**Top 6 Digital Marketing Trends One Should Know in 2017**

The ever expanding technology and constantly emerging innovative strategies are ruling the digital marketing. Thus, it becomes mandatory for the marketers to be aware of all the latest trends of digital marketing for improving their strategies to **stand-out** in the pool of crowd.

Exploring the businesses and dispensing the information of the products and services in a ***customized, interactive way*** to the users is what we all are here for. Thus, we have listed some of the *latest digital marketing trends* here, to increase and retain your customers.

1. **Content Marketing:** Content has been always the “**King**” of the digital marketing and it’s still the same. The *Content Marketing* is a powerful tool to interact with your customer in a more personalized and friendly way. *What you write, means a lot to the customer* and thus, it should be **engaging and qualitative** as everyone seeks to have a more relevant information rather than the complicated one. A *natural* *approach* to writing should have to be implemented instead of using a high number of keywords. This helps in enhancing the interest of the users and have a high impact on raising the Brand awareness and thus, helps in lead generation, engaging new customers and retaining the existing ones.
2. **Visual Marketing Trends:** Nowadays, use of more images, visual representation like the use of ***Infographics*** is evolving all over the social media for advertising purposes whether it’s Facebook or Twitter, Instagram or Snapchat. With the over surging usage of social media, *Social-Media Marketing* is providing an easy mode of **imparting and sharing** the messages with the audiences that help in building the *trust and growth of your business*.
3. **Live Streaming:** The marketers are keeping an eye on all the novel and latest trends of the social-media and incorporating them to improve their marketing strategies to emerge in this fierce competition.

**Live Video** is one such evolutionary feature that is gravitating the users and swiftly gaining the popularity as it helps in connecting with one another, imparts organic and trustworthy information. Facebook’s live streaming feature, **Live,** along with **Periscope** to add live streaming to Twitter and Instagram’s new **Story Telling** feature is attracting everyone.

Thus, it is providing an opportunity for the innovative marketers to connect with their target audience and providing an easily approachable platform for telling a ***True Story*** of their Brands.

1. **Mobile Marketing:** The profound use of digital media in all the sectors, including education, business, healthcare, entertainment is maximizing their impact on digital marketing strategies.

**Smartphones** are one such technology that has a huge impact in everyone’s life as users spend more time on their phones than computers and laptops. Hence, it enables the marketers to use this as a strategy of reaching their target audiences. It helps them in updating the customers about their products and services. Moreover, it helps in *enhancing the commercialization, and generate high e-commerce profits*. One such example of this is online shopping apps like ***Amazon***.

1. **Impact of Artificial intelligence (AI):** With an advent of Artificial Intelligence, machines are becoming a powerful intelligent tool to automate the human work and to make their life much easier. These machines help the marketers to analyze and sort the data in a shorter span of time and also reduces the manual effort.

AI algorithms are used for ***Content Generation, Image Recognition and Voice Search Technology***, thus, provides a range of effective techniques for the marketers to attract the customers even from the remote areas and to grow your business.

1. **Chat Bots and Digital marketing:** *Chatbot/ IM bot* is an interactive **Artificial Intelligence Software** designed to converse with the users usually through audio or text especially on the Internet.

They are used in answering the questions and embracing information like products or services, weather forecast, troubleshooting a problem or business information etc. thus, are becoming more and more effective and people love to use them.

Chatterbox is like an automatic conversation system which uses Facebook Messenger, Whatsapp etc. to interact with the people.

***These are helpful in meeting the:***

* Customers need.
* Providing them the support for solving their issues.
* Provides a real time update and are mobile optimized.
* Provides an easier mode for payments.
* Guarantees consumer satisfaction.

Hence, are a reliable source to implement and access the clients easily and benefits the companies by selling their products and services. The top brands like **Kik, Uber, Shopify,** clothing brand **H&M** are using it to attract more customers.