

Digital Transformation + 2020 Outlook

DIGITAL THOUGHTS THURSDAY



Digital Adoption Continues to Climb

**JAN
2020**

GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL
POPULATION



+1.1%

JAN 2020 vs. JAN 2019

+82 MILLION

UNIQUE MOBILE
PHONE USERS



+2.4%

JAN 2020 vs. JAN 2019

+124 MILLION

INTERNET
USERS



+7.0%

JAN 2020 vs. JAN 2019

+298 MILLION

ACTIVE SOCIAL
MEDIA USERS



+9.2%

JAN 2020 vs. JAN 2019

+321 MILLION

Digital Usage Continues to Climb

**JAN
2020**

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT **INTERNET USERS AGED 16 TO 64*** SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

USING THE
INTERNET



6H 43M

USING
SOCIAL MEDIA



2H 24M

WATCHING
TELEVISION*



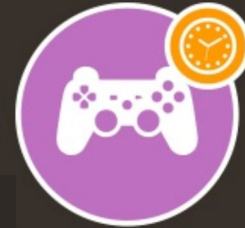
3H 18M

LISTENING TO MUSIC
STREAMING SERVICES



1H 26M

USING A
GAMES CONSOLE



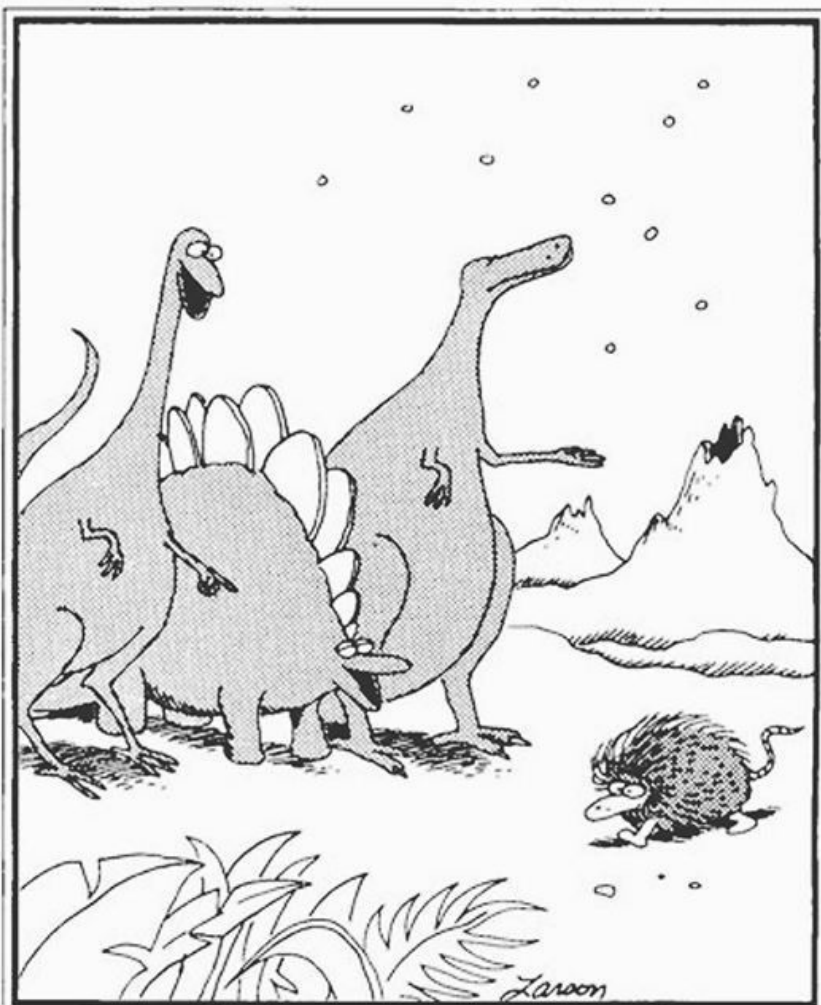
1H 10M

F R O S T & S U L L I V A N

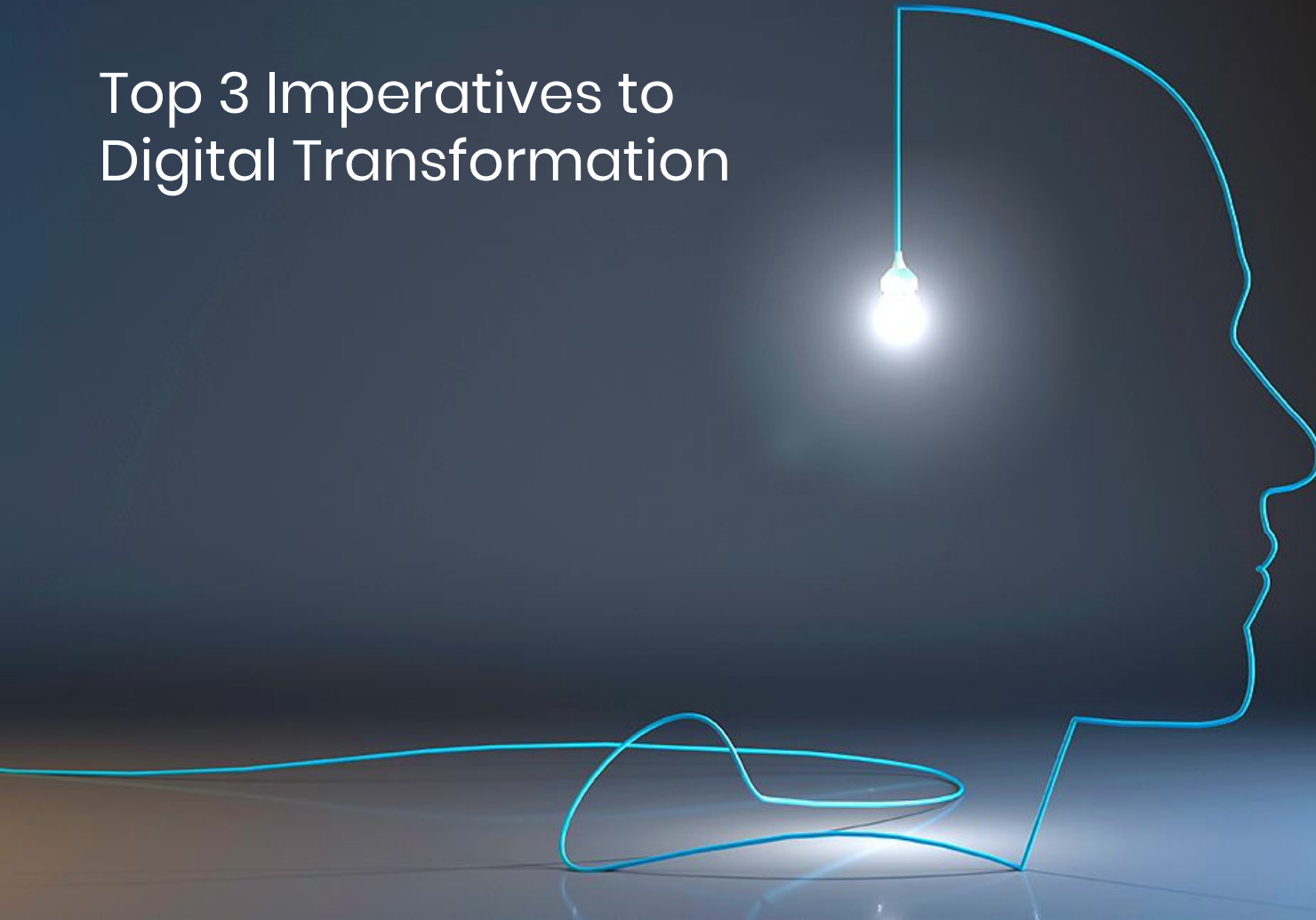
15th Anniversary Growth, Innovation &
Leadership Executive Mind Exchange

September 2019





Top 3 Imperatives to Digital Transformation



Top 3 Imperatives to Digital Transformation

1. Disruption of Leadership Beliefs & Behaviors
2. Internal Shifts: Making the Impossible, Possible
3. External Shifts: Responding to Tomorrow, Not Today

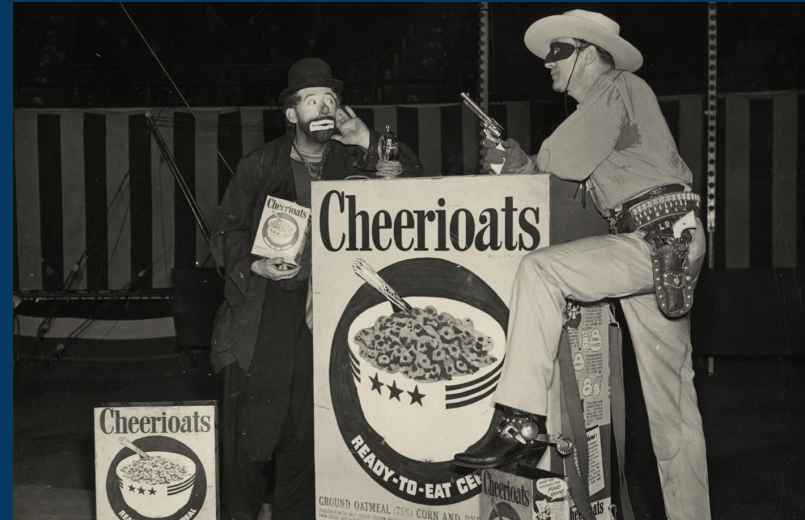
1. Disruption of Leadership Beliefs & Behaviors

