

Global Trends in Digital Marketing

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Abstract: Today in the 21st century everything is changing the world is transforming into technology. Everything is transforming in digital –education, entertainment health, real estate banking retail sector all is moving toward digitalization .in this year businesses have started to plan their strategy and understanding that the situation of business consequence has been changing endlessly toward the technology. Whether they like or dislike but firms are adapting to the online marketing process. For the business digital marketing are lower cost and boundless profitable encouragement. Digital marketing app is electronic media marketers use it to promote their goods and services into the market. The main purpose of the digital market is to invite the consumer to introduce the brand through media. There is no limit to the digital market.To promotes their company, it has a lot of things to promote their goods and services with the smartphone, tablet laptop, digital billboards, and a lot of other social media. This paper is going to view the transforming market towards the digital trend.

Keywords: Digital Marketing, Marketing, Marketing Trends, Digitization, Social Media, Internet.

1. Introduction

From the last few years, digital marketing has become very active in communication, web advertising, and promotion of goods through online media. Changes and innovations are dependent on the development of the new technology and consumer behaviour is on the Internet.

Organizations had sufficient time for methodological and operational

surveillance to the social environment and its behaviour before the internet and social media (Slijepcevic&Radojevic, 2019). Now due to moving towards the digitalization, this indulgence is missing. The organization is reacting and behaving according to emerging trends.

Generally, it has been seen that they are involved and interact with the aim of the audience. With the different features, it was found the positive attitude impact of social media operators headed for social networking sites (SNS) another positive attitude headed for the social networking advertisements (SNA) and it belongs to B2B customer loyalty of social media practice (Slijepcevic&Radojevic, 2020).

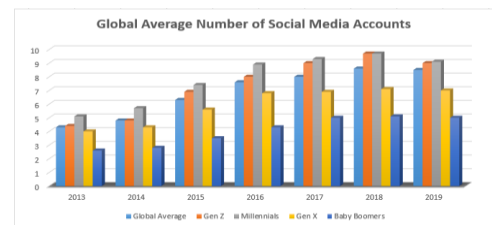


Figure 1: Global Average Number of Social Media Accounts (2013-2019)

Source: Slijepcevic&Radojevic, 2020.

2. Digital Marketing is a Big Trend

Large size creativity has been transformed into the electronic advertisement tendency and the method of internet marketing sensible. A lot of significant changes have been seen in the use of people and businesses of the uses of digital media. The electronic transaction is taking more attention individually, there is a lot are online purchasers. Now a day men's and women's attention is boosted up towards digital world and they are grip with the cashless trend and attracted with online marketing and advertisement. Businesses have found the usefulness of digital marketing and its benefits which prolonged in the company around the world. Another they have found that digital advertising is useful and this trend is very easy to determine and recognize the customer around the world together with much more business forecasts. After all analysis, it was found that there is an exceptional flourishing in digital advertising in previous years.

Online marketing trends in 2017:

1. Promising improvement in video advertisements

Now a day video advertising is placing in huge popularity. Most of the manufacturing and small medium-size companies are inspiring with the services and goods of video advertising. Through that, they are adding the greater value to digital marketing and advertising companies. We have seen the scale of advertising through the movie has also increased.

2. The dominance of cellular phones over desktops

Digital marketing has been come in the market from 2016 by the used for operating through computing or network, we can see from 2017 marketing has been diverted from internet facility through smartphone desktop computer and they

creating online traffic and cash transaction too.

3. Usage of dedicated mobile programs increase

Today most of people use the net on mobile. Another side of manufacturing and most companies have launched mobile apps to download it. Due to app customers are able to utilize to their preferred brands on their mobile and they are able to do purchasing, payment, billing account optimization, and a lot of uses.

4. Increase of social networking channels

Most of the companies are using social media to promoting their business site, goods services, and solutions towards their customers. Moreover, both sides customers and companies both are using social media through the network they upgrade their brand, upgrade notifications, and the performance of brands.

5. The smart devices are here to stay

In future, it is expected that devices are clever and it is full of loaded with emerging technology features and have an automatic function which can assist to customers and marketers to satisfy them with their digital requirement through a single device.

6. Selling things over the internet can be expensive

By internet advertising services, it has increased a large expense. Though internet services are becoming in hotness competition and by the digital marketing and advertising is providing around the world.

7. Significance of high-quality content increases

Online selling has become an outstanding requirement. We have seen in the previous year that online marketing and advertising have become a strange need for high admirable substances to advertise sites goods and services etc. For business, enterprise internet has become more

important for digital marketing and advertising.

8. Value of conversion speed or ROI

Conversation speed gives the rating of the electronic advertising business. Digital advertising and marketing companies need high-speed top-rated internet facilities to create a history in conversion prices.

9. Growth hacking increases

The hacking system has been also increased continuously use of social networking, viral marketing, advertisements it growing day by day hacking online advertising.

10. Quality services are the trick to success

Quality is important in each sector it may be goods or services. Brands give top quality work in each and every domain of digital advertising suspects.

