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BY

MBA

EMERGING TRENDS IN DIGITAL MARKETING FOR THE 'NEW NORMAL' MARKET

INTRODUCTION

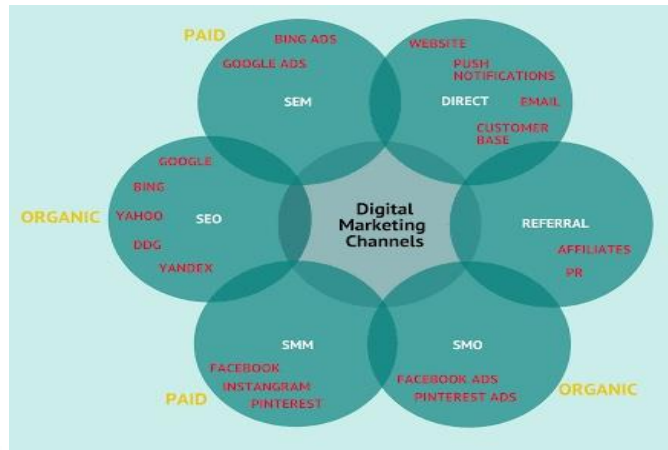
Digital marketing is the use of Internet, mobile devices, social media platforms, search engines, and other mediums to reach customers. Some marketing experts consider digital marketing to be a completely new venture that requires a new way of approaching customers and new ways of analysing how customers behave compared to traditional marketing. It targets a specific segment of the customer base and is interdependent. It is on the rise and includes search result ads, email ads, and promoted tweets – anything that integrates marketing with customer feedback or a bilateral interaction between the organisation and customer.

Internet marketing is different from digital marketing. It is advertising that is dependent on the Internet, whereas digital marketing can take place through mobile devices, on a subway platform, in a video game, or via a smartphone app. In the parlance of digital marketing, advertisers are commonly referred to as sources, while members of the targeted advertisements are called receivers. Sources often target highly specific, well-defined receivers. For example, after extending the late-night hours of many of its locations, McDonald's needed to get the word out. It targeted shift workers and tourists with digital advertisements because the company knew that these people made up a large segment of its late-night business. McDonald's encouraged them to download a new Restaurant Finder app, targeting them with advertisements placed at ATMs and gas stations, as well as on websites that it knew its customers visited at night.

Digital marketing channels - Digital marketing is opening windows of opportunities for business to business marketers to promote their organisations in a wide range of digital marketing channels — including websites, email, social media, organic search, paid search, mobile and display ads. The various digital marketing channels are:

- Website Marketing - A website should represent a brand, product, and service in a clear and indelible way. It should be quick, mobile-friendly, and easy to use.
- Pay-Per-Click (PPC) Advertising - PPC advertising enables marketers to reach Internet users on a number of digital mediums through paid ads.
- Content Marketing - Content is usually published on a website and then elevated through social media, email marketing, SEO, or even PPC campaigns.
- Email Marketing - Many digital marketers use all other digital marketing platforms to add leads to their email lists and then, through email marketing, they create customer acquisition funnels to turn those leads into consumers.
- Social Media Marketing- The primary goal of a social media marketing campaign is brand awareness and establishing social goodwill and trust.

- Affiliate Marketing - influencers promote other people's products and get a commission every time a sale is made or a lead is instituted.
- Video marketing - There are several video marketing channels, including Youtube, Facebook, Instagram, and TikTok to use and run a video marketing campaign.
- SMS Messaging - Organisations and nonprofit organizations use SMS or text messages to send information about their latest promotions or giving opportunities to willing customers. Political candidates running for office also use SMS message campaigns to spread positive information about their own channels.



Here are the 7 emerging digital marketing trends of the “new normal” market:

1. VOICE SEARCH

Voice search refers to the smartphone, laptop, and special device feature that allow users to search contents by speaking to the smart device or virtual assistant and having it input the search query rather than having users typing themselves.



One of the biggest developments impacting the world of digital marketing today is the widespread adoption of voice search technology, which is changing how search marketing professionals optimize websites to rank for targeted keywords and queries. The impact of virtual search is as follows:

- Many years were spent by marketers for figuring out how to optimize websites to improve their position rankings on search engine results pages. This optimization

focused on creating a copy that would force a user to click on the search result, while also leveraging the appropriate keywords to match the targeted search queries. Appearing anywhere on page one of the search engine result pages was considered a win because users had at least grown scrolling and glancing beyond the top search result. The nature of voice search and the difficulty it poses to sites designed for typed searches have a lot to do with this voice search is changing.

