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MARKETING TRENDS & PREDICTIONS



STAY ON TOP OF MARKETING TRENDS

Marketing trends come and go as quickly as you can say “another Google algorithm update?” New technologies and platforms are always exploding onto the scene.

That's why it's so important to stay on top of marketing trends. If you don't keep up, you get left behind.

And what better way to stay on top of the trends than by asking some of the best marketers in the biz for their thoughts and what we should pay attention to in 2020.

TREND #1 PEER MARKETING PERSISTS

"Reviews have fully integrated themselves into the marketing world with brands spending millions of dollars a year on brand reputation. And it works, as 95% of online shoppers read online reviews before making a buying decision, as does 92% of B2B buyers."

TREND #2

CONTENT IS STILL KING



"Content will continue to be such a big part of marketing in 2020 that it's worth getting right. Infographics are one of the best types of content you can create. They are highly shareable, easy to understand, and people love them."

TREND #3

VIDEO KILLED THE BLOG-ONLY STAR

"Over the next few years, we can expect an even higher density of video content on the web. It's been proven that people react much better to visuals, which leaves less space for written text. In terms of SEO, websites will rank much better if they contain a certain percentage of videos. I predict these percentages will continue to rise in the future, putting the main focus on videos and images."

TREND #4

VOICE SEARCH BECOMES STANDARD



"Within the next years, the Marketing field will be greatly affected by three terms: machine learning, omnichannel & visual. In general, the Traditional Marketer will be replaced by Technical Marketer who will be armed with plenty of technical skills like coding in python, understanding and writing scripts and implementing API integrations, in order to achieve great results."

TREND #5

CUSTOMER FIRST MARKETING



"We'll see a shift towards more focus on building "real" businesses with strong unique selling points and building stronger relationships with your customers. The time in which you could just start a generic website without a "soul" are behind us!"

TREND #6

SEND AN SMS TO THE WORLD



"We are seeing marketing trending back to an old school technique. It's sms marketing and more companies are using text messages to reach their existing client base.

It has a 98% open rate and messages are read in the first 3 minutes upon arrival."

TREND #7

TREND TECHNOLOGY GETS HARDER, BETTER, FASTER, STRONGER



"Natural language processing (NLP) will change content marketing. News companies like The New York Times or Washington Post are already using NLP tools to let "computers" write parts of their content. Normally, when it comes to writing content, there's always a time restriction.

I can only write a limited amount of words within a given time frame. If NLP tools manage to override this restriction, content becomes a commodity and everybody with access to these tools can as much high-quality content as they want."

TREND #8 UNIQUE MARKETING TO STAND OUT

"I believe the year 2020 is for discovering more and more types of content. With the abundance of opportunities out there, marketers need to become even more creative, and agile to deliver better marketing results.

In 2020, I see marketers trying out all the marketing activities out there - content reports, TikTok videos, podcast episodes, Whatsapp newsletter are all new opportunities that are yet to be discovered."

"With the rise of voice search, the recent BERT update and increasing complexity of the Google algorithm, I believe there will be more weight given to naturally written content and highly contextual, relevant links. Thus the nature of SEO will be more about what looks human and 'natural' and moving away from more manipulative methods."

TREND #10

DATA DRIVES THE WAY



"We will see a dramatic shift towards better integration of data and platforms. At the moment data is getting richer, but it's still too segmented and there is a lot of money being left on the table. What this means in real terms is an insight from one channel has to be manually identified and the findings transferred to other channels. Once digital marketers find a universal way to easily aggregate data, let systems talk to each other and build AI software to make informed decisions ROIS will increase dramatically."



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