

Digital Marketing Trends That will Rule in 2020

Is't social media analogous with digital marketing? But, someone might say, how does it affect the digital marketing trends 2020?



Content Marketing will be backbone of communications:

- ☐ After BERT, Google is focusing more on providing human-like answers for a search query.

Catalog Ads will dominate the Ecommerce:

- ☐ An e-shop's best marketing way, coz showcasing your products is the best way to grab the eyeballs.

LinkedIn Inmail for B2B:

- ☐ Inmails will help you connect to the C level employees for your target industry.

Graphical posts in social media:

- ☐ A social media post with an image gets more attention instead of plain written content.

Infographic > Blog:

- ☐ Blogging is a great method to share information but infographics will dominate the market.

B2C Marketing:

- ☐ Creating engaging content can help you to break the ceiling for your social media targets.

Human Interaction:

- ☐ In this world of AI, people are looking for some human touch; Hence make your content humanly.

Personal Branding for B2B:

- ☐ B2B runs on personal interaction, so your personal profile can help you generate more ideas than your company profile.

PODCAST Marketing:

- ☐ According to 9 years of analytics, advertisers are expected to spend \$500 million on podcast ads 2020 - a trend that comes on the heels of significant past growth in the sector.

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