

TOP 5 CONTENT MARKETING TRENDS FOR 2020

Do you consider yourself the Dumbledore of content marketing or a muggle applying to Hogwarts? Whatever the decree, the right wizard will find their way because content marketing speaks with customers and not at them.

Here's our quick take on the top 5 trends that we think would rule the content marketing realm in 2020.



1

VIDEO CONTENT

From being the 'next big thing' in content marketing, video is a norm now. Facebook, Instagram, Twitter, and LinkedIn are constantly investing in improving their video capabilities because video means higher engagement and customer retention. 81% of businesses use video as a marketing tool and videos can be in several forms like:



A video marketing strategy is a sure-fire way of maximizing your content outreach, not just in 2020 but beyond.

2

INTERACTIVE CONTENT

If you give people an opportunity to connect with your brand via:



93% of marketers agree that interactive content is effective in educating its buyers versus just 70% for static content. Every piece of interactive content is a form of a call-to-action (CTA) with or without another CTA. Interactive content is shareable and shareability increases brand awareness. Therefore, interactive content is going to be big all through 2020.

3

HYPER-DYNAMIC CONTENT

Hyper-dynamic Content: Everyone's done personalization and is done with personalization. What customers expect and deserve now is insanely personalized information. The customer information that you need for this is:



Utilize this information to create an insanely dynamic marketing message, send it at the right time, and you'd surely notice the difference in the impact of these campaigns versus your regular ones. Hyper-dynamic content is here to stay for good and we might as well induce it with our marketing steroids.

4

SEO-CENTRIC CONTENT

Google search algorithms constantly change and keeping them in mind while creating content is the smartest thing to do to gain traction. The best way to approach SEO-centric writing is in steps:



Focus on what your readers would want to read and you'll know that SEO-centric content is no rocket science.

5

VOICE SEARCH TAILORED CONTENT

According to Google, 20% of all searches are voice. Creating content tailored to voice search is tricky because how we speak is not always the same as we write. Approach this in steps as well:



It's imperative for content marketers to figure out the semantics of content tailored to voice search as we would see better voice technology unravel in 2020 and it only makes sense to get used to it.

2020 is going to be an exciting time for content marketers with endless possibilities. So, pick up that wand and cast these top 5 spells to become the next Dumbledore of the content marketing realm!

Statistics References:

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