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Digital Marketing Trends

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Abstract. Regardless of the industry companies may be operating, the digital marketing trends continues to grow rapidly. Adoption of digital marketing tools has never been easy for the businesses in terms of content, audience target, design aspects, streaming videos, sponsoring etc. Selecting the appropriate digital landscape that meet the business needs continues to be a challenge as variety of different platforms are evolved and audience switches platform use, businesses are pushed to adopt new platforms and maintain existing once. Traditional static webpage alone no longer meets the new business needs therefore digital interactive social networks are booming and have become a necessity. The Artificial intelligence role is expected to further shape digital trends and ease the communication between clients and business where routine tasks are thought mostly go away and provide cost efficient methods. The study analyses latest trends and challenges in the area of digital marketing through secondary data analysis to help businesses, professionals and academics with latest trends in digital marketing.

Keywords: Digital, marketing, trends, adoption, business, Artificial, Intelligence, Chabot, social

1 Introduction

Application of digital aspect started in the 1990's as soon as the internet was available. Initially the websites carried out digital marketing and as other platforms evolved with additional tools and capabilities causing the switch from traditional ways. As the digital marketing age is moving forward with the introduction of new platforms so do the users keep changing the platforms. Definition of "The use of digital media, data and technology support marketing activities has given rise a bewildering range of labels and jargon created by both academics and professionals. In practice, digital marketing focuses on managing different forms of online company presence, such as company websites, mobile apps and social media pages, integrated with online communications techniques" (Dave Chaffey, 2012).

According to (Haughey, 2020), any industry or products you may offer digital marketing trends to closely followed as companies don't only need nowadays as they used to in the past but also additional marketing tools and strategies to keep up with the current trends. The digital changes are pushing companies to fast adoption of tools so they don't remain far behind as they will account for a lost customer. As there are more users concentrating in certain platforms there seems to be more focus on securing it from cyber-attacks therefore larger platforms becoming more vulnerable to attacks. As younger ages acquire different platforms and abandon traditional platforms, more businesses are focusing to catch large basins within new emerging platforms to connect with their targeted audience and adjust their business needs (Haughey, 2020). Following

the fast past due emerging new needs in digital marketing trends, many companies have to still focus delivering excellent content, design and more personalized per target groups and creating significant workload keeping up with different platforms at the same time as some of these providers have different rules in uploading information, content, log-in, rules in displays, different methods overall etc.

Objectives of this research are:

1. Identify trends in digital marketing such as platforms user growth, challenges for companies and opportunities
2. Results of this study to serve business community and individuals involved in digital marketing

Literature review

Keeping up with the costumers has never been easy and often question raises up if how often should you reflect your marketing strategy to adopt new changes and keep up with your competition in digital marketing trends. While there are many channels and many ways of engaging your clients regardless of that you still need to know and understand your clients, presenting the right image and warming up your audience (Forbes, 2020). Companies are continuously finding new ways through different ways of reaching their clients in combination with technology tools, platforms, influencers etc. As Augmented Reality (AR) and Virtual Reality (VR) are more and more taking over by companies trying to reach more audience hence becoming part of their marketing strategy. On the other hand AI tools are having a great impact in collecting and using data to better improve the way we utilize data for the better video content, sales organizing, future potential and ability to improve client feedback and improvement (Forbes, 2020). In addition, artificial intelligence and different approaches such as data driven for marketing activities are considered innovative and have become the back bone priorities among business (*42 Digital Marketing Trends You Can't Ignore in 2021, 2021*). "Each business is a victim of Digital Darwinism, the evolution of consumer behavior when society and technology evolve faster than the ability to exploit it. Digital Darwinism does not discriminate. Every business is threatened."(*42 Digital Marketing Trends You Can't Ignore in 2021, 2021*).

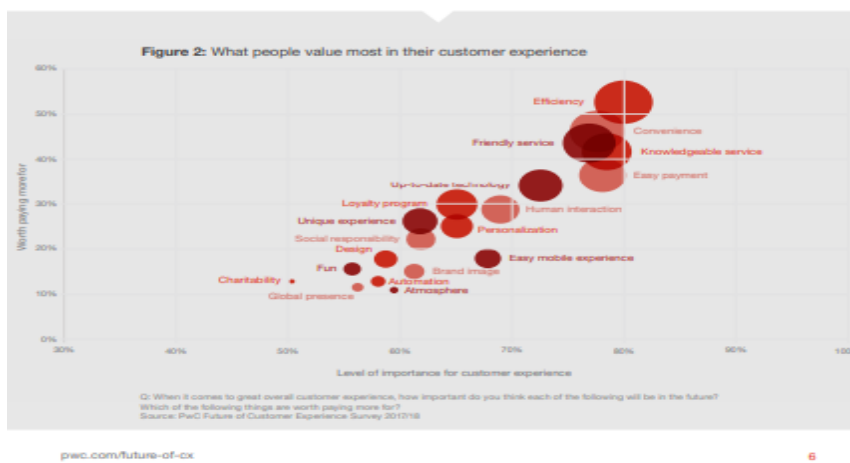
The marketing trends have gone beyond only presenting their brand and sales but have focused with the attention to strongly work toward providing excellent marketing experience, earning trust and creating long term experience in employee engagement, content visualiazing and client experience (MIS, 2020).

