

FIVE COMMS TRENDS TO WATCH IN 2020

From better SEO to more consistent video, these are five key areas your communications team should be focusing on for your 2020 strategy.



1. More Consistent Video

You've seen the stats for years: video is the most effective way to communicate with your audience. But that doesn't tell the whole story. A single video here and there is largely a waste of time and money. Audience growth and retention are best seen with consistency, both in quality and frequency. This doesn't mean you have to produce every day, but it does mean you need to rethink your strategy of one high-end video every month. Learn more here: <https://bit.ly/2L0MJoC>

2. Internal-Only Podcasts

Unless you already have a massive listener base, ditch the idea of your company's podcast becoming the next *Serial*. Instead, use podcasts as a internal-only comms tool. Some things to remember:

- You need a format and you need to stick to it. No more free-flowing, rambling conversation.
- Download an audio visualizer template to easily turn each podcast into a slick, simple, shareable video.
- Produce your podcasts in batches, so you can maintain a consistent release schedule.

3. Modernize your SEO Strategy

Return of the BLOG

Remember blogging? Good SEO is based on consistency of content. Keyword-rich blog posts are the easiest and fastest way to enhance search performance.



Voice-Optimized SEO

You can develop Google Actions or Alexa Skills that point users directly to your content. Learn more here: <https://bit.ly/2dHpMp1>



Asking the right QUESTIONS?

Modernizing your SEO strategy means understanding the long-term impact of everything you write. Learn more here: <https://bit.ly/2q0tbqx>



4. Grow Your (LOYAL) Followers

Love it or loathe it, social media and the audience behavior associated with it (passive scrolling by distracted viewers with over-saturated feeds) isn't going anywhere in 2020. Now more than ever, you need to grow your company's LOYAL follower base. To do that, your audience -- internal and external -- needs to look at your company, and anyone who represents it publicly, as a consistent thought leader. Here are a few ways to do that:

- LinkedIn is your new best friend. Create communities and post videos, blogs, photos, and polls frequently here.
- Be meticulous and methodical with your posting schedule. If you're noticing a theme here, 2020 is all about content consistency. Social media is no different.
- It's all about the conversions, baby! Once you've won over your loyal audience with your killer social content, invite them back to your site via a splashy e-newsletter. Don't let an algorithm change steal your hard-earned audience!

ABOUT RCG

Every organization has stories. We help you find them, tell them and share them. Learn more about us at www.raganconsulting.com.



5. Brand Journalism Boom

Brand journalism is where you take full control of your organization's stories, from articles to longreads to videos, infographics and podcasts, and tell them with a focus on story first, brand a distant second. It's a practice that will continue to resonate with skeptical audiences since it takes a journalistic approach, instead of a marketing approach. Here are three key steps to get you started:



Make the Business Case

No more "impressions." Brand journalism brings real value through real metrics.



Reorganize and Optimize

Your department should feel and function like a real newsroom, complete with beats and deadlines.



Determine your Editorial Strategy

Map out your voice, editorial vision, platforms, content types -- everything. Like most things, without a strategy, brand journalism won't work for long.