Global Trends in Digital Marketing

Around the world, internet user are increasing day by day continuously it increased up to 366 million and till 2019 internet users were 4.479 billion. Compared to last year mobile user has been increased by 10% the previous year. Furthermore, mobile user in the world has increased by 2.4% to 5.155 billion users (123 million new mobile users), use of social media comparison from 2018 to 2019 it has been increased 9.9% around 3.725 billion. Moreover, the growth of people has increased 15% of social media on a mobile device. Worldwide around 3.66 billion are users (Kemp, 2019). It was forecast by Yuri Musienko (2019) that in 2020, the aim of digital marketing is smartphone and mobile app, social network video, and internet service. It has introduced with new digital security tools of the internet user. Exploring and time consuming on the internet, quality of satisfaction, and its influence on people's life. Screen Time feature has been updated The Apple's iOS 12 (Newman, 2019), all features of Google's Digital Comfort feature, Facebook's on Your Time on

Facebook feature, and Instagram's. All have been updated.

The daily activity has been analyzed on your user's screen all activity has been shown on social media (Mander & Kavanagh, 2019). This thing has been affected by a bead of social media.

In Digital Marketing plans social media platform is playing an important role, and it has reached on a tremendous level. Now the world 45% population around 3.5 billion is the user of social media (Kemp, 2019). In figure 2, we can see monthly based active top a user on a social platform. Today Facebook is the fast-growing social media network in the world. Today approx. 2.45 billion are the monthly active Facebook user in third quarter 2019 (Statista, 2019) with the help of another user their user shares their own experience, inspiration to grow view for goods and services, company brand, etc. (Akar & Topcu, 2011; Kim & Ko, 2012). In the same period, Facebook messenger has 1.3 billion activities user on the other hand (Statista, 2019).

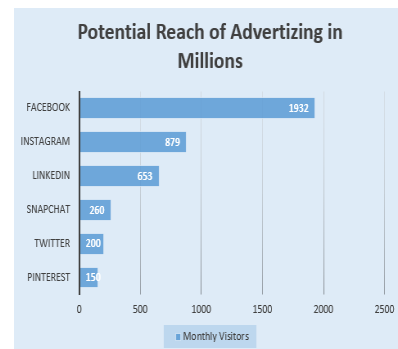


Figure 2: Potential Reach of Advertising. Source: Kemp, 2019.

The Facebook live video has been multiplied within just one year. Furthermore, videos have become interaction with traditional videos and it was found compared to recorded video audience watches three-time compared to that video (Thomson, 2019). Through online customers searches different types of brand,

organization, goods, and service, it was found that. Around 42% customer wants immediate response within 5 seconds, while 36% their expectation is repose within 5 minutes according to 2019 survey (Kilens, 2019). Mostly by the social media group customer wants reviews and video directions from a particular understanding of other users. it was stated by digital marketing before selecting any product that mostly 86% of females collect the information of goods from social media. Before purchasing products 76% of information has been collected from other social media also (Kim & Ko, 2012).

Research has been conducted by Wyzowl(2019) that before purchasing the goods video has been searched by the customer on social media and checked about the goods and services then, they were interested in purchasing and through is respondents increase around 96% in 2019. By the search 94% customer trust in associations and transparent and clear communication (Denis, 2019).

The first face of brand influence is social media today. Social media is influencing more face of the brand and it gain more audience and electronic word to mouth through social media (eWOM) in small-medium enterprises (SME). It was considered by various authors that eWOM is a powerful marketing tool (Bickart & Schindler, 2001).

Attitude and decisions have influenced by the other person (Vered, 2007). To communicate and occupy to the audience and to assist and to reach to more influencers companies and influencer uses different social media platforms to interact with them (Arora at al., 2019). The mostly social media platform is used to influence are YouTube, Facebook, Instagram, Twitter, LinkedIn, Snapchat, and TikTok. In 2018 around the brands involved 590,000 influencers Worldwide. And the post was shared on Instagram approx. 2.9 billion (Buzzoole, 2019). Digital attitude leader is trusted by the audience they follow

influencer. Followers are the influence of their attitude behavior and their decisions (De Veirman, Cauberghe & Hudders, 2017). Mostly 86% women do surveys on social media before purchasing their product according to the Digital Marketing Institute. High return on investment (ROI) has been communicated by digital marketing hired influencers (Enke & Borchers, 2018). Furthermore, to promote different goods and services has been facilities by the SME.

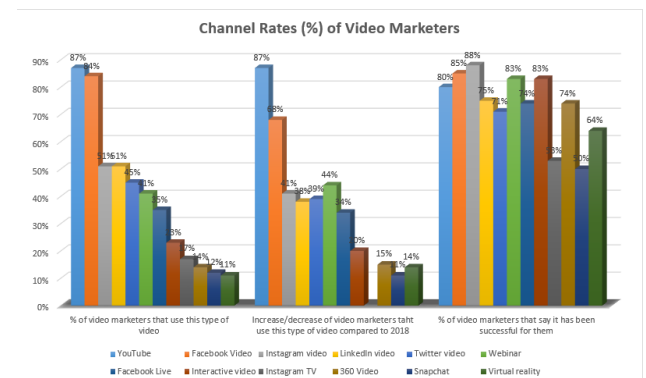


Figure 3: Video Trends in 2019.