- Recognize blind spots
- Give transparency to gain trust
- Create a truth-telling culture



2. Internal Shifts: Making the Impossible, Possible

- Build a Workforce for the Future
- Create Operational Efficiency
- Grow Cross Enterprise Collaboration
- Unite Design & Strategy



3. External Shift: Respond to Tomorrow, Not Today

- Identify Mega Trends
- Build Critical Capabilities
- Create & Monetize Next Gen Models
- Start Now, Fail Fast



Top 4 Digital Trends

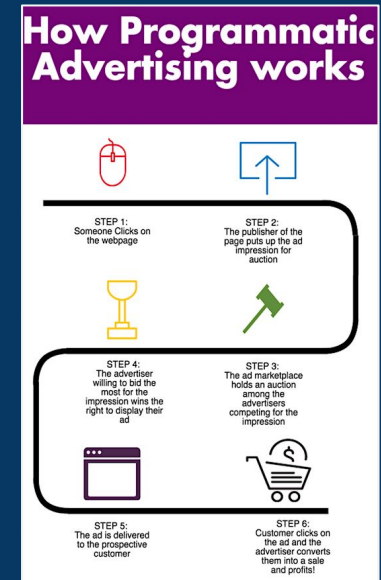
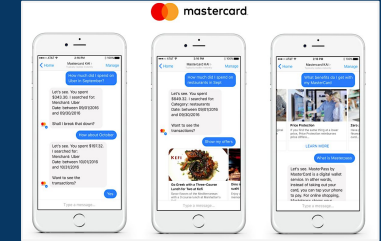
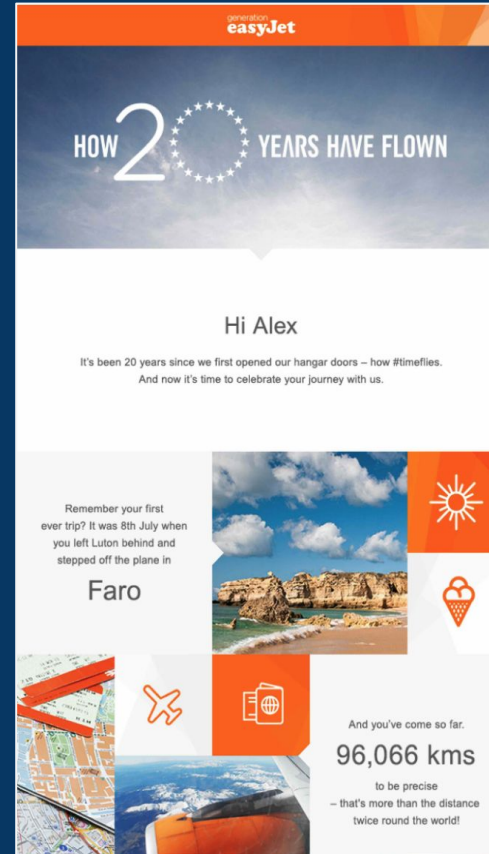


Top 4 Digital Trends

1. AI
2. Micromoments
3. Content Marketing
4. Social Media Marketing

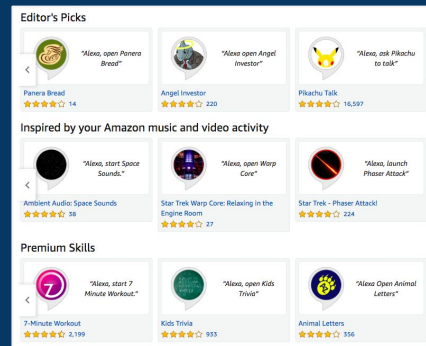
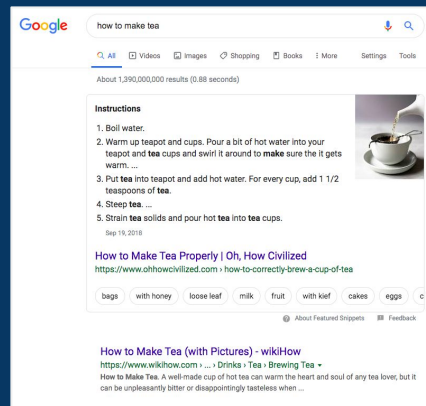
1. Artificial Intelligence

