

White Paper

# Digital Marketing - Trends, Techniques, Best Practices – 2021

With each year coming to an end, there are multiple insights into how digital marketing trends, techniques, best practices, and innovations will pan out.

As much as marketers review the previous opportunities and trends, it is the right time to assess the digital marketing landscape and make suggestive recommendations that focus on foreseeable future changes.

COVID-19 was an uncalled-for disaster of 2020. With it came many business adversities, changes, advancements, etc. Businesses are not operating in the usual manner anymore. Remote working has taken precedence over the conventional office working atmosphere, and the customer's behavior and requirements have changed. The ongoing crises and the shifting dynamics have given businesses broader insights into the new marketing trends and what is coming in 2021.

## What is Digital Marketing

Digital Marketing is simply all the marketing that is done online. With an increasing number of people going online, the internet is predominantly the chosen medium of marketing. People are shopping, banking, ordering food, practically running their errands online. Since the internet is here to stay, the right place to connect with these people is online.

Digital channels, like social media, search engines, email, websites, mobile apps, etc., are used to deliver advertising content. These online channels are the perfect medium to reach out to consumers and market products and services. These platforms provide insights to the customers. Today, most buyers rely on search engines to research products, start inquiries, analyze brands, read, and write reviews, etc.

Digital marketing drives the best out of engagement marketing through meaningful interactions within the cross-channel network. It helps discover better strategies that impact the decisions of the buyers and build brand awareness. With the digital landscape, an omnichannel marketing strategy provides opportunities to increase customer engagement, increases retention, and helps businesses reach their target audiences.

The future of digital marketing is continuing towards open, distinguished, and better conversations. Social media is playing an essential role, and it will increasingly become vital. Visual content and search engine optimization (SEO) practices will become more refined and personalized.

### Best Practices

- Conversational marketing, along with artificial intelligence in making way chatbots, using automated technology. It helps online customers connect well with the brands through chat and voice. Chatbots have an extensive reach, and they cost less. It's a direct connection with the customers 24/7. Chatbots will likely take over customer service and cut business costs in the coming years.
- Voice Assistants are increasingly growing with smartphones and smart speakers. Voice searching is improving the way customers are finding information on the web. It increases customer purchases, researches, adds to shopping list, tracking packages, reorders, provides ratings and reviews, contact support, etc.
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- Video Marketing is one way to achieve your business goals. Social media is becoming rampant, and video marketing content is indeed taking priority. Platforms like Facebook, Snapchat, Instagram, YouTube, etc., help businesses reach their target audiences via video
- Social Media Marketing or Social Commerce is essential to drive traffic to your website, build a community, improve brand recognition, and brand loyalty. Shoppable posts create a buzz, where customers are purchasing products via apps or on social media websites via shoppable posts. They are increasingly becoming popular.
- Omnichannel Marketing helps businesses create a consistent brand image and send out a brand message via multiple platforms to increase engagement, purchase frequency, interactions, and average order value.

## Techniques

The success of a business is dependent mainly on its marketing strategies. Marketing techniques are precious and play a vital role in achieving conversions. It is imperative to manage existing customers, as well as make new ones.

- Create great content that is relevant to existing customers and potential customers. SEO content is critical to improving ranking and visibility, optimizing keywords, and researching what your customers are searching for will enhance marketing efforts.
- Social media is the way to reach out to millennials. It is the most recommended mode of engagement with the customers. It grants a higher conversion rate; relying on analytics helps with reaching more customers and increases engagement.
- A personalized and optimized website is crucial to reflect the accurate image of a business. Designing a good website with relevant keywords, image tags, metadata, and phrases allows search engines to quickly access a website and offer a diverse approach to reaching out to potential customers.
- Integrated digital experiences help marketers use cloud-based marketing techniques and target consumers via social media or other online mediums. Marketers are taking advantage of cybersecurity. Today, where privacy and security are significant concerns, marketers are safeguarding marketing efforts online.

## Trends

- The paradigm shift in business operations due to the pandemic in 2020 sets up a different tone for what is to come in 2021. In terms of digital marketing, it is no different. Marketers will have to get used to the new normal gain insights from the experiences in 2020 to find out what to expect in the coming years. There are some significant trends likely to follow or come up in 2021 in terms of digital marketing.
- If customer retention is a priority, then social media is too. Businesses will have to stay on top of their game with social media engagements and allocate resources to social media marketing efforts. Now is as good as any time to improve social media services, craft a unique content plan, drive customer responses, make regular posts, and attract new customers.

- Whether it is a small or a large business, it is crucial to be listed on google listing. Considering the current events, where people are dependent on online services, companies must draw some attention locally. Get listed on Google My Business listing, provide relevant and valuable information about their products and services. It is essential to keep the listings updated and allow customers to know about the businesses around them.
- Although Google has not enabled voice search in its current algorithm. It is going to become prevalent in the future. Voice search queries are more complex than text-based search queries, and businesses need to stay up to date with the trends and adapt to voice search components.
- Customers require an excellent user experience. Providing interactive and helpful content can help visitors on your website or app connect and engage with the brand correctly. Include components like EMI calculator, mortgage calculator, appointment schedulers, nutritional calculators, tutorials, etc., to help customers find the relevant information they need instantaneously.

### **Closing Thoughts!**

The road ahead is ambiguous. All the world's preparation is not enough to help a marketer execute the perfect marketing strategies. However, learning about what the future holds in digital marketing will help improve their chances of facing the customers better, promote a healthier engagement, and retain their customer base within the competitive landscape.

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