

TOP 5 DIGITAL MARKETING TRENDS FOR 2020

DIGITAL MARKETING TRENDS



Interactive Content



AR and VR



New-breed SEO



Social Commerce



Smart Bidding in Google Ads

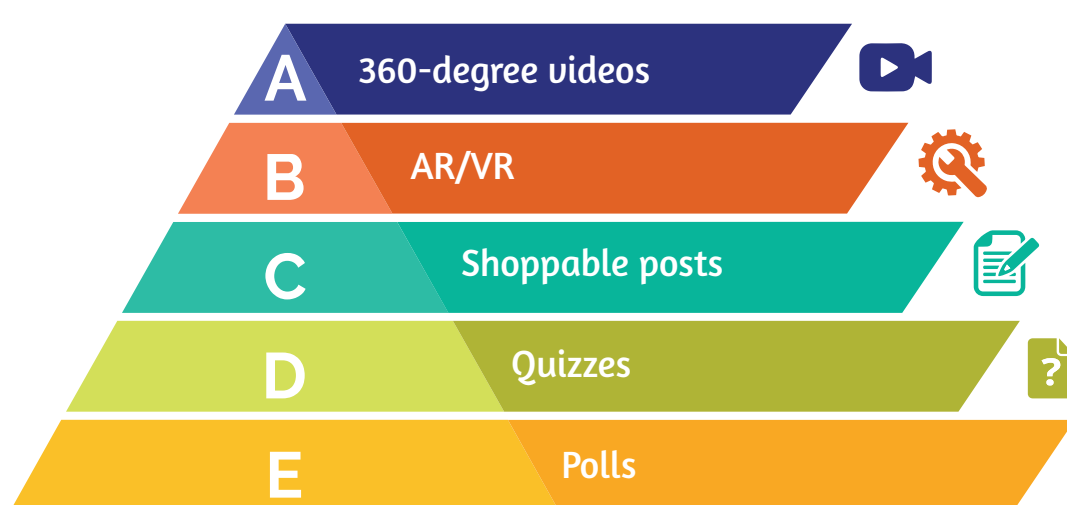
SEO, PPC, content marketing, and social media marketing make the digital landscape come alive. Last year, we predicted that artificial intelligence and chatbots, voice search, video marketing, programmatic advertising, and content marketing will dominate the digital marketing world. And so, they did!

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.



1 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.



2 AR and VR

By **2022**, **70%** of enterprises will be experimenting with immersive technologies, like AR and VR, for consumer and enterprise use and **25%** will have deployed to production. AR boosts the visual impact of sales presentations since it aims to create three-dimensional thinking. VR is one of the most immersive of reality technologies.

A few mainstream means of VR availability are:

PlayStation VR

01

02

Google Cardboard

oculus

03

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



3 New-breed SEO

The conversion rate for SEO is **14.6%** beating the **1.7%** conversion rate for traditional outbound methods.



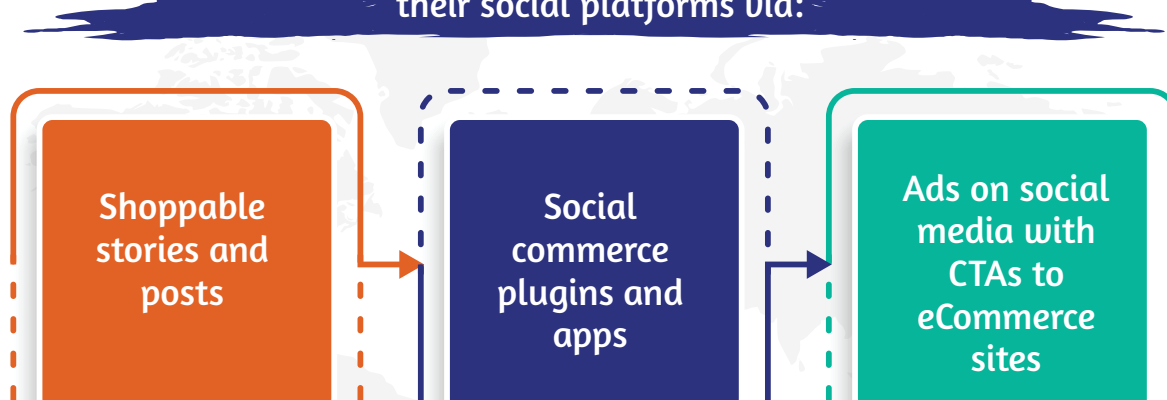
Search algorithms constantly change and affect the user's search results. SEO hacks that may have landed your pages on the first page of Google Search last year may not just be outdated but could jeopardize your website rankings or worse, even end up in a Google penalty. Our prediction is that the search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



4 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.



5 Smart Bidding in Google Ads

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

The improvements to smart bidding announced at Google Marketing Live 2019 are going to be a game-changer in digital marketing. PPC account managers can rejoice as they would now have the ability to choose conversion actions at campaign level and according to specific time periods. In 2020, we expect automation and 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!

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