

2019

# INNOVATION IN THE MARKETPLACE DIGITAL MARKETING

**Prepared By**

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# Hey, Siri. Who is Fleire?

- Digital Marketing Consultant
- Proprietor
- Advocate
- U.S. Embassy Alumni
- Professional Fellow of the U.S. State Department



# 10 Years Working With Customers Through a Boutique Social Media Agency



Third Team  
MEDIA

Thank you for being here. Third Team Media will help you navigate the ever-changing digital marketing landscape.

We've put together for you a list of digital marketing innovation we are excited about for 2019.



JAN  
2019

# THE PHILIPPINES

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL  
POPULATION



**107.3**  
MILLION

URBANISATION:  
**47%**

MOBILE  
SUBSCRIPTIONS



**124.2**  
MILLION

vs. POPULATION:  
**116%**

INTERNET  
USERS



**76.00**  
MILLION

PENETRATION:  
**71%**

ACTIVE SOCIAL  
MEDIA USERS



**76.00**  
MILLION

PENETRATION:  
**71%**

MOBILE SOCIAL  
MEDIA USERS



**72.00**  
MILLION

PENETRATION:  
**67%**

15

SOURCES: POPULATION: UNITED NATIONS, U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS, ITU, WORLD BANK, CIA, WORLD FACTBOOK, BUREAU OF LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES, MIDEASTMEDIA.ORG, REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS, PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKO AGHAB; ROSEBU. [ALL LATEST AVAILABLE DATA IN JANUARY 2019]



Hootsuite

we  
are  
social

# AGENDA



TREND 1

**AI & PERSONALIZATION**

TREND 2

**MACHINE LEARNING &  
NEWS FEEDS**

TREND 3

**AUGMENTED REALITY/  
VIRTUAL REALITY**

TREND 4

**MOBILE FIRST**

TREND 5

**VIDEO IS KING**

# TREND 1

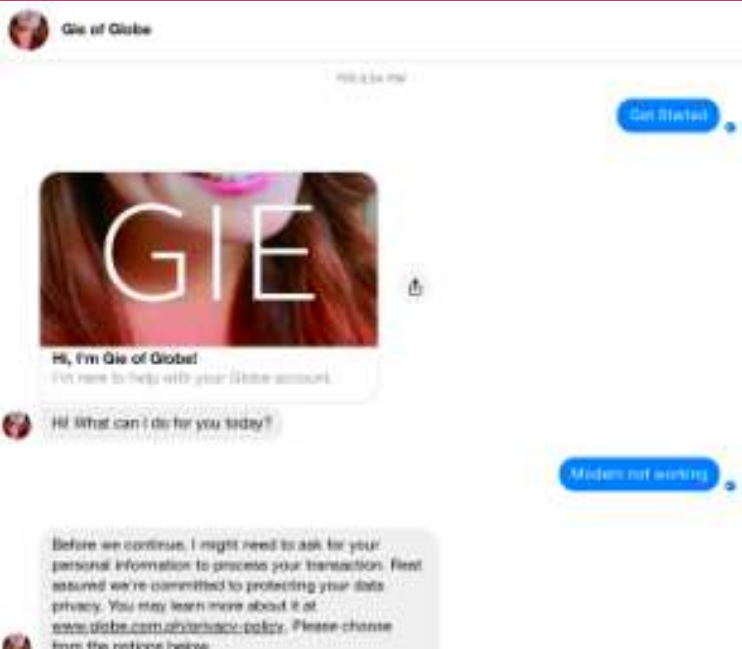
# ARTIFICIAL INTELLIGENCE & PERSONALIZATION

AI is quietly embedded in our daily lives — many of us don't even realize it's there. In addition to simplifying banking, AI enables our email to detect spam, our cars to brake automatically and our phones to respond to voice commands. When we interact with digital assistants like Alexa, we're tapping AI. Skin cancer can even be diagnosed earlier thanks to AI's learned "memory" of thousands of images of melanoma variations.



