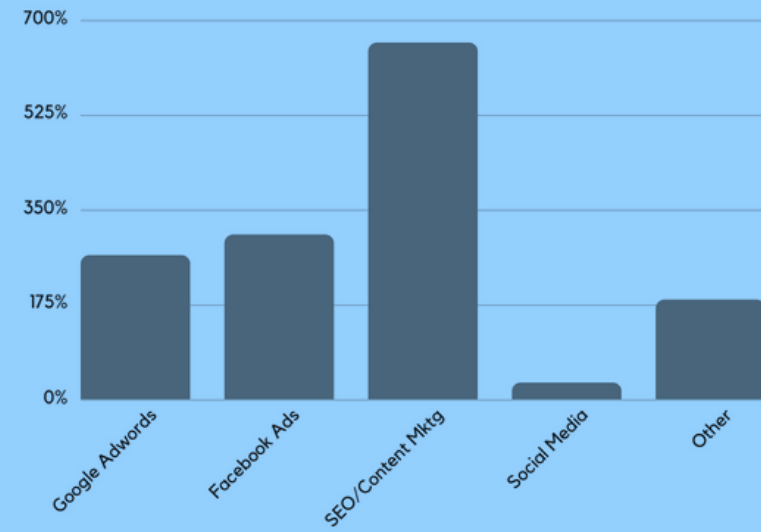


BUDGETS WILL START SHIFTING INTO CONVERSION RATE OPTIMIZATION

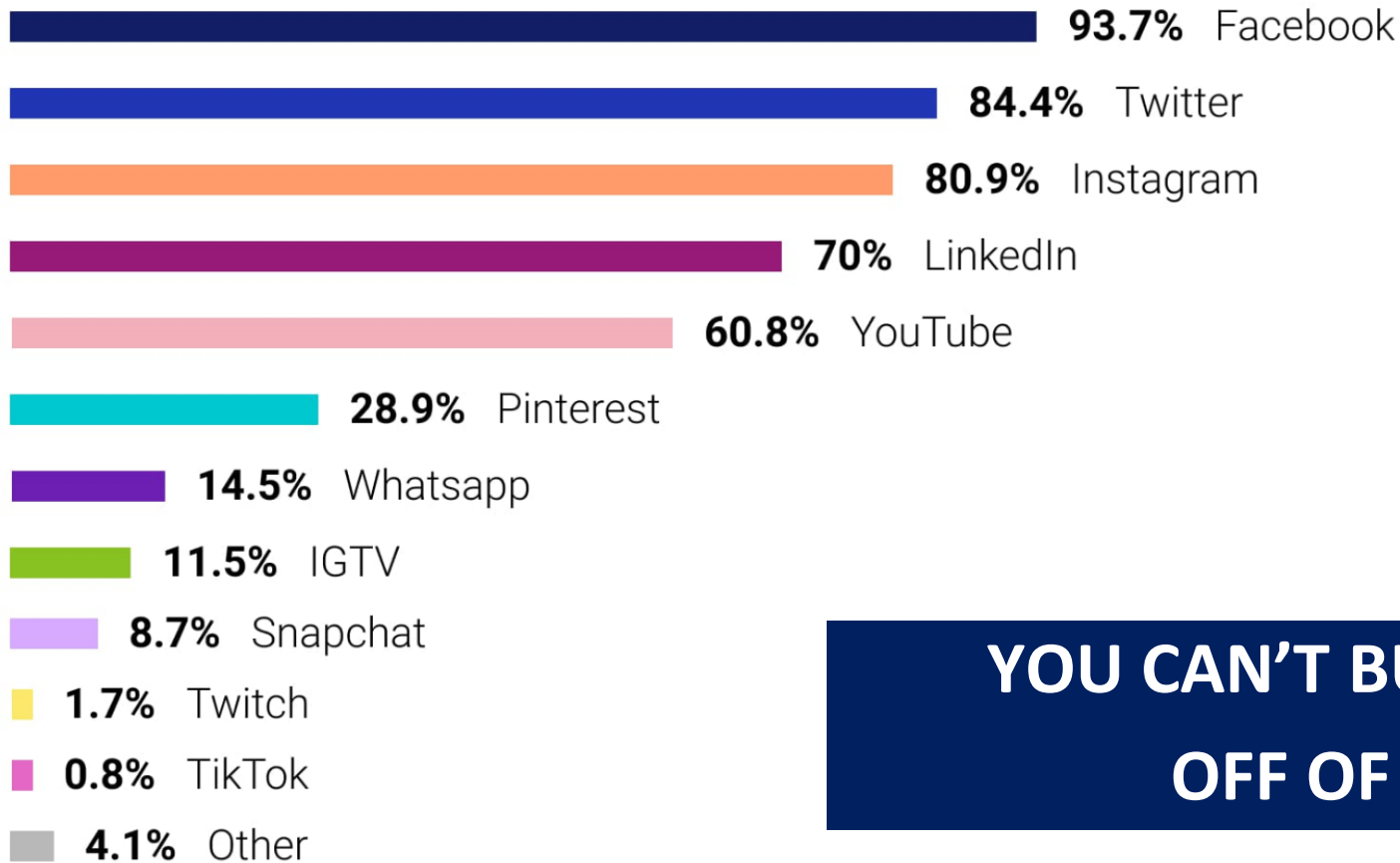
Marketing Spend by Channel



Return on Marketing Spend



Which of the following channels does your business use currently?



**YOU CAN'T BUILD A COMPANY
OFF OF 1 CHANNEL**

VIDEO

The power of video



90%

90% of customers find video helpful when making shopping and buying decisions.

64%

64% of customers are more likely to buy your product after watching a video about it online.