Source: Wyzowl, 2019.

A lot of times 51% customers claim that they will unfollow the brand it annoyed them by social media and around 23% quite on from the brand and vowing that they never purchase again.

Generally digital marketing strategy should be prepared very clear and combined. Most of organization does not have clear strategy. In digital marketing lack of unclear strategy it performance for organization goes in wrong direction To reach their target audience organizations is using social media networks, a simple and fast way. Currently, customers are online they are seeking more optical and cooperating satisfied, sophisticated level of interactivity, and new experience. Collaborative content keeps the audience present on the organization's website more engaging, stands out, and growth of brand awareness (Thomson, 2019).

With the new technology, we are not fully exposed, to changes into the digital domain, day by day we are forced

to adjust. On the earth, around three billion people are accessing online (Business Insider, 2013), by the new use of new technology we become addicted and moved from information-hungry to information-overloaded society.

There are marvelous changes in the market, the mass communication model has been already shifted and marketers are saying to customers what is best for them on their personal mobile, on social media to making partnerships between brands and customers.

As Millward Brown Brand 2013 marketing is changing it is moving towards in an emerging trends. As we move towards the personal, social, and business aspects of our lives brand will keep up. Brand stops us and force us to move from a device they lose us. Today B2C and B2B is not properly applicable any longer. Brands were not defined by thin function to continue efficiently. We grant permission to present all-time when brands are assumed high purpose (Brown, 2013).

This changing consumer behaviour is reflecting the market budget. If money should have allocated in digital activities there is no more discussion – there was only one question that which portion of the budget will be offline in the digital domain how can be created significant tinkle for Brands and how it participate best in the world. Accessing the information in digital disturbance is not easy it is for new customer's experience and entertainment. Today social media has become more refined all over the world market experts have learned a lot from experiments and digital failures. For their Brands, they have started competitive advantage from social media, satisfied, video, and mobile. Rapidly marketers are diverting their significance from follower and fan to quantity to quality.

Through the digital marketing operations brands are progressively

developing sale directly, however, for the marketing community it will be next large challenge for learning that how they active disorder trends which coming from smart shopping, cloud, digital device, and big data expected which is going to blast in future (Budikova, 2014).

Digital Knowledge

As digitalization has been in progress not only marketing but social media and technology knowledge is increasing and also developing skills for most jobs. In real-time professionals must essential to the development of information technology and a combination of multiple data points for decision making. In our personal and professional life digital site has become a more inseparable part.

Development Cannot Be Runaway

Around the corner there are major changes in the digital domain, Brand experience only those companies which are able to search and developed impressive and expressively in the digital unique different to adapt their business models that will be fast and flexible. To changes of the plan and strategies will be one .and for the years come it will be bright to continue applicable (Budikova, 2014).

Benefits of Digital Marketing

1. Easy Consumer Reach:

By the use of the internet, it is easy for companies to reach the battered customer, the consumer is more understandable with the less cost and time. Not only companies are using social media even hotels are also doing their promotion through social media like Facebook, Twitter, LinkedIn, etc.

2. Direct Advertising:

To know about the product and services more details of the brand digital marketing helps to reach the targeted customers who give the stage to the hoteliers. To develop healthy completion towards the digital marketer's direct advertisement helps them and performs them.

3. Continuously Exhibiting Advertisement:

To reach the customer continuously at any time any place digital marketing is attaining the target of advertisement. There is no restriction for the same.

4. Cost Effective Channels:

Other channels are costly for companies' advertising. But due to digital advertising, it is cost-effective and it reduces the cost of advertisement expenses now a day's company promotion is going on social media through the internet (Joshi&Alkonda, 2018).

3. Future of Digital Marketing By 2020

But the many Way Mobile has diverted human life. The device has proved that it has made our life easy in a lot of ways. For the website, mobile has made half web traffic. Year by year this number is increasing and will increase in the future. Digital marketing companies are knowing information from the customer in advanced by the survey of economist intelligence it was found that there are a lot of technology which effects on digital marketing (2019). We can see the impact of technology on digital marketing (Figure 4).

According to a survey done by the economist intelligence unit survey, 2016 on digital marketing, there are many computer technologies that are going to impact the field of digital marketing. Figure 4 shows various technologies' impact on digital marketing.



Figure 4: Technology Impact on Marketing Organization by 2020.

Figure 4: Kaushik, 2017.

In the future, due to all these technologies, it is going to create various challenging and reasonable environments for digital marketing team and organization. According to the survey, we can see that the digital marketing channel is going on the top of choice. Figure 4 comparison of the market of all digital channels (Kaushik, 2017).

4. Conclusion

In this new era, all most all business sectors has adopted digital a marketing trend. Present-day marketing strategies are going to update day by day through digital marketing if businesses are not on this platform they will not success. This paper has discussed various metrics involved in measuring the success of your digital marketing campaign on different channels used. By identifying loopholes and improving those metrics points, your website performance can be improved in terms of generating revenues. Paper also discussed future trends of digital marketing in terms of other technologies that are going to affect and the top choice of digital channels by 2020.

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