Top 7 Digital Marketing Trends 2020

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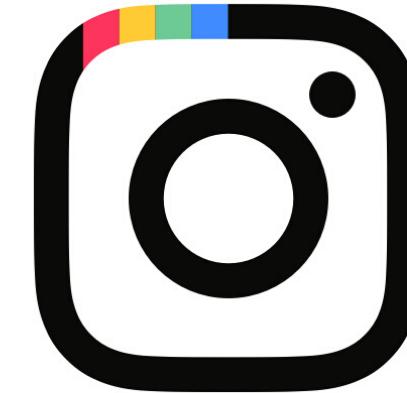
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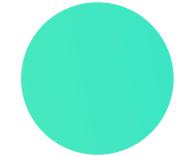
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Voice Search

By 2020 voices search will be an integral part of daily lives. People will no longer feel strange to have conversation with their phone. Following are the platforms of voice search Siri, Alexa, Google, Cortana. The general keywords used are How, Where, When and What.

Video Marketing

As most of the worlds population is a visual learner, video marketing makes up for the perfect advertising tool. Studies have shown that audience is more likely to engage with video content. To leverage this, amazon has started listing product preview videos along with static images and it has helped in boosting the sales greatly.

Content Personalization

Many a time, consumers are more likely to trust a recommendation from a friend or a family member than a celebrity, this is where personalized content plays an important role. Consumers empathize with a brand when it speaks it their language thus it becomes essential that you talk to your consumers on social media.Sending personalized messages, emailers, using brand stories, and forming social media groups and forums are a few of the ways of having effective communication with your target audience. Creating content that leads to discussions is a great method of putting forward your thoughts and ideas in front of your audience.

Influencer Marketing

According to survey there are 50,000 influencers are active on instagram and likely to have loyal followers. Influencers helps in promoting the product and reach to target audience.

Augmented Reality

In Augmented reality one can feel sound, image and text in a real form. It is going be most trending in 2020 digital world. Products can be seen in real form and it becomes easy to check the product in 3D style. As lens cart just adopted augmented reality and it helped them to increase their sales.

E-commerce

E-commerce websites make use of content and keyword optimization of their product pages. Ecommerce businesses have plenty of marketing tools at their disposal. Using the correct digital and inbound marketing tool and in the right way, you can create campaigns that are designed to help you attract your consumers and increase sales.

E-wallet

982.3 million world population use e-wallet to do their daily transactions which is totally password protected. One can transfer money, book tickets, or save money in e-wallet. The trends are such that even social media networks are expanding their business through payment networks for peer-to-peer transfers and direct payment within the network
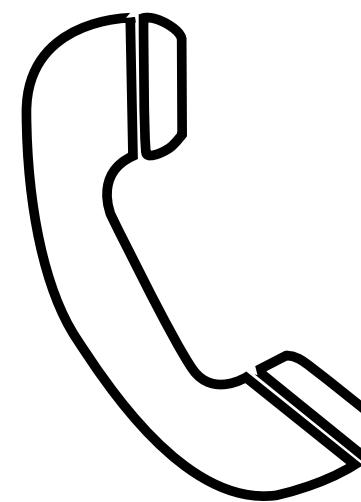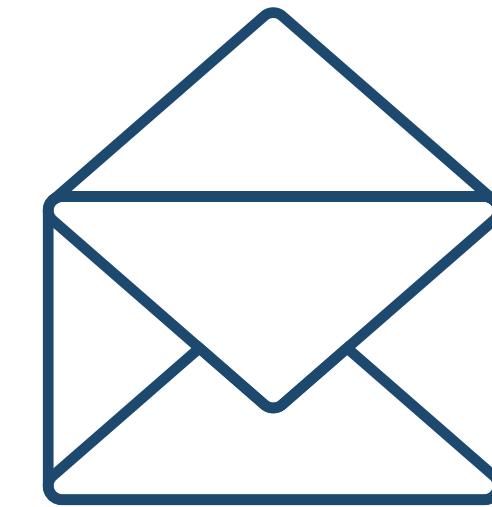
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www.theimpulsedigital.com

097692 85224

collabs@theimpulsedigital.com

Thank You