- The trick to producing content that effectively attracts organic voice search traffic to the website is to understand exactly what users are looking for and how they are searching for it. One should always consider the differences in typed search and spoken search. When speaking, the audience still prefers to use more words and longer phrases than when we type either on keyboards or tablets.
- The emergence of what is known as the "screen less internet" follows the increasingly growing adoption of voice search opens in a new window and develops "screen less apps." As more companies concentrate on optimizing their digital experience for those using assistants and smart speakers. For companies with a physical location, scanning fewer apps would be especially helpful because voice searches are far more likely to be local-based. Opens in a new window instead of a text scan.
- The brand new style that has taken the voice search to the subsequent stage is smart speakers. Alexa and Siri, being some of the earliest adoptions of smart speakers, are mediocre and can infrequently guide a lot of functionalities. These had been generally developed for leisure purposes. Further with the introduction of Google Home and Apple Homepod, offerings received extra customized with upgrades in characteristics to grant people with better interactions.

Voice Search does not end at clever speakers. A smartphone indicates that voice search is more mobile than ever. The voice search can be accessed in any language of choice and there are on hand in more than 60 languages for now. Research shows that 60% of searches have a conversational or natural tone of speech as a substitute than traditional keywords and phrases, if it is English, the accuracy charge of Google's speech focus is more than 90%. This trend of Voice search would expect superb growth in the future.

2. VISUAL SEARCH

Visual search is a highly demanded advancement in an era of artificial intelligence and machine learning where the users search for the content using visual images. The main aim of visual search is to change the manner in which the particular product is visible on the web. Visual search revolutionizes the way shoppers look and search for products. This helps the organizations in recognizing the consumer demands and the way they are portrayed in the minds of their probable consumers. Visual search is important for the e-commerce brands where they need to engage the consumers and by designing the products and its visual images pleasing to their customers which would persuade them to buy. Some of the organizations which allow for visual search are Google, Amazon, Pinterest and Bing.

Show results for

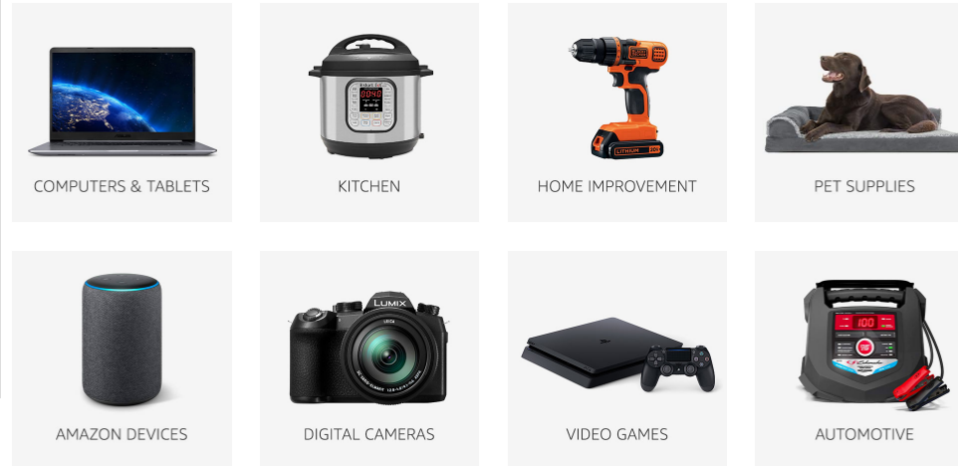
- Home & Kitchen
- Electronics
- Books
- Tools & Home Improvement
- Clothing, Shoes & Jewelry
- Sports & Outdoors
- Industrial & Scientific
- See All 26 Departments



Amazon Warehouse: Great deals on quality used products

Shop millions of pre-owned, used, and open box items including: [used computers & tablets](#), [used home & kitchen](#), [used digital cameras](#), [used Amazon devices](#), [used unlocked cell phones](#) and [used TVs](#).