Examples:

- WEBSITE CHATBOTS
- FACEBOOK MESSENGER BOTS
- VOICE SEARCH & COMMANDS





# THE BAD

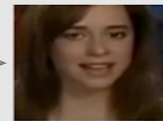
**DEEPPFAKES:** Samsung's new A.I. software makes generating fake videos even easier

## Varying the number of frames

Training frames:



Face landmarks



1-shot result

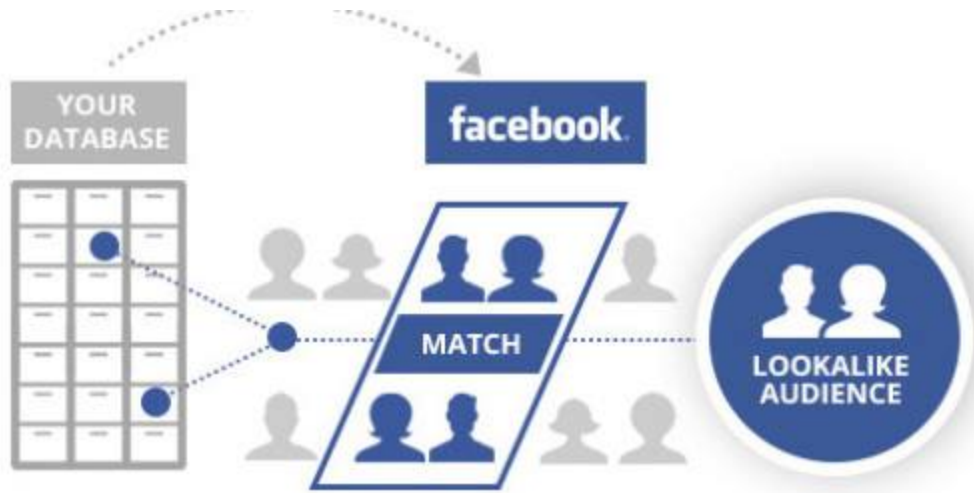


8-shot result



32-shot result





# THE GOOD

FACEBOOK: Use "**Lookalike Audiences**" to expand reach and find new customers.

## Create a Lookalike Audience

Find new people on Facebook who are similar to your existing audiences. [Learn more.](#)

Source 


Create New 

Location 

Countries > Europe  
United Kingdom

Search for countries or regions to target 

United Kingdom was added by default because it has the largest number of people in your source audience.

Number of audiences 

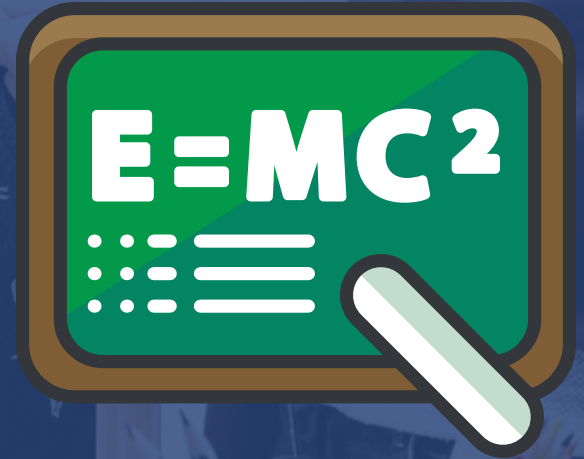


Resulting audiences	Estimated reach
Lookalike (GB, 1%) – 	411,000 people
Lookalike (GB, 1% to 2%) – 	411,000 people
Lookalike (GB, 2% to 5%) – 	1,230,000 people