- Chatbots
- Programmatic Advertising
- Personalization



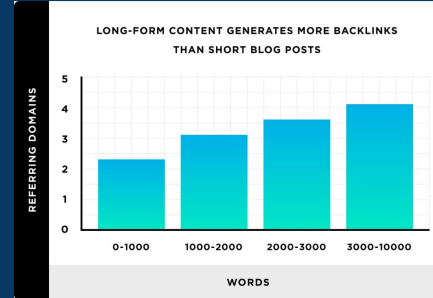
2. Micromoments

- Visual Search
- Voice Search & Smart Speakers
- Position Zero



3. Content Marketing

- Interactive Content
- Long Form Content
- SEO
- Semantic Search



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Track New Customers Find Your Business Online Check Your Listing

MozCon 2017 Video Bundle

20 videos. For less than \$2000. Includes decks, screen & download.

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Moz (SEO Software, Tools & Resources for Smarter Marketing)

moz.com/seo

Ranked by the largest community of SEOs on the planet, Moz builds tools that make SEO, inbound marketing, link building, and content marketing easy.

Results from moz.com

Open Site Explorer

Use Open Site Explorer to identify link building opportunities.

Google algorithm changes

View the complete Google Algorithm Change History as

Moz Blog

The most relevant marketing and SEO blog, providing tips, tricks...

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Account Email: Forgot Password? Password: Remember Me

Top stories

Moz Company

Moz is a software as a service company based in Seattle, Washington, U.S. that sells inbound marketing and marketing analytics software subscriptions. Wikipedia

SEO: Search Engine (Jan 16, 2019)

Headquarters: Seattle, WA

Founded: 2004

Founders: Rand Fishkin, Gillian Weiss

Subsidiaries: Local Link, moz.com, Followmetrics, MozBar, MozPro, MozRank, MozRelevance

Type of business: Privately held company

Profiles

Twitter

People also search for

View Top Maps



halfmoon cat missing

lost cat rensselaer ny

518 lost pets

lost dog clifton park ny

halfmoon animal control

craigslair lost animals

lost my cat

Report inappropriate predictions

Control and the County Animal Shelter immediately upon discovery of...

Pets Lost, Found & Picked Up by Animal Control | Halfmoon NY

https://www.townofhalfmoon-ny.gov/animal-control/pages/pets-lost-...

LOST since August 14th, 2019 "Kangie" a male black cat with short hair and a Rensselaer flea collar, from Oak Hill Dr.

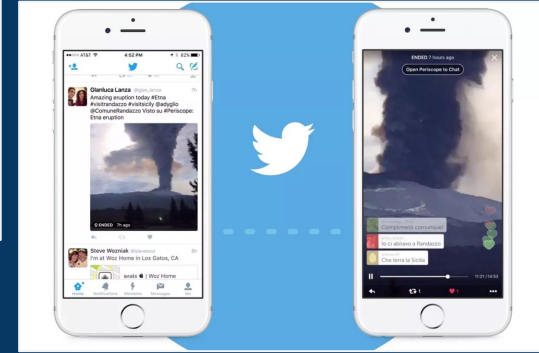
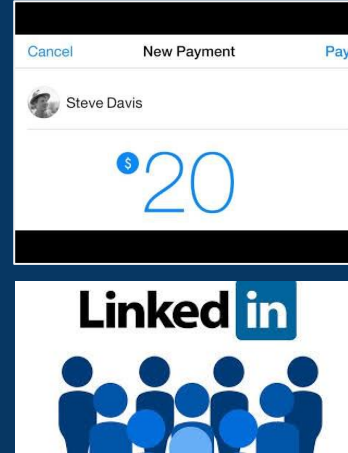
Lost Cats In CLIFTON PARK, NY - Lost My Kitty

https://www.lostmymkitty.com/missing-pets/petkindid=2

Sweet Pea, ID# 64118, LOST Female Cat, GREENFIELD CENTER, NY 12833, Domestic Short Hair, Multi, Grey-Silver, LOST 2019-08-18, View Details - Lost Cat...

4. Social Media Marketing

- Shopping
- Watching
- Experiencing
- Connecting



Customer ← content + marketing

technology

Thank you;)