— Shop by Category —

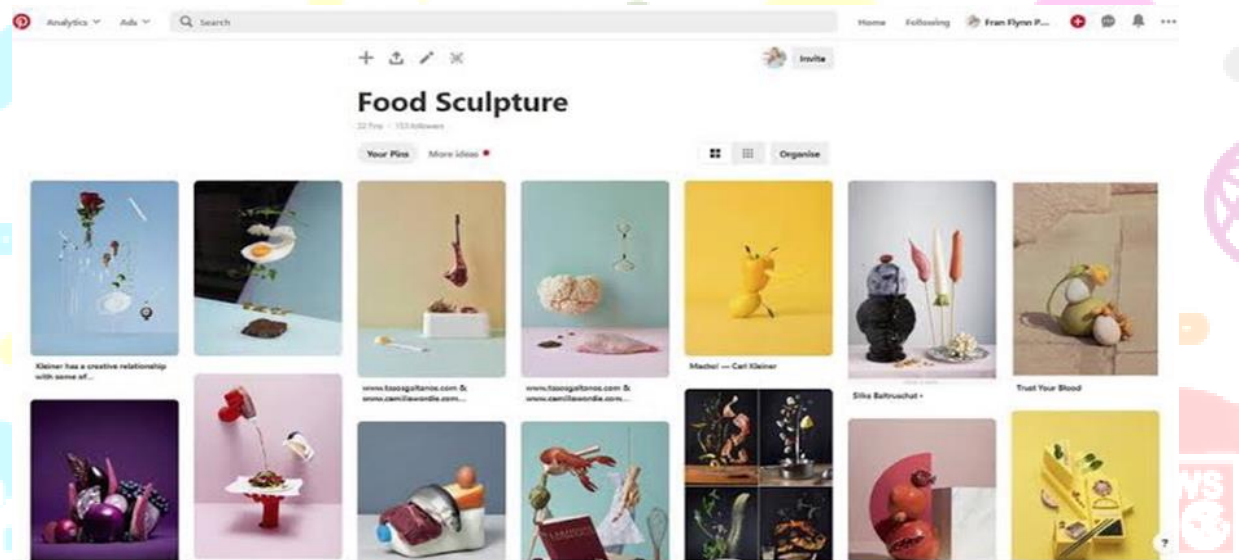


Visual search helps marketers work smarter, not harder, on their optimization. The technology features deep tagging, an image-to-text feature that tags images automatically and makes them interpretable for search engines like Google, as well as textual search engines on websites. The impact of visual search is as follows:

- The impact of visual search for the next frontier of digital marketing is the ability to enrich communications, measure and analyze data in real time and track consumer behaviors through the machine learning which means customers can get the right digital content at the right time in their purchase journey.
- Ensuring consumer data is protected is one of the foremost ways to build trust while still providing a quality experience.
- Such platforms are the forums for consumers support and the ongoing engagement by enabling businesses to create an ongoing dialogue with their consumers, no matter where they are.
- Users often purchase a wider range of products and especially when apps include loyalty rewards, product information, and push notifications when a user or consumer is physically nearby.
- They cannot physically view or compare or touch products, it's even more critical for brands to offer a strong online presence, including the product descriptions, ratings and reviews.

Example of visual search: In 2017, the company unveiled Pinterest Lens, a visual search tool allowing users to snap an image of something in the real world and view results in Pinterest that are related to that image. Pinterest co-founder claims that Lens “lets your eyes do the searching” which is exactly what customers do when shopping offline. These types of machine

learning are creating new avenues to connect with audiences and customers in useful and meaningful ways. Visual searches help consumers in the discovery phase of their shopping journey and allow them to find similar products based on something they have liked in the past. FMCG and the fashion brands are likely to gain the value out of this new medium, however they need to ensure that they have a strong visual identity in place to see the results.



3. AUGMENTED REALITY AND VIRTUAL REALITY

Augmented Reality

Augmented reality (AR) is an interactive experience of a real-world environment where the objects that reside within the world are enhanced by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory and olfactory. Augmented Reality (or AR) is a term that has been in the mainstream public consciousness for decades. With the rise of powerful smartphone technology, AR is finally a mainstream reality. AR are often defined as a system that fulfills three basic features: a mixture of real and virtual worlds, real-time interaction, and accurate 3D registration of virtual and real objects.



The various advantages of AR are as follows:

- AR provides a much-enhanced sense of reality than any other technology in use.
- The primary benefit of augmented reality is that it can be used by anyone including mentally and physically disabled individuals.
- Success or failure of an instance can be determined by using the computing power of augmented reality, thus saving money.
- Gamification to connect better - digital marketers can employ the concept of gamification to motivate shoppers.
- With the guided pathways, it delivers great user experience, thus offers better customer retention as well.
- Personalized product experience.
- Increased satisfaction among consumers and improves the brand image.

There are seamless opportunities that digital marketers can uncover for advertising using AR technology.