# TREND 2

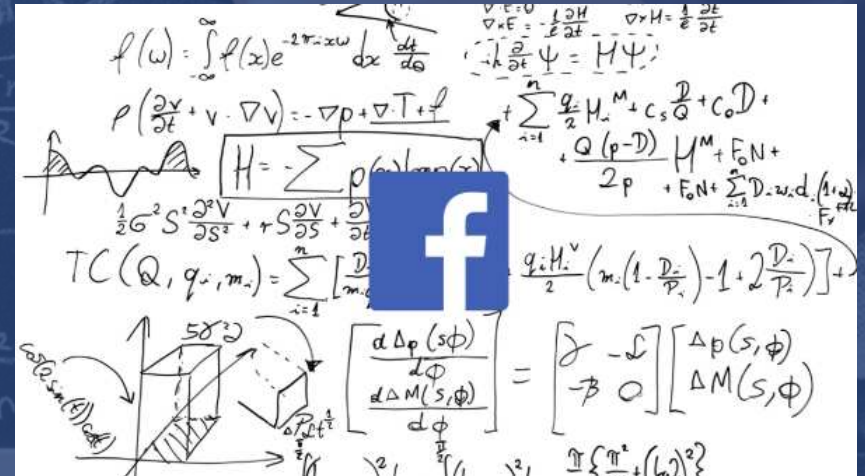
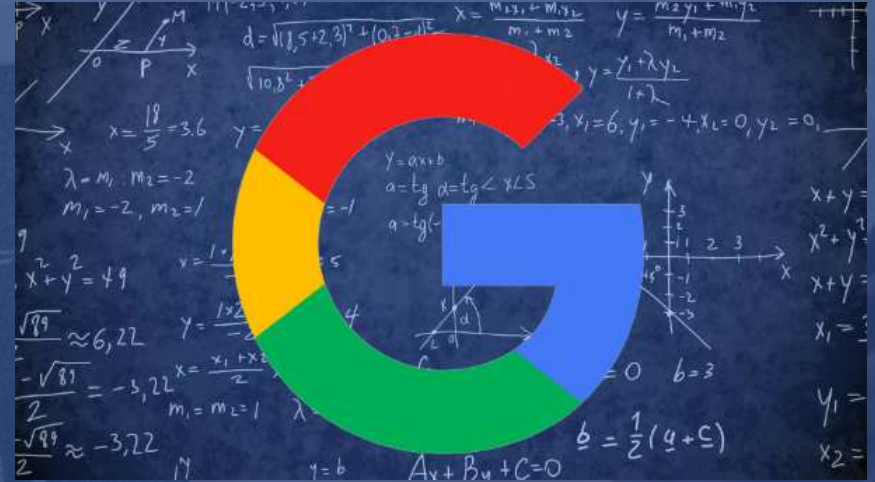
# MACHINE LEARNING AND NEWS FEEDS

Machine Learning and applied Machine Learning helps people discover new content and connect with the stories they care the most about. Algorithms rank feeds, ads and search results, and create new text understanding algorithms that keep spam and misleading content at bay.



