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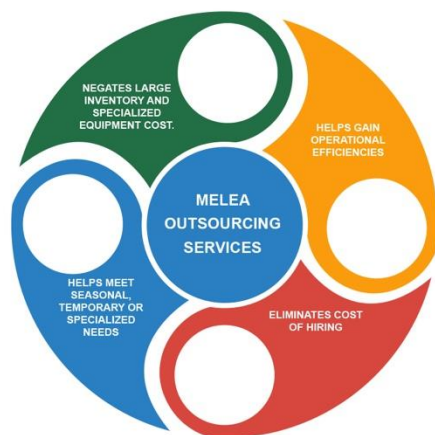
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Every year, new technologies come out, existing technologies get smarter, the customers get savvier and all in all digital marketers try to match up with the ever evolving and rapidly competitive online market. But one thing that has always been the same in digital marketing world is to get and keep one's customers attention. Businesses that employ digital marketing campaigns by understanding changes in the market continue to gain more customers and profits. Without further ado, here are 6 trends that are set to drive digital marketing decision in the year 2019.

- 1. Voice Search**— Voice search is a speech recognition technology that allows users to search by saying terms aloud rather than typing them into a search field, e.g. Siri, Alexa, and Echo. According to Gartner “by 2020, 30% of all web browsing sessions will be made by voice-activated searches.”
- 2. Chatbots**— It is a computer program designed to simulate conversation with human users, especially over the internet. Even though many websites have been offering live chat support systems with live representatives on the other end for years, the system has still not been robust as people still experience long wait times. But with chatbot the visitors' not only get immediate response but it is cheaper than a customer support person because it doesn't have to be staffed.
- 3. Omnichannel Marketing**— Under this tactic, the brand while using a variety of channels like a print ad, a retail location, a website, a promotional event, a product's package, or word-of-mouth offers an integrated, personalized journey to ensure a single and consistent experience to customers which Multichannel marketing wasn't able to offer. Omnichannel marketing enables a brand to keep track of the prospect's interactions even though they're interacting with it through different channels.
- 4. Accelerated Mobile Pages (AMP) & Progressive Web Apps (PWA)**— AMP pages are basic, static web pages hyper-optimized for mobile. Using stripped-down versions of HTML and

CSS, it delivers a page as fast as possible. The pages get cached on Google's servers, so it's a split-second from clicking on the link in the search results to seeing the content a user want. PWA are web pages that look and feel just like a mobile app on a user's phone. They can do nearly anything a mobile app can do and you don't need to install it. Users can simply click on a URL from their browser and within seconds they're using an app.

- 5. Digital Marketing & Digital Privacy**— It doesn't matter how advanced is your technology or how well personalized are your services, web pages, apps or products, if you fail to safeguard your customers' digital privacy then your brand can't survive or sustain itself in long terms. Privacy matters to your customers so it has to matter to you too. Not respecting and not securing customers privacy and their personal data will not just cost you the net value but also the trust of your customers.
- 6. 5G**— The 5G technology brings with it the ability to process and exchange more data at higher speed so advertisers and publishers can expect to see faster ad load times on desktop and mobile and more stable & faster exchange and retrieval of data means more complex advertising like 4K video and furthering advertisers' ability to personalized content in real-time.

Digital Marketing will continue to change how we do business—in every industry. While it may be hard to see the kind of impact some of these digital marketing trends are making right now, but their potential to change how we work, socialize, and interact is tremendous and thus cannot be overlooked.

Tech Musings

Q. What is the biggest lie in the entire universe?

A. “I have read and agree to the Terms & Conditions.”