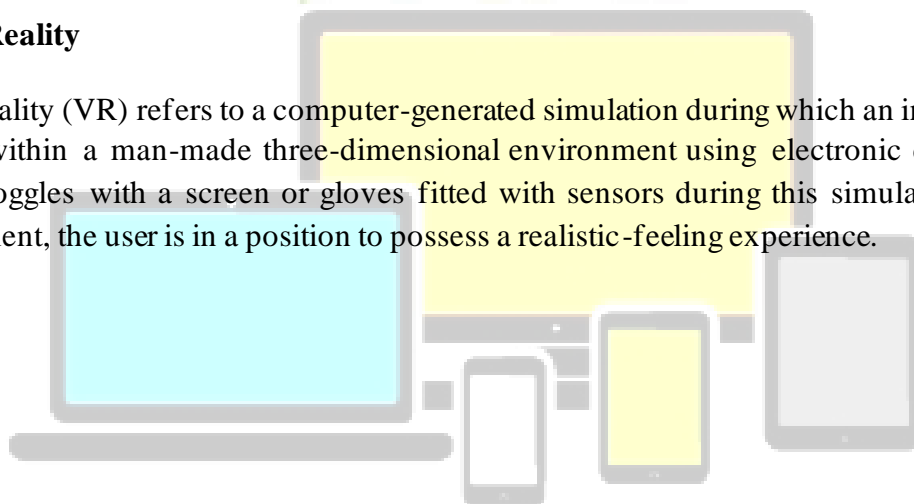
Challenges have emerged regarding multiple aspects of the technology such as hardware, software, content, use cases, and regulations. And businesses must be aware of these challenges while developing augmented reality devices and applications.

The various challenges of augmented reality are as follows:

- One major drawback of AR based application is the lack of privacy.
- AR based applications or devices cannot be leveraged without appropriate training thus increasing costs and time involved.
- There can be certain instances where such applications have recorded low performance, thus reducing the overall appeal of the package.
- It can get extremely costly to develop and maintain an AR based device or an application.

Virtual Reality

Virtual reality (VR) refers to a computer-generated simulation during which an individual can interact within a man-made three-dimensional environment using electronic devices, like special goggles with a screen or gloves fitted with sensors during this simulated artificial environment, the user is in a position to possess a realistic-feeling experience.





VR can save organizations time and money and make work more convenient. Workers will not have to travel in order to make decisions and complete projects. The various advantages of virtual reality are:

- VR is used to train employees, especially in dangerous environments. For example, pilots use simulators in case they make a mistake, and aspiring doctors take advantage of virtual reality to avoid medical accidents.
- VR has the potential to bring digital workers together in digital meetings and conferences. There will be real-time event coverage, something like Facebook Live with VR.
- VR can save organizations time and money and make work more convenient. For example, architects from across the globe can use virtual reality to evaluate designs.

Virtual reality is more closely related to daily lives; some of the moral issues and situations are being considered. Virtual reality is a false appearance, it might make people rely on the virtual world to escape from life and be more reluctant to believe and accept facts. The virtual world and the real world have a relationship of sometimes-complex mix-and-match, they influence each other and mutually penetrate. History is proof that each technology has its drawbacks, virtual reality is no different. The limitations of VR as a whole are:

- Deteriorates Human Connections - While virtual reality can be a great asset for most of the existent fields of activity, it can also be a huge disadvantage. The traditional education is based on personal human communication and interpersonal connections. Virtual reality is quite different, it is the consumer and the software, and nothing else.
- Lack of Flexibility - To be flexible, ask questions, receive answers, using a virtual reality headset is a different experience. If the consumer is using specific software which has been programmed to work exactly the same, then the user will not be able to do anything else except what they are supposed to do.
- Cost of VR devices - As with any new technology, the initial costs are extremely high. Even mediocre VR devices are priced fairly high. This trend is likely to continue for the decade to come until we figure out how to reduce costs for VR capable devices.

- Potential Addiction - This is a problem that many psychologists fear when talking about virtual reality. VR removes people from reality and that is never really a good thing. VR, for now, loses out on the realism aspect thanks to its limited graphical capability.

VR and AR both leverage some of the same types of technology, and they each exist to serve the user with an enhanced or enriched experience. Both technologies enable experiences that are becoming more commonly expected and sought after for entertainment, business and training purposes. The similarities between augmented reality and virtual reality are as follows:

- Provides users with an enhanced experience.
- Enables experiences that are increasingly most expected.
- Experiences are better suited for entertainment, businesses and training purposes.
- Identified as technology with huge potential.
- Has a great potential in optimizing the medical field.
- Helpful in making remote surgeries a real possibility.

AR lets the user experience the real world, which has been digitally augmented or enhanced in some way. VR, on the other hand, removes the user from that real-world experience, replacing it with a completely simulated one. The differences between augmented reality and virtual reality are:

AUGMENTED REALITY	VIRTUAL REALITY
The system augments the real-world scene.	Completely immersive virtual environment.
In AR, the user always has a sense of presence in the real world.	In VR, visual senses are under control of the system.
AR is 25% virtual and 75% real.	VR is 25% virtual and 25% real.
This technology partially immerses the user into action.	This technology fully immerses the user into the action.
AR requires upwards of 100 Mbps bandwidth.	VR requires at least a 50 Mbps connection.
No AR headset is needed.	Some VR headset device is needed.
With AR, end-users are still in touch with the real world while interacting with virtual objects nearer to them.	By using VR technology, a VR user is isolated from the real world and immerses himself in a completely fictional world.
It is used to enhance both real and virtual worlds.	It is used to enhance fictional reality for the gaming world.