## Examples:

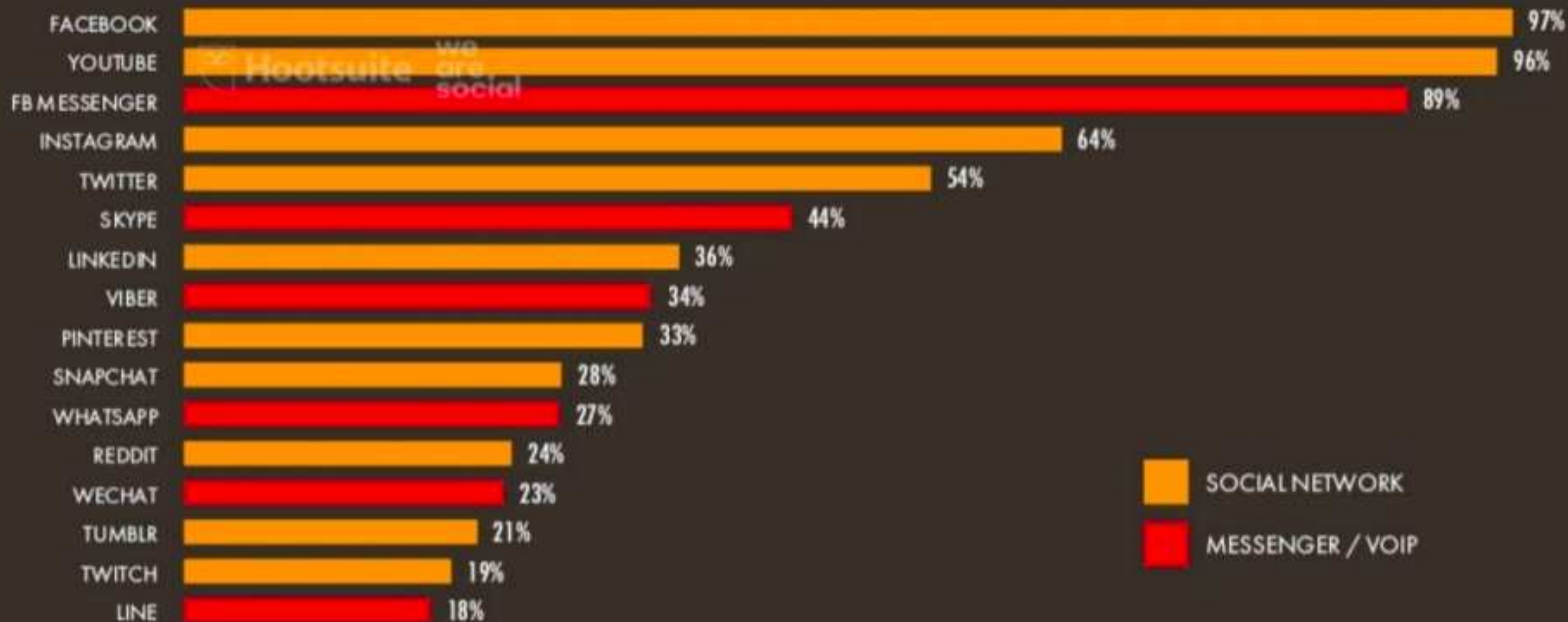
- Amazon Recommendation System
- Google Search Algorithm
- Facebook Newsfeed Algorithm



JAN  
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## MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]



# Link Found Between Vaccines and Autism

By Paul Waldman May 29, 2019

Those who have been vaccinated against measles have a more than

# THE BAD

**GROVER:** New AI can generate news-style articles that are fake.

Grover About Paper What's next? Authors Contact

## Grover: A State-of-the-Art Defense against Neural Fake News

Online disinformation, or fake news intended to deceive, has emerged as a major societal problem. Currently, fake news articles are written by humans, but [recently-introduced AI technology](#) might enable adversaries to generate fake news. Our goal is to reliably detect this "neural fake news" so that its harm can be minimized.

To study and detect neural fake news, we built a model named Grover. Our study presents a surprising result: the best way to detect neural fake news is to use a model that is also a generator. The generator is most familiar with its own habits, quirks, and traits, as well as those from similar AI models. Our model, Grover, is a generator that can easily spot its own generated fake news articles, as well as those generated by other AIs. In a challenging setting with limited access to neural fake news articles, Grover obtains over 92% accuracy at telling apart human-written from machine-written news. [Read the publication](#) for more information.

Here, we demonstrate how Grover can generate a realistic-looking fake news article, and then detect that it was AI-generated. To generate a fake news article with Grover, fill in the article pieces below and then press **generate** next to what you want to generate. After filling in an article, you can **detect** if it was Grover-written or Human-written.

**Disclaimer:** Due to heavy traffic, Grover might take a while (upwards of a few minutes) to generate article pieces. Please be patient 😊

Suggestions:

Invest in Bitcoin! (default)

Sharknado 6 is a gem of an action movie

Anti-vaccine stuff

Trump impeached!

