



Digital Marketing Overview

2020 Trends & 2021 Predictions

2020 insights

Increasing consumer expectations

Consumers were more critical of brands in 2020. With higher pressure on brands to be vocal.

Choosing the right content

Brands learned they can't be all things to all people and started to shift their focus to sharing content that is useful vs. entertaining.

Industry shifts call for innovation

Industries have had to pivot to adjust to today's challenges and consumer expectations. Companies were forced to shift their thinking and *show up*. This is a moment for brands to be as authentic and not plan too far ahead but be more in the moment.

Hint: Learn how-to define a brand mission and the importance of brand voice.

2020 trends

Increased use of video content

Both long-form and short-form video are among the most shared content on social media. Your audience wants to hear from your leadership team and consume content in a more entertaining way.

Emphasis on brand voice and authenticity

While consumers want change now, there is still time for brands to take action and be true to themselves. Consumers tend to gravitate towards brands whose values align with their own and whose actions pay off the brand promises.

Useful content

Many brands saw a shift in their content pillars. Focusing more on providing useful content vs. engaging content. Don't try to be all things to all people but rather stay true to yourself as a brand. What would your consumers find helpful? These content pillars will help to build trust & authority on the subject matter.

2021 predictions

World class customer experience

A shift in believing marketing is about convincing people to buy or work with your company. Instead, the priority will move towards providing fantastic customer service, multiple helpful touch-points using automation and AI.

A survey by PwC on customer experience showed that Company Trust, Employee Attitude & Unfriendly Service were the biggest causes for driving consumers away. An increase in comms with brands via instant messaging means it's important companies use efficient means to help staff deliver a positive service.

The rise of Community Marketing

With big industry events going virtual due to COVID-19, the appetite for singular consumers events will wane. They will look for more intimate and topical get togethers focusing on more niche related topics. Experts will be their to host these events and digital certified by a willingness to share highly valued insights.

2021 predictions

AI will end A/B testing

A/B testing to validate a marketers intuition will become obsolete and wasteful. The increase in AI through tools like Google & Facebook mean this is an unnecessary step. Machine learning will soon be able to predict trends before they happen and offer this to companies and marketers.

Digital marketing spend will continue to grow, but not all focused on paid advertising.

There is a divide in consumer appetite online and what brands can actually deliver, meaning there is space for all industries to establish content marketing that starts conversations with consumers and provides value as well as an authority on that topic.

Contentful predict a 25% increase in spend across digital in 2021, with my added prediction, that with the rise of paid advertising costs and the impact of privacy, particularly with Apple's latest changes on privacy affecting iPhone users. PPC will become more expensive and less efficient. Instead focusing on content marketing & SEO.

2021 predictions

Brands will capitalise on change using innovation

Companies will look further towards technology to become more efficient and make it easier for their customers to work with them online. This will likely see an increase in web applications or more complex websites.

Some companies may fall into the 'return to normal trap' playing by the old marketing playbook, but the marketing evolution has already started.

Automation now demands personalisation

Many businesses use a CRM of some kind, with fewer using automation in their sales or marketing pipelines. Automation is key to building touch-points with consumers in any industry, but as privacy and relevancy increase, along with consumer expectations of brands. Personalisation will become critical to making the right impression at the right time.

2021 recommendations

Less posts, more value

SEO for long-lasting awareness & traffic

Digital-first, Mobile-first

Customer retention, loyalty & advocacy

Live Video, recorded video

Account-based marketing (CFO, CMO, HR)

Instagram for product-led businesses

Gen Z on TikTok