Future of Augmented Reality and Virtual Reality is extremely promising more than a decade ago, the first real smartphone hit the market and made screens an essential ingredient of our lives. As a result, it has changed how we communicate, work, travel, purchase and more. The first validation of consumer augmented reality technology use came from the explosively popular AR app Pokemon Go. Before then, nobody had thought about AR experiences or applications on a smartphone. This unexpected use of mobile AR successfully validated the consumer mass adoption of augmented reality.



Virtual and augmented reality technology will consolidate and come in two forms in the future: tethered systems and standalone units. Tethered systems will be composed of a unit or wearable on the head, with a wire attached to a processing unit. Standalone units will house all systems—from display to processing—within the unit and be available as a wearable. Although some standalone units are already available, these devices are more complex and difficult to implement.

4. SOCIAL COMMERCE

Social commerce uses networking websites such as Facebook, Instagram, and Twitter as vehicles to promote and sell products and services. A social commerce campaign's success is measured by the degree to which consumers interact with the company & marketing through retweets, likes, and shares.

The term social commerce was introduced by Yahoo which describes a set of online collaborative shopping tools such as shared pick lists, user ratings and other user-generated content-sharing of online product information and advice. Today's brands face an ever changing commerce ecosystem. With new channels appearing daily and existing ones going viral overnight, it is more important than ever for businesses to invest in agility. Commerce is a blanket term that can be used for any activity that results in revenue being generated.



Social Commerce

Social commerce is a viable long-term strategy, allowing the retailers to easily, speedily, and directly test new markets. The Social commerce tactics organisations can use today are:

- Identify top social channels.
- Tap into social checkout features.
- Leverage social proof.
- Join forces with influencers.
- Create a seamless customer service experience.

A recent survey from Hootsuite, Magento and Econsultancy found that at the moment social media commerce is mostly used for product discovery and searching reviews of products and companies, with 6 out of 10 consumers saying that a quarter of all their online shopping is influenced by social media. However, social media will have so much more to offer in the near future. The social commerce trends in the 'new normal' market are:

- Instagram
- Snapchat
- TikTok
- WeChat
- WhatsApp
- Messenger
- Facebook
- Twitter
- YouTube

Firstly, in social commerce, it is significant to understand that it is the online retailers doing the selling and not the social media companies. With social commerce, customers can purchase products directly from the retailers without any or minimum need to interact directly with them. Some of the examples include Instagram - digital price labels, Facebook-Shop Now, and Pinterest- Shop the Look. Recently, Instagram has given their users an option to checkout directly without any need to leave the application. It is expected that there will be a bigger rollout of Instagram features in the future.

Although social commerce is still in its initial stages, there are many companies who are still experimenting to enable selling and buying experience with the best methods through their platforms. For instance, Facebook is testing, executing, and terminating lots of new features.

5. RETURN ON INVESTMENT DRIVEN MARKETING

Marketing ROI is the practice of attributing profit and revenue growth to the impact of marketing initiatives. By calculating marketing ROI, organizations can measure the degree to which marketing efforts either holistically, or on a campaign-basis, contribute to revenue growth. Typically, marketing ROI is used to justify marketing spend and budget allocation for ongoing and future campaigns and initiatives.



By calculating marketing ROI, organizations can measure the degree to which marketing efforts either holistically, or on a campaign-basis, contribute to revenue growth. Typically, marketing ROI is used to justify marketing spend and budget allocation for ongoing and future campaigns and initiatives. The benefits of customer data in ROI driven marketing are:

- Better understanding of target audience.
- Build stronger relationships with prospects.
- Uncover the best marketing channels.
- Personalization for better conversions.

Data-driven marketing campaigns use customer data to optimize performance, by enabling more accurate predictions about customer behavior. By offering enhanced insights into your audience, you can use this data for more precise targeting, personalized customer experiences and improved return on investment (ROI). By understanding who the audience is, and what they are most interested in using the customer data, one can provide them with a better experience and improve sales. The following options can be utilised to optimise the marketing campaign:

- **Landing Page Optimization:** By analysing your customer data, the organisation can easily align product or service landing pages to the targeted segment.
- **Email Marketing:** The users can send specific emails based on customer behaviour and interactions such as purchase, page visited, or opt-ins. After analysing their needs, create persona specific messaging that encourages them to take some action, thereby increasing click through rate and conversions.
- **Retargeting the customer data** helps find out who to target and how to target them. After analysing user interest, behaviour, and location, organisations can retarget advertisements to attract the right audience and encourage them to take action. This helps in boosting customer loyalty and conversions.