According to (Insight, 2020), maintaining DM as a whole you will need to look at the whole marketing activities with forward way of thinking. Different approaches need to be active by those wishing to maintain their presence and keep with the trends. Some of the trends including:

- Personalization
- Direct messaging
- AR/VR
- Chat-bots

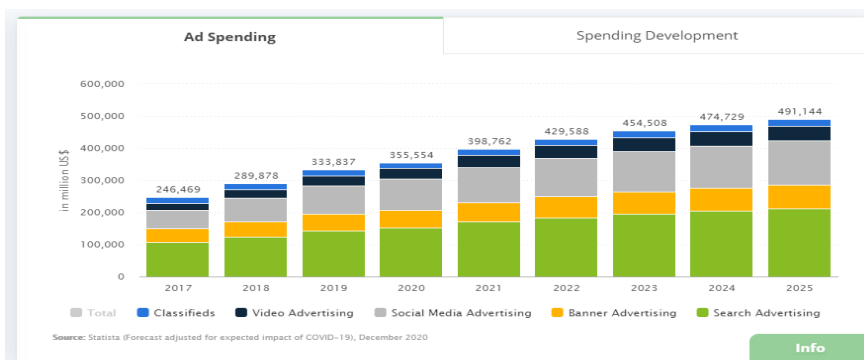
- Social media marketing
- Influencers
- E-mail marketing
- Video marketing trends (long, 360degree etc)
- Pay per click videos across different platforms
- Search engine optimization

Below figure is from PwC what clients value the most in terms of customer experience. Based on the figure below we can see that efficient, convenient, friendly and technology/ digital use and tech availability/ability is something the clients are after (Tom Puthiyamadam, 2018).



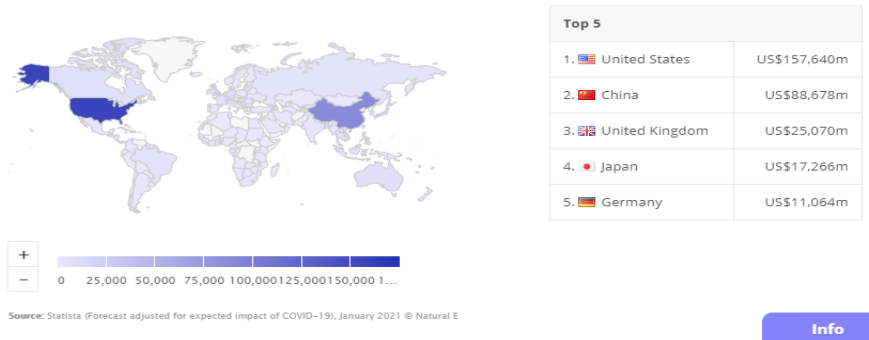
(Source: PwC Future Customer Experience Survey 2017/18)

The client spending in digital marketing adds keeps going higher from year to a year. Based on the trends ad spending will continue to rise in the coming years (Statista, 2020).

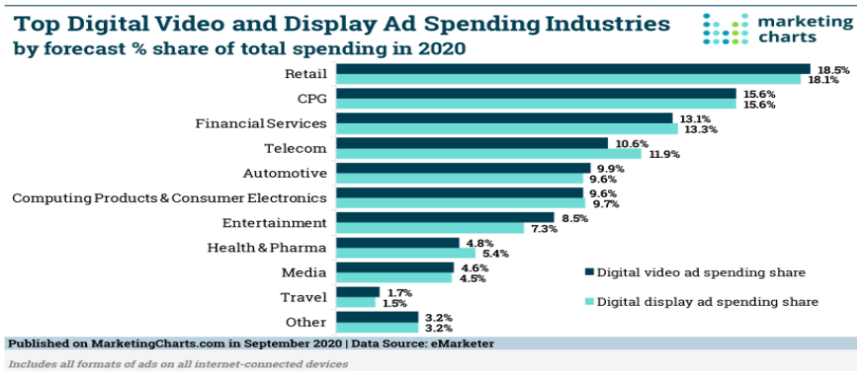


(Source: Statista Forecast adjusted for expected of covid-19, December 2020)

Among the top nations spending in adds, US seems to lead and followed by China.