Domain

nytimes.com

Generate

# THE GOOD



**FACEBOOK:** Newsfeed ranks stories that matter to you.

## Facebook tweaks News Feed to favor close friends and 'worthwhile' content

by RAVIE LAKSHMANAN — 22 days ago in BUSINESS



Credit: Facebook

A person is shown in profile, wearing a black VR headset. They are holding the sides of the headset with both hands. The background is dark and out of focus, showing what appears to be a large screen or monitor with some colorful icons or text on it. The overall lighting is low, with a reddish-pink tint across the entire image.

TREND 3

# AUGMENTED REALITY / VIRTUAL REALITY

Consumer hardware and software that are immersive, social, and increase the depth of people's connections

# THE BAD



MOBILE VR  
vs Standalone VR Headsets:  
More expensive?

Also, spend more time in  
VR/XR than IRL?

AR/VR

OPINION

## Mobile VR's dying gasps mean new life for standalone and tethered VR

JEREMY HORWITZ @HORWITZ MAY 10, 2019 1:03 PM



MOST READ

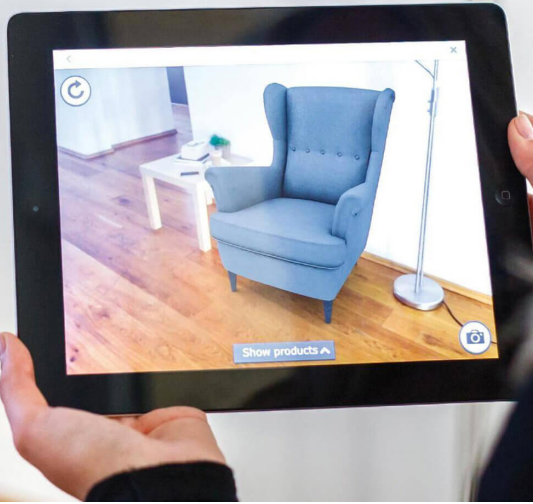


Everything from EA Play at E3 2019





# THE GOOD



Retailers are implementing AR/VR applications to help and assist shoppers.



# TREND 4

## MOBILE-FIRST

Singapore, Indonesia, Vietnam, and the Philippines spend an average of four hours on mobile internet every day — that's more time than both China (3.5 hours) and the U.S. (2.2 hours) — and it's only going to keep growing. But mobile site speed still has room to grow. After 3 secs of load time, mobile sites get abandoned.



JAN  
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## MOBILE ACTIVITIES

PERCENTAGE OF INTERNET USERS PERFORMING EACH ACTIVITY ON A MOBILE PHONE EACH MONTH [SURVEY BASED]



PERCENTAGE OF  
INTERNET USERS USING  
MOBILE MESSENGERS



we  
are  
social

93%

PERCENTAGE OF  
INTERNET USERS WATCHING  
VIDEOS ON MOBILE



global  
web  
index

94%

PERCENTAGE OF  
INTERNET USERS PLAYING  
GAMES ON MOBILE



80

84%

PERCENTAGE OF  
INTERNET USERS USING  
MOBILE BANKING



global  
web  
index

54%

PERCENTAGE OF  
INTERNET USERS USING  
MOBILE MAP SERVICES

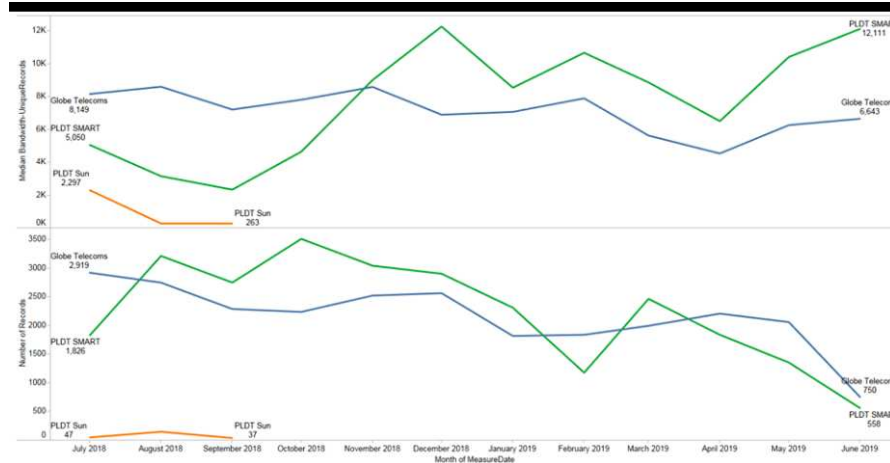
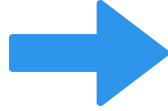


