

# Digital Marketing Trends 2020

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The incredible assortment of the Internet and technology has swiveled the world into a global village while extending the spectrum of technology to every fraction of the world, giving rise to a virtual landscape. **Digital Marketing** has revolutionized the realm of marketing while SEO, PPC, content marketing and social media marketing being the main elements of it. The world of digital marketing is ever-changing and the tendencies continue to proliferate giving rise to a better edition of online businesses. As technology persists to accelerate at an abrupt stride, the most promising strategy to keep up with the competition in digital marketing is by adapting the **trends of digital marketing**.

As the preference for making digital marketing benevolent and humane keeps up thriving, Artificial Intelligence and data-driven marketing will be the biggest trends in digital marketing in 2020. Marketing is no longer limited to just branding and advertising and is, in fact, turning towards broader aspects. Let's have a peek at the prime marketing trends which will reshape the marketing globe of 2020.

## 1. Voice Search

According to research, 31% of smartphone users worldwide make use of voice inquiries like Siri in the case of iPhones or Google Assistant in the case of Android. In 2020, 50% of the searches or queries on the internet will be voice-based, declares a [study](#). Now, that bestows a favorable estimation about the upheaval that voice-related searches will bring in the digital market and at this moment it became one of the top trends of digital marketing in 2020. The need of the hour for your online business to be on top of the curve is by making your website optimized for voice-based searches. Without exaggeration, let's hastily jump to the stats that demonstrate why creating your website friendly for **voice search** is integral.

- According to [Google](#), 20 % of the inquiries made on it are voice-based.
- [By 2020, 55% of the households will be owning a smart speaker device.](#)
- Around 20% of all voice-based queries are accelerated by 25 keywords.

## 2. Artificial Intelligence

The impact of AI on the growth of a business is certainly undeniable. That era is not distant when **artificial intelligence** will be the driving force behind the technological world including the sector of digital marketing. You can already note the presence of AI in several fields like content creation, basic communication, email personalization or e-commerce transactions. Nothing is more favorable than making your business adaptable to the ongoing marketing trend. Thus, businesses turning to AI will be able to use up staffing costs and stimulate growth, getting ahead of their competitors. 75 countries, in the world, are making use of AI technology for surveillance objectives.

A survey made by the [Consumer Technology Association](#) revealed some data based on a survey that was attempted on 252 tech business leaders. It stated:

- 29% of the respondents expect job displacement
- 68% look forward to preserving workers by offering reskilling strategies
- 48% believe that AI learning is the leading tech skill in demand
- [Report by KPMG 2019 Enterprise AI adoption](#) study says that AI will cover approximately 50% to 100% of the market in the next three years.

## Chatbots

The vision of modern marketing becomes even more clear with the usage of **chatbots**, as it initiates conversation with the consumers to a great level. Numerous brands are already making use of the **chatbots for websites** to make the best out of their business and thus chatbots will remain an essential part of digital marketing in 2020. As the response rate of chatbots is high, customers prefer chatbots over human-based conversations as chatbots are available 24/7. Answers to the queries made by a chat or are more prompt and accurate.

According to a [report](#), Chatbots will be empowering 85% of customer services by the end of 2020.

63 % of respondents in an online survey conducted by BotCore prefer messaging an online chatbot to get in touch with a business or brand.

## **SEO structured Data**

Visual search snippets have been appearing to be prioritized by Google across all their platforms and services. Because it lets the visitors perceive all the data and information a lot faster than before, by which the users are able to render the precise decision about the website they expect to stop by.

There is an approximate made on the repudiation on the number of visitors that a website received by making the organic efforts. This initiative carried by Google will pull more click through and will certainly report a reduction in bounce rates. Structured Data is basically the technical implementation of rich snippets, and is the topmost priority of SEO focused conversations in 2020.

In simpler words, structured data helps Google to know your data in a better way.

## **Final Words**

To be on the top of the **digital marketing** curve, it is crucially essential to always keep up with the new trends and make your business updated with the latest technologies. Be aware of the next big trend or advancement and the digital market will be your field to play!