6. SEARCH ENGINE OPTIMISATION

Search Engine Optimization, more commonly referred to as SEO, is one of the most crucial aspects of marketing. SEO refers to the process of making a website more visible on a search engine's results page. To clarify, a great SEO strategy will put a company's website at the top of the list on a Google search page, therefore increasing the likelihood that people will visit the site. In other words, SEO helps to make a search relevant to the user and can be critical in driving traffic to your site.

Search engines work by searching the Internet to find text that meets certain criteria. This text is known as keywords and refers to the most important theme(s) of the website, company, or product. Other important things that a search engine uses to rank a website include titles, headings, and links that make up the content of a website's pages. Search engines also employ search engine indexing to find, digest, and store the content of a website. A search engine index refers to the set of data that's used to base a final search result on.



The goal of any experienced SEO is to establish a strong foundation for a beautiful website with a clean, effective user experience that is easily discoverable in search with thanks to the trust and credibility of the brand and its digital properties.

The uses of SEO are:

- An effective SEO strategy would definitely work and improve search engine ranking of your websites.
- Instead of email marketing and some techniques, SEO is even necessary for website ranking and driving more user traffic on your website.
- Indispensable use of mobile in daily life makes it an important factor in digital marketing. Even Google used to consider mobile website searches as primary content for search engine ranking. This shift makes mobile SEO a bigger factor in SEO technique. Mobile SEO cannot be ignored to improve visibility of a website.
- Wise implementation of SEO for a website, takes it above all of its competitors in search engines.
- SEO helps in collection of more ROI. Good search engine ranking also helps to attract visitors and obviously the conversion rate also increases due to higher ranking. So SEO helps in increasing traffic, hence conversion rate and ROI.

SEO is important because it keeps the search results fair. The higher you rank in results pages, the more clicks and traffic the site will generate. SEO also improves user experience, making it more likely for customers to become repeat buyers. And SEO is cost-effective. SEO is pocket

friendly rather than PC and other marketing techniques. It is a fixed paid service provided by an agency accordingly. SEO is important because the ranking factor is the key to success in digital marketing. However it is not so easy to gather vast user traffic on a website but SEO technique will somehow ensure its probability. SEO is an art to increase visibility of websites in search engines. A constant work on SEO will definitely bring success in digital marketing. Here are some factors which ensure that SEO is really very important for digital marketing:

- Generally a user refers to those websites which have higher ranking in search engines.
- SEO technique increases usability and user experience in a website, it is not dedicated towards search engine ranking.
- It greatly helps in promotion of websites or brands. Users find websites in higher ranking sometimes involved in sharing it on social media platforms, like Facebook, Twitter, etc.
- It will help in increasing customers to your website and keep you up in competition. One of two websites of the same field has more visitors and customers which has higher ranking in search engines. This is because of user trust on search engines and they mostly consider websites of higher ranking.



Google Trends platforms allows viewers to see how key terms are being searched. Use this to your advantage in your SEO strategy and see how you can use keywords.

SEO is made up of multiple different elements, and knowing what they are and how they work is key to understanding why SEO is so important. In short, SEO is significant because it makes the website more visible, and that means more traffic and more opportunities to convert prospects into customers. The importance of SEO for modern businesses are:

- **Visibility and Rankings** - One of the most important functions of SEO is increasing visibility, which means making it easier for prospects to find the organisation when they search for something the company has to offer. Visibility is directly related to the ranking. The higher the rank on a search engine result page (SERP), the more

likely prospects are to see the brand and click through to the site. The more effective the SEO efforts, the higher the ranking and the better is the visibility, which is especially important when the company considers that a quarter of web users never click past the first SERP.

