

# Digital Marketing Trends You Can't Ignore in 2020

Digital marketing is transforming [the online landscape](#) with extraordinary sophistication.

Through technology and innovation, the world has become an intertwined marketplace for businesses and industries alike. With traditional marketing phasing out to make way for a new digital world, businesses must keep up with the newest advertising trends to stay competitive. As we enter a time where digital marketing expenditures is expected to reach [1.3 trillion dollars](#) in 2020, what marketing strategies should you invest into to be successful in the new decade?

## Artificial Intelligence

Artificial Intelligence is one of the few innovations that have revolutionized the user experience. Today, many of the world's largest companies—think [Mastercard](#), [Alibaba](#), and [Macy's](#)—have taken advantage of AI technology to automate customer requests and needs through natural language processing. Its novel idea has improved the customer experience (CX) through immediate and helpful online replies.

Chatbots have been implemented for continuous and economic customer service. With automation evolving for AI to respond to texts and calls, chatbots have allowed companies to reduce costs when servicing consumer needs.







Source: <https://newsroom.mastercard.com/press-releases/mastercard-makes-commerce-more-conversational-with-launch-of-chatbots-for-banks-and-merchants/>


Artificial Intelligence has also given opportunity to personalized web experiences. From user data collection, purchase history, location, social media profiles, etc., AI is available to help create a more efficient and effective user experience. Using predictive analytics, an increased presence of interactive personal

recommendations on a variety of platforms (i.e. e-commerce, social media, etc.) can increase business revenue and make user experience more enjoyable.

An example of a successful company implementing AI personalization is [Starbucks](#). In the Starbucks ordering app, the company implemented the use of interactive recommendations from collected data of previous purchases. Aiding users in finding new or similar products on their rewards systems, revenue increased by 2.56 Billion dollars. Through the business' venture with AI, Starbucks not only increased customer interaction but has also created an environment of care among customers through tailoring recommendations to specific preferences.

WHERE DEEPBREW DRIVES ELEVATED EXPERIENCES

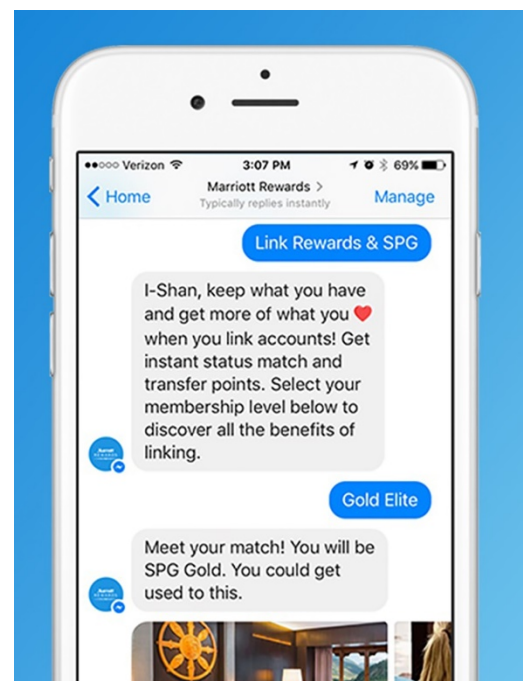
			
<b>MOBILE PAY</b> Leverage rapid A/B testing to improve recos	<b>DIGITAL MENU BOARD</b> Leverage inventory data	<b>DRIVE THRU</b> Leverage upsell and cross sell modifications	<b>VOICE ORDERING</b> Seamless next generation order methods



Source: <https://mybuild.techcommunity.microsoft.com/sessions/77747?source=speakerdetail>

## Omnichannel Marketing

With the rise of various social media platforms today, it is important for companies to reach out to audiences through a variety of online engines. Though traditional connection methods like e-mail are still viable, it is vital for companies to shift to the growing significance and presence of consumers on popular social media platforms like Facebook, Instagram, and Twitter. With [almost half of the world's population online](#), creating a social media account for a business can increase brand awareness and create a cohesive image/message.



A rise in online marketplaces on social media has aided many companies in connecting and engaging audiences, especially when expanding a consumer base through varying platforms that carry different demographics. With increased involvement online, audiences can connect with companies through more accessible means; principally through online messaging platforms that encourage contact and interaction.

*Source:*

*<https://news.marriott.com/news/2017/09/28/marriott-internationals-ai-powered-chatbots-on-facebook-messenger-and-slack-and-alofts-chatbotlr-simplify-travel-for-guests-throughout-their-journey>*

## Video Marketing

With a rise in 5th Generation (5G) technology, there is a growing abundance of opportunities for coverage of businesses on a variety of platforms. To compete with other companies, many companies have taken to video marketing to create their brand image. Particularly, podcasts, 360 videos, interactive games, Youtube, etc. are all examples of new and innovative ways companies are trying to reach out to their audience. Videos often capture an audience's attention, as it is convenient, efficient, and has been proven to increase click-through ratings. Additionally, it has been proven that shorter videos (2 minutes or less) have the most audience engagement. With shorter videos resulting in more engagement, video marketing can be modified easily for worldwide audiences through transcription for the hearing impaired, for different languages, and tailored to different cultures/practices to be made accessible.

Filmora, for example, is a powerful company that provides essential tools on improving user engagement for video marketers. From music libraries to an intuitive editing interface, Filmora grants even small businesses the ability to engage audiences through video marketing. Depending on a business' needs, there is an abundance of companies that provide varying services for video marketing. Businesses looking for a more analytical perspective on video marketing may want to invest in Vistia, a hosting company that primarily focuses on providing video performance data. Explore more great video marketing tools [here](#).

