

# 2021 PREDICTED TRENDS IN DIGITAL MARKETING

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*These trends will be experienced both by the internet surfers and the businesses both online and offline service rendering businesses. This permits us to cover this analysis based on the mentioned parties (businesses and internet users(targets)).*

## Internet users(targets)

\*There has been a change in internet search (SEO) ever since the CORONA outbreak in which internet search became the same for the morning and for the midnight/early hours of the day.

\*For reasons like this digital space likely will push more on voice search than people bumping into “hot topics” of the day such as CORONA virus in which it triggers more interest when it is in the surface area. This will enable people to head straight to what they want without being distracted.

\*Most of the daily services/needs will be catered for online, there will be no need for shopping mall attendance as everything will be just a click away.

\*Another thing is that web-traffic will be so vast such that personal information might be exposed to vulnerability, thus pushing people to be more tech savvy beyond levels of anticipation.

## BUSINESSES OPERATING OFFLINE

Businesses that have little to no internet use in terms of trade will be compelled to get on board and increase their visibility online or cease to exist. This is because the masses have moved to online streets and the survival of any business is the availability of leads/targets that turn into converts.

- \*Workforce or skill force will for sure be more on technology.

- \*Those companies will need to migrate to technological systems that enhances their visibility and effectiveness online.

## BUSINESSES OPERATING ONLINE

- \*For businesses that operate online theirs is to put emphasis on visibility and understanding on where the targets are at every given moment possible.

- \*Billing will move to PPC as the SEO takes a sharp curve, businesses will need to abandon any method or system/s that they deem as not fruitful and place focus more on those that are working.

- \*This brings into effect Pay Per Click method and strive to maximize the conversion rate in order to secure a market and healthy business operation.

- \*There will be more investment on online tools that stretches business margins and more tech skill force will be needed to device ways of monitoring targets behavior.