80%

Video is expected to claim **80%** of all web traffic in 2019.

1.8 million

It is estimated that **1 minute** of video is equal to **1.8 million** words.

97%

Video can increase purchase intent by **97%**.

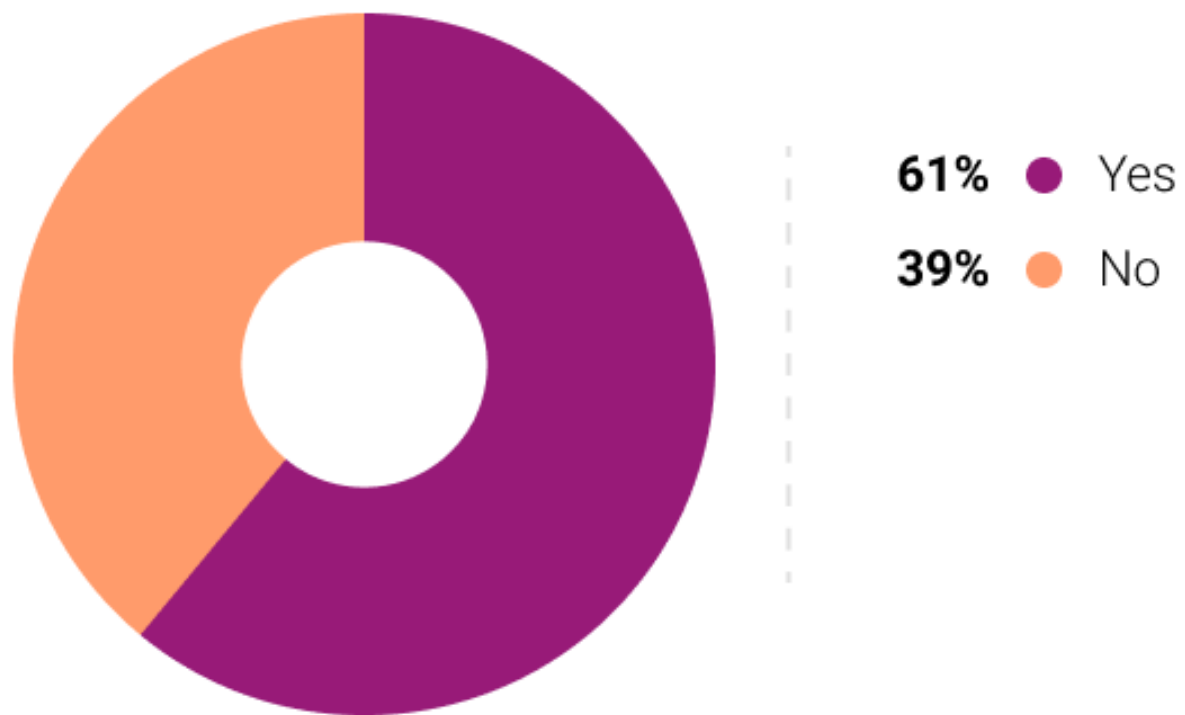
87%

87% of online marketers already use video as a part of their digital marketing strategies.

49%

Brand that use video marketing grow their revenue **49%** faster than brands that don't.

Do you plan to invest more in stories ads in 2019?



