

TOP 5 DIGITAL MARKETING TRENDS FOR 2020

DIGITAL MARKETING TRENDS



SEO, PPC, content marketing, and social media marketing make the digital landscape come alive. Last year, we predicted that artificial intelligence and chatbots, voice search, video marketing, programmatic advertising, and content marketing will dominate the digital marketing world. And so, they did!

While these trends will continue to proliferate, there are some interesting additions to our predictions for digital marketing in 2020. Here's our quick take on the top 5 digital marketing trends that we think would rule the digital marketing realm in 2020.



Interactive Content

There's nothing better than giving people the opportunity to connect with your brand via:



93% of marketers agreed that interactive content is effective in educating its buyers versus just 70% for static content. Every piece of interactive content is a call-to-action in itself and is extremely shareable, which in turn increases brand awareness. Therefore, interactive content is going to be big all through 2020.



AR and VR

By 2022, 70% of enterprises will be experimenting with immersive technologies. Use AR and VR for consumer and enterprise use and 25% will have adopted by production. AR boosts the virtual aspect of their presentations time to time to create three-dimensional thinking. VR is one of the most immersive of reality technologies.

A few mainstream means of VR availability are:



Brands are working towards leveraging these technologies to increase sales and enhance their customer experience. We will see better immersive tech success in 2020.



New-breed SEO



Search algorithms constantly change and affect the user's search results. SEO leads that may have landed your pages on the first page of Google Search last year may not just be outdated but could injure your website rankings or users, even end up in a Google penalty. Our prediction is that the search engine industry will tirelessly work on these algorithms next year to improve the quality of search results.



Social Commerce

Smart marketers have managed to club two flourishing avenues (eCommerce & social media) together and made social commerce the norm.

Brands are now selling their products directly on their social platforms via:



36% of internet users in the US say that social networks have become as important as other information sources for making product choices. It's safe to say that social commerce will continue to be a hot digital marketing trend next year.



Smart Bidding in Google Ads

Also known as machine-learning bidding, smart bidding refers to the use of machine learning by Google Ads to optimize bids for conversions.

The announcements by smart bidding commenced at Google Marketing Live 2019 are going to be a game-changer in digital marketing. PPC account managers can expect as they would now have the ability to stream conversion actions of campaign-level and account-level to specific time periods. In 2020, we expect machine-learning smart bidding to become a digital marketing norm.



Whether you're creating a new digital marketing strategy or tweaking an existing one, these top 5 trends will certainly help you with digital readiness in 2020. May the force of digital marketing be with you!

Statistics References:

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