- **Web Traffic** - Increased web traffic is one of the main goals of SEO, and you increase traffic when you increase visibility and rankings. Consider this for a moment: nearly 33% of clicks go to the first ranking page, and the first five listings get over 75% of all clicks. If the organisation wants more prospects to find the website through a search engine, then it needs SEO practices that will help rank among the top five positions, and ideally number one.
- **Authority** - The concept of authority is relatively new in SEO, but it's becoming increasingly important to search engines because it's becoming more important to web users. Essentially, authority means that the website is trustworthy, high quality, relevant, and has something to offer. The more authority your site has, the higher the ranking will be, and the more prospects will come to trust the brand.
- **Creating a Better Visitor Experience** - Another reason SEO is critical is because all the time you put into generating great content and optimizing your site with on-page SEO improves the usability of your site, and this creates a seamless and positive customer experience. For instance, when the organisation takes steps to make the site responsive, it will make it usable for all mobile visitors as well as people who visit from a laptop or desktop. Similarly, by increasing the page load speed, there will be a reduction in bounce rate and this encourages visitors to spend longer on the site. Nearly 50% of consumers expect a page to load within two seconds, and the longer the load time, the higher the bounce rate and the lower your conversions.
- **Growth** - In the end, the ultimate reason SEO is essential is that it can help you achieve many of your business goals. SEO can help you build better relationships with your audience, improve the customer experience, increase your authority, drive more people to your site, give you an edge over the competition, and increase conversions, which means more sales, more loyal customers, and more growth for your business.



7. SMART BIDDING IN GOOGLE ADS

Smart Bidding is a subset of automated bid strategies that use machine learning to optimize for conversions or conversion value in each and every auction – a feature known as “auction – time bidding”. Target CPA, Target ROAS, Maximize Conversions, Maximize Conversion Value, and Enhanced CPC (ECPC) are all Smart Bidding strategies.

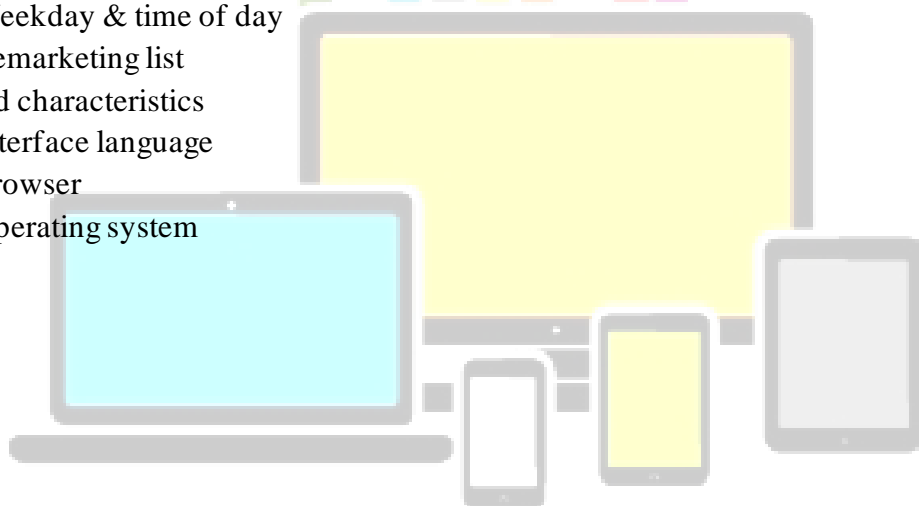
Smart bidding is designed to help make advertising easier and more efficient for marketers and businesses. It’s a resource that automates some processes and uses machine learning to optimize ads for better conversion or for a higher conversion value every time the bid-process occurs. This allows businesses to take a more hand-off approach with their search ads while still being able to prioritize certain goals for their business like more product sales or increased revenue.

The 4 key benefits that can help you save time and improve performance, with smart bidding:

- **Advanced machine learning** - In bidding, machine learning algorithms train on data at a vast scale to help you make more accurate predictions across your account about how different bid amounts might impact conversions or conversion value. These algorithms factor in a wider range of parameters that impact performance than a single person or team could compute.
- **Wide range of contextual signals** - With auction-time bidding, you can factor in a wide range of signals into your bid optimizations. Signals are identifiable attributes about a person or their context at the time of a particular auction. This includes attributes like device and location, which are available as manual bid adjustments, plus additional signals and signal combinations exclusive to Smart Bidding.

The important signals are as follows:

1. Device
2. Physical location
3. Location intent
4. Weekday & time of day
5. Remarketing list
6. Ad characteristics
7. Interface language
8. Browser
9. Operating system



Signals available with bid adjustment



Exclusive signals for Google Ads Smart Bidding



Combinations between 2 or more signals

Smart Bidding is designed to save marketers time by making calculated decisions based on your set objective and signals from your campaign performance. Choosing the right strategy may not be obvious at first which is why multiple bidding strategies must be tested and evaluate performance over time. What works for one client's campaign may not work for another. Doing these tests gives the historical data to benchmark new innovations when they come up, continually raising the bar. The characteristics of smart bidding are:

- Flexible performance controls - Smart Bidding allows you to set performance targets and customize settings to your unique business goals which is optimizing search bids to the selected attribution model, including data-driven attribution and set device-specific performance targets for mobile, desktop, and tablet with Target CPA bidding.
- Transparent performance reporting - Smart Bidding offers reporting tools that give deeper insight into bidding performance and helps to quickly troubleshoot any issues. These include bid strategy reports that help understand how Smart Bidding strategies are performing; detailed bid strategy statuses that show what's going on under the hood of bidding; campaign drafts and experiments for search and display campaigns that make it easy to test how well Smart Bidding performs against the current bidding method; Simulators that forecast how ads might have performed in terms of key metrics like cost, conversions, conversion value, impressions, and clicks if it had a different CPA, ROAS targets, or budgets. Alerts and notifications that flag issues with conversion tracking and provide clear steps for fixing them.
- Grow your Smart Bidding campaigns with broad match keywords - Broad match keywords pair particularly well with Smart Bidding strategies, including Maximize conversions, Maximize conversion value, Target CPA, and Target ROAS. There is no need to segment by match type to boost optimization. The bidding system sets a bid for each individual auction of each query and bids up or down depending on how well the query is likely to perform. Applying broad match keywords will allow the algorithms to learn faster and find additional auctions that can help you reach your growth objectives.

Smart Bidding is a set of automated bid strategies in Google Ads that use machine learning to maximise conversions. Google looks at historical search behaviour and contextual data to predict the likelihood of a conversion and then increases bids when a conversion appears more likely. The users of smart bidding are :

- Smart Bidding works successfully for businesses large and small. Smart bidding can optimize based on data from all of your campaigns, so even new campaigns without data of their own may see increased performance. To evaluate results accurately, measuring performance over longer time periods that have at least 30 conversions, such as a month or longer (50 conversions for Target ROAS). Relevant keywords can be added to low volume campaigns to expand targeting and increase conversions.
- Advertisers that are using Smart Bidding must comply with applicable legal requirements and Google ads policies.
- Video ad conversion attribution for Smart Bidding - For video ads using Smart Bidding, Google Ads uses conversion data from your campaigns to predict how likely an engagement with your video ad will lead to a conversion.
- Engagements for TrueView for action ads are defined as clicks on the ad or 10 seconds of viewing time. If both happen, only the click is counted. Viewing at least 10 seconds of a video ad counts as leading to a website conversion if the conversion happens within 3 days of the engagement. For users who click on your ad, conversions will still be attributed over your current conversion window.

CONCLUSION

Digital marketing trends for 2021 seem to revolve around two different, but almost contradictory concepts. First is a general humanization, addressing real issues and tailoring content to suit the individual customer (as opposed to mass appeal) for more personal engagement. Second is a much more mechanical and technical optimization, fine-tuning the behind-the-scenes areas like SEO and how effective and effective structure campaigns are.

As with the new normal digital marketers must intercept all kinds of strategies, tactics, and technologies. There will always be new trends and external market conditions to keep pace with. But the success of it depends on—how well digital marketers are able to empathize, recognize, and serve customer requirements. When a brand incorporates empathy into its marketing strategies, what it's doing is validating its consumer base. The more validated and valued a customer feels, the deeper a relationship that the customer will build with the brand and the organisation.

The digital marketing trends predict a market shift in consumer behavior to “value and essentials.” Indeed, it is moving away from an age of passive consumers toward the age of active consumers. In 2021, brands will be re-created. Customer voices will be heard, one way or another, especially as the economy moves towards an experience that fosters a relationship with customers and fulfills their needs consistently. This shows empathy. This is the human-centered approach.

The digital marketers must closely scrutinize their goals, performance metrics, and Key Performance Indicators. To survive and thrive again, marketers must be proactive and adapt new strategies quickly and precisely.



Evaluating innovations can help push the boundaries, but also improve digital marketing activities. In the new normal market, the trends across digital marketing tactics are similar each year - with a lot of the interest in search, social and email marketing, and new web design and content marketing techniques to engage and convert our audiences. Traditionally, technology innovations are the drivers of trends in digital marketing including changes in:

- Digital platforms: Innovations from the FAMGA businesses of Facebook Inc (FB), Apple Inc (AAPL), Microsoft Corp (MSFT), Google (GOOG) and Amazon.com Inc (AMZN).
- Martech vendors: In particular, the big marketing cloud players with the biggest R&D budgets including Salesforce, Oracle, HubSpot.
- Independent standards bodies: Including World Wide Web Consortium, Living Standard by Web Hypertext Application Technology Working Group and the Internet Engineering Task Force.

Normally the trends are independent of economic factors, but that's not the case in the new normal, the big difference affecting changes in marketing investment is from the havoc that COVID-19 has wrought around the world. Although there have been winners in some sectors where demand has held up or even increased, many have fallen. Regardless of sector, low-cost or no-cost methods of growth are more important than ever.

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