80%

# THE BAD

Concerns:

- No website
- With website but not optimized for mobile screens
- With mobile site, but slow/not optimized



**BASS - Bandwidth and Signal Statistics**  
Published by Wilson Chua [?]  
Page Liked · 5 hrs ·

BASS Analytics Median Mobile Internet Bandwidth as of June 10, 2019 6:05 am  
(Using IP address for network attribution)

Tag Photo Add Location Edit

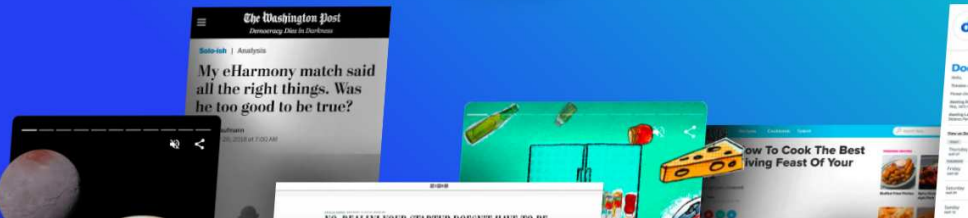
6 2 Shares

Like Comment Share

Write a comment...

AMP is a web component framework to easily create user-first stories.

Get started



Tools are available to optimize your site.

**BONUS: Who wants a FREE mobile app developed for their business??**

# THE GOOD

Home > Google News > Google SEO > Google Mobile-First Indexing Now Used For Over Half Of Google's Search Results

## Google Mobile-First Indexing Now Used For Over Half Of Google's Search Results

Dec 19, 2018 • 8:15 am | (2)

by [Barry Schwartz](#) | Filed Under [Google Search Engine Optimization](#)



Just about [two years](#) after Google [announced](#) their [mobile-first indexing](#) initiative, to crawl the web as a mobile device first versus crawling the web as a desktop device, Google hit a major mile stone. Over 50% of the search results Google returns globally are from Google crawling and indexing the web using mobile-first indexing.

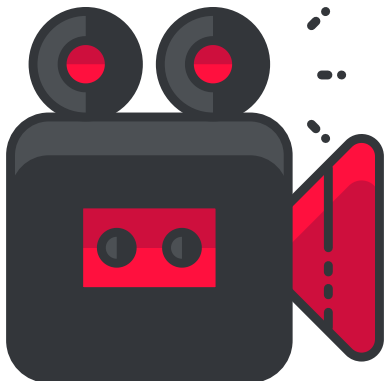
# TREND 5

## **VIDEO IS KING**

Both ephemeral video content + stories, use of video streaming, and the "next big thing in social" - Tiktok, increased use of Snapchat, and rise of Discord as new social channels



# MOST VIEWED VIDEO OF SHOPEE



APR  
2019

## FACEBOOK ENGAGEMENT BENCHMARKS

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. PAGE REACH

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE POSTS (ALL TYPES OF POST, ALL TYPES OF PAGE\*)



**3.62%**

Q-O-Q CHANGE:

**-3.4%**  
**(-13 BPS)**

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE VIDEO POSTS (ALL TYPES OF PAGE\*)



**6.10%**

Q-O-Q CHANGE:

**+1.1%**  
**(+7 BPS)**

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE PHOTO POSTS (ALL TYPES OF PAGE\*)



**4.48%**

Q-O-Q CHANGE:

**-0.1%**  
**(-0.4 BPS)**

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE LINK POSTS (ALL TYPES OF PAGE\*)



