



7 Digital Marketing Trends to consider for 2020

Businesses that employ digital marketing campaigns by understanding changes in the market continue to gain more customers and profits. Keeping this in mind, here are 7 trends that are set to drive digital marketing decision in the year 2020:

1. Use of Private Messaging Apps

2020 will be the year when many companies will start shifting their focus on how to better utilize private messaging apps. And instead of using emails, companies are adopting the use of private apps as well as private messaging groups like WhatsApp, Viber and WeChat for better customer engagement and experience.

2. Shoppable Posts

Social media is a huge part of online marketing. What you might not realize is just how many people shop on social media. This is the reason, over the past few years, Instagram, Pinterest, and Facebook all have produced ways for eCommerce stores to create shoppable posts using a native integration that makes it easy to tag and shop products directly in your posts.

3. Streaming Video Ad Engagement

Video marketing is one of, if not *the* most important marketing trend today and likely for the next 5-10 years. One of the best things about video marketing is that it makes it easy to reformat your content to different devices. It gives plenty of ways to marketers to drive higher engagement as they can make a video post or start a live broadcast on Facebook, Instagram or LinkedIn link them all and have one set of traffic driven to all its other social media.

4. Artificial Intelligence or AI

2020 may be the year that marketers finally wake up to the dominance of artificial intelligence (AI). It's sure to be going at the

heart of global business and industry in the future – and it's already taking over many simple jobs. For example, Microsoft and Uber use Knightscope K5 robots to patrol parking lots and large outdoor areas to predict and prevent crime. R2-D2-like robots can be ren for \$7/hr– which is less expensive than a human security guard's salary!



5. Social Media Stories Become a Marketing Mainstay

With the growing popularity of this format thanks to Snapchat, Instagram, WhatsApp, Facebook and now the emergence of TikTok, where users create videos on the spot and behind the scenes for a less polished and more authentic look. It can do wonders for brands. Since these types of stories disappear after a set period, this is a great opportunity for marketers to make good use of FOMO (fear of missing out). Additionally, the use of hashtags for places or events has a similar effect of driving user traffic to that destination to learn more. This is a great way to help your brand get discovered locally and globally!!

6. Influencer Marketing

Influencers act as a content creator to a small community of followers to endorse a brand's product or services acting more or

less like a celebrity brand ambassador. They're cheaper and useful for smaller and medium-sized brands because of their limited social media budgets. And it can help brands to build relationships with both a new audience and turn their existing consumers into becoming more loyal.

7. Interactive Content

Content has always been the king but the traditional piece of text on brands, services or products though will be here for many years to come, but they no longer have that pull over the customer as interactive content has. Marketers these days are looking for ways to hook readers in eight seconds or less! In this respect, conventional content can have significant limitations. But interactive content with its impressive features and visibility has a higher engagement rate than a piece of conventional content, be it video or print. Shoppable posts, AR/VR, 360-degree video, quizzes, and polls are just a few examples of interactive content.

Geek Out!

Q: Can you list all of the public top level domains?
A: ICANN.



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