## High-Impression Ads

Using websites like [Clickflow](#), businesses are able to differentiate which advertisements create an enticing impression towards consumers. Clickflow, and many other companies, count the number of clicks a company might have on different advertisements. From this data, businesses can differentiate which advertisements are the most impressionable. Clickflow also collects their own data to recommend users keywords and imagery that may increase a positive reception. If you're a small business owner, a great free alternative to Clickflow is Google Analytics. Though limited in complex tools, Google Analytics provides basic SEO feedback. Clickflow, however, is a revolutionary company for medium to large businesses that drive revenue from their websites and online presence. Clickflow provides services such as revenue calculators, automatic recordings of valuable ad test runs, URL testing, and [many more](#) for businesses that prioritize SEO. Though there are similar alternatives like Clickflow (i.e. FoxMetrics, Mixpanel, Matomo, etc.), Clickflow is especially applauded by companies like [Impact](#) through their ability to make simple changes to match search patterns among users. With technology like this, institutions can get the most out of their ad space, and hopefully create a long-lasting positive impression on patrons.

## Influencer Presence

In recent years, online influencers have increased exponentially. Rising to stardom through various online platforms, influencers have gained a massive following through a brand of trust and likeness with viewers. Many organizations turn to established influencers for increased marketing coverage, as audience trust in their recommendations create a higher incentive for customer purchases. Positive reviews on products/companies also create favourable image recognition, and especially in times where competition locally and internationally are high, a helpful brand reputation can launch companies forward. In Netflix's Tiger King: Murder, Mayhem, and Madness, Joe Exotic, AKA the Tiger King, became an overnight sensation with the crime documentary miniseries. Becoming a Top 10 show on the streaming platform, Joe Exotic became an instant international celebrity. Even with the series providing footage of animal cruelty by the hands of the Tiger King, the show's fans, including rapper [Cardi B](#), supported a GoFundMe page advocating for his release from prison. The publicity from the popular show proves the power of influencers and their ability to impact audiences through their reputation and recognized brand, even if they're not there to advocate it.

## Search Engine Optimization (SEO)

As our world becomes more digitized, we see a trend towards more mobile technology use. In [StatCounter Global Statistics of Desktop vs. Mobile vs. Tablet Use](#) in 2019, it is evident that there has been a huge increase in mobile usage for search engines. However, how can businesses optimize for the world's mobile-first society? With Google creating [stricter regulations on ads](#), SEO strategies must adapt to a changing culture and make a point to keep up with varying demands. The trend in mobile use may mean stores might want to invest in the Accelerated Mobile Pages Project (AMP), a web framework that allows for better user experience through increased reliability, engagement, and speed. According to [Think with Google](#), customers tend to start purchases on a mobile device but finish it on another. To increase traffic and prevent customers from finishing purchases elsewhere, companies may want to consider shortening/streamlining online checkout processes on mobile devices to improve navigation. Regulating pop-up advertisements, implementing useful widgets like saving data for future interactions, decreasing the reliance on Flash, and applying the use of drop-down bars are all examples of ways to simplify website organization.

Most importantly, the next generation of SEO technology can be seen with Google's Bidirectional Encoder Representations from Transformers (BERT) update. BERT models rely on article context rather than keyword matchmaking, a smarter and more complex algorithm than previous framework. However, what does this mean for businesses that rely on keyword searches for traffic? A simple way companies can adapt to the up and coming context-driven SEO is providing concise and organized information. With the introduction of BERT capitalizing on improving user experience, business will need to focus on creating more meaningful and useful content rather than focusing on keywords to refine SEO.

## Quantum Computing

Though one of the few things on this list with a less current presence, technology has evolved to encompass quantum computing. Based on the physics of quantum theory, quantum computing can be explained through the idea of the ability to do all tasks at once. For example, when reading a book, one might read each book consecutively. Quantum computing, however, will read every book at once. This technology improves the abilities of machine learning and especially impacts the range ability for AI and computers to personalize web experiences to a user.

The evolution of quantum computing can not only greatly improve tailored e-commerce experiences but can also have the potential to become an eventual replacement to people-controlled customer service platforms. For businesses testing future alternatives to materials or manufacturing systems, quantum computing is growing to encompass analytical thought at an incredibly fast speed. With a human-like ability, quantum can facilitate business modeling, forecast future demands, provide essential financial services, manage supply chains, and recommend plans of action for the most productive use of resources. As a digital trend that can examine vast amounts of data over a relatively short period of time, quantum is the future of solving problems and optimizing flaws in systems we may not even recognize today. Investing in quantum computing provides a vast landscape of opportunities for companies to become more efficient, effective, and productive in the future of daily operations.

## The Future of Digital Marketing

The digital world today moves at an exponentially changing pace. Businesses must move the same way, if not faster to engage consumers and remain competitive. Taking advantage of technological advances is key to achieving the growth of a brand, especially in an age so reliant on web platforms for information and commerce. Though we can theorize of a future that includes complete e-commerce integration, the potential takeover of quantum computing in daily business operations, or even the amalgamation of computer-generated influencers, we'll truly never know for certain where digital marketing is headed. To stay ambitious and ahead of the curve, embrace change and take the time to understand the opportunities available to you in this new decade of endless possibilities.