**3.00%**

Q-O-Q CHANGE:

**-0.3%**  
**(-1 BP)**

AVERAGE ENGAGEMENT RATE FOR FACEBOOK PAGE STATUS POSTS (ALL TYPES OF PAGE\*)



**1.93%**

Q-O-Q CHANGE:

**-4.2%**  
**(-8 BPS)**

34

SOURCE: HOOTSUITE (APRIL 2019). FIGURES REPRESENT AVERAGE FOR Q1 2019. Q-O-Q CHANGE: FIGURES REPRESENT QUARTER-ON-QUARTER CHANGE IN Q1 2019. \*MOBILE FIGURES REPRESENT AVERAGE FOR A BROAD RANGE OF DEVICES (IPHONE, ANDROID, TABLET) WITH VARIOUS RESOLUTIONS (E.G. VARIOUS NUMBER OF PIXELS AND PPI) IN ORDER TO DEMONSTRATE RANGE OF DEVICES AND SCREENS. ADVISORY: MARKETING METRICS SHOULD BE CONSIDERED IN CONJUNCTION WITH OTHER DATA SOURCES TO THE MAXIMUM EXTENT POSSIBLE.

**we are social**

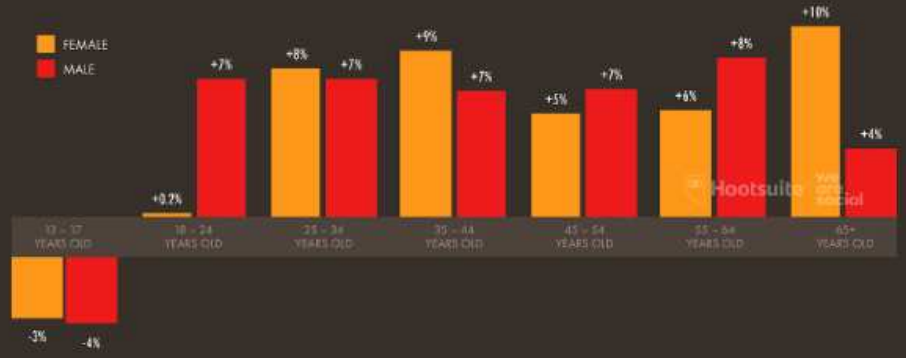
Engagement with Facebook Page posts continues to decline. Organic reach for Facebook Page posts also continues its relentless downward trajectory. Younger audience leaving Instagram.

# THE BAD

JAN  
2019

## QUARTERLY CHANGE IN INSTAGRAM'S GLOBAL AUDIENCE

THE QUARTERLY CHANGE IN THE NUMBER OF PEOPLE THAT INSTAGRAM REPORTS CAN BE REACHED BY ADVERTS ON INSTAGRAM, BY AGE AND GENDER



35

SOURCE: HOOTSUITE (JANUARY 2019 AND OCTOBER 2018). FIGURES REPRESENT THE CHANGE FROM OCTOBER 2018 TO JANUARY 2019 IN THE NUMBER OF PEOPLE THAT INSTAGRAM REPORTS CAN BE REACHED BY ADVERTS ON INSTAGRAM, BY AGE AND GENDER. ADVISORY: MARKETING METRICS SHOULD BE CONSIDERED IN CONJUNCTION WITH OTHER DATA SOURCES TO THE MAXIMUM EXTENT POSSIBLE.

**we are social**



# THE GOOD



Increased time spent on video streaming apps and social sites like Tiktok and Snapchat. Also Youtube is still the big advertiser's channel for Philippines.

## YouTube reach in SEA



# SUMMARY



TREND 1

**AI & PERSONALIZATION**

TREND 2

**MACHINE LEARNING &  
NEWS FEEDS**

TREND 3

**AUGMENTED REALITY/  
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TREND 4

**MOBILE FIRST**

TREND 5

**VIDEO IS KING**

# CONSULT WITH ME FLEIRE CASTRO

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