ACCOUNTING
FOR THE
SOCIAL MEDIA
MINDSET
SHOULD BE
THE STARTING
POINT OF ANY
GIVEN
ADVERT.

attention-grabber.

introduce a problem.

keeps the reader attention.

present the solution to the problem.

address the potential objections.

RUNNING A SMALL BUSINESS?



***PROFESSIONAL VIDEOS WILL GUARANTEE
YOU STAND OUT FROM THE COMPETITION***

2.2 million views
4,200 thousand reactions
594 comments
509 shares.

MESSENGER

THE USE OF MESSAGING APPS SURPASSED THE USE OF SOCIAL NETWORKS



WhatsApp



Messenger



Viber



Hangouts



Allo

Messaging

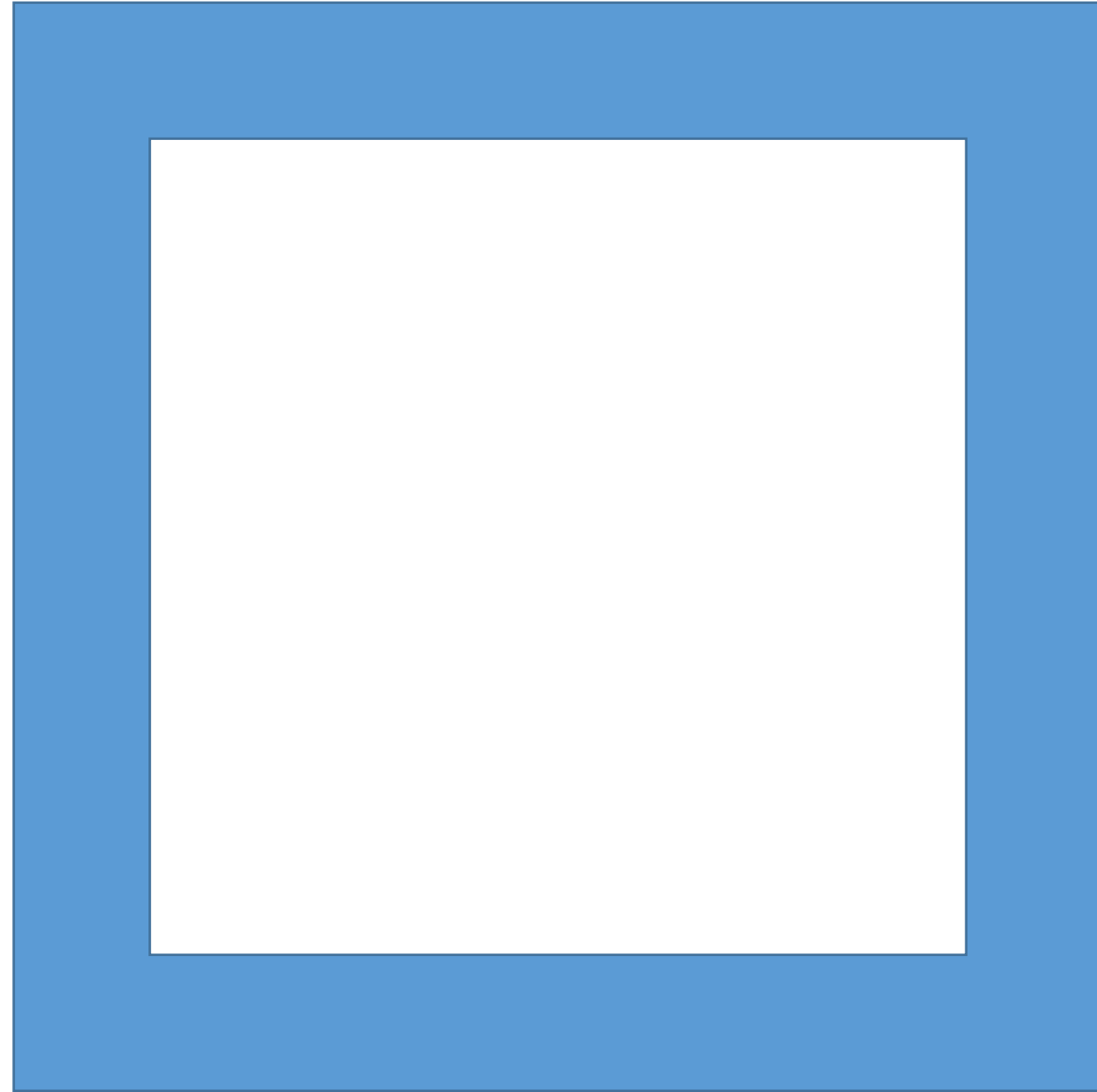


News



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THE**