Another key fact is which industries spend the most in digital marketing is worth considering (Marketing Charts, 2020).



(Source: MarketingCharts.com in September 2020 / Data Source: eMarketer)

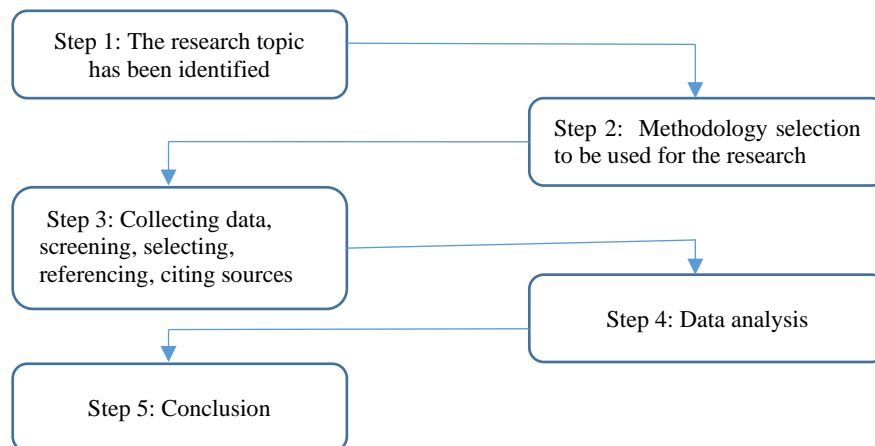
Methodology

The focus of this study is to analyze digital marketing trends around the world across different industries. The cost effective method and ability to get an insight through secondary research is believed to provide best answers to this study. Availability of data by different business and organizations provide adequate knowledge overall to come to a conclusion. Due to the nature of the study, secondary data sources are referred, obtained from various sources to assist with the conclusion for this study. Secondary method selection was also based that besides it is faster and less costly also it is feasible to see the

trends worldwide and compare different data and opinions. Secondary sources are considered data that's already in existence, therefore an extensive research based was performed by acquiring data at various sources such as:

1. **Data from the web:** a cost effective way utilizing existing available data makes it most convenient method. A downside is that these sources have to be a trusted with credibility what they provide and users must be careful as that may compromise the study.
2. **Digital libraries:** while digital marketing is very new there is always a need for updates in trends often presents a challenge in this area since while we are writing this paper there is changes in trends!
3. **ICT Tech Institutes:** trusted institutes around the world keep monitoring trends changes and often have yearly reports in trends in ICT trends updates.
4. **Commercial sources:** such as magazines, CEO's, interviews provide valuable information are excellent resources for the secondary data collection.

The steps in conducting this research has been laid out in the following format:



Conclusion

In the day of digital world any business regardless of its size will need to follow up digital marketing trends so it doesn't get lost in the crowd. Use of platforms and software available tools may not be enough so keeping up the brand, the right content, right audience, right time and right tools and platforms should be the main goal of the companies to make sure they are in the right track with their clients. With the constant changes and new requirements emerging, the need

to reflect business strategies seems evident so companies will need to keep up with the latest trends. Maintaining different platforms across different providers is a challenging task and requires different approaches and meantime delivering the right message to its audience which may even be more challenging since different platforms have their audience difference in age, gender, orientation etc. While pandemic situation in 2020 due to Covid 19 has slowed down global economies, the trend of increase in digital marketing continues to rise steadily and sectors leading the marketing activities will continue with the same pace therefore adoption to different approaches reaching their clients. In technological aspects and available software tools, maintaining video, voice and other interactive messages may be more viable rather than a longer text as clients will not search for products unless they really need it. Available mix of messages in different formats companies are creating the need for clients and making them aware of the product availability and quickly connecting with their audience may be something companies should keep in mind with personalized offerings and messaging. Based on the trends in AI/ AR and chat bots their use across different industries will continue to find its extensive use and for marketers has brought new era to adopt agile methods and adopt to new forms of marketing and of course dynamics of new changes to reach their clients. The contribution of this research consists in researching and organizing information regarding digital marketing trends and forecasts for the future. In this context, business and individuals may find useful information in this paper giving them an educational material for their use hence we provide some guidance for businesses as a conclusion:

- Analyze the budget they are spending
- Introduce changes to business by adding new ways of digital marketing
- May use similar budget again but testing different platforms and monitoring product performance
- Analyze platforms success rate in terms of time, profit, number of clients and satisfaction

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