

A STUDY ON EMERGING TRENDS IN DIGITAL MARKETING

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ABSTRACT- Digital marketing is cost effective and having a great commercial influence on the business. Digital marketing is the application of electronic media by the marketers to promote the products or services into the market. The core objective of digital marketing is inviting customers and allowing them to interact with the brand through digital media. Digital marketing has no limits. Now company can use smartphones, tablets, laptops, digital billboards, and other media such as social media, SEO (search engine optimization) and lot more to promote their company and its products and services. This paper offers views on some current and future trends in digital marketing.

KEYWORDS: Internet, Marketing, Digitization, Social Media, Marketing Trends, Digital Marketing

1. INTRODUCTION The digital marketing world is regularly crossing newer milestones with each passing day. It is changing and growing continuously. It's no secret that the world of digital marketing is constantly in a state of change. What works currently might be completely outdated tomorrow. If your product is still continuing to use the same techniques in current year as you did in the previous year, expect to see deteriorating results. In 2018, videos format completely dominate other forms of content. Now, 10 million videos are being watched on Snapchat daily. Instagram stories store 250 million views on their videos daily. In order to keep up the pace with the technological advancement of the latest age and enhance your business growth, you must integrate your marketing activities with the growing digital marketing trends.

VARIOUS DIGITAL MARKETING

TRENDS Make your brand marketing more impactful and applicable by following these successful digital marketing trends:

CONTENT FOCUSED SEO SEO is one of the most central areas in digital marketing. If you focus on content marketing and just keep creating good content that your audience wants, search engines like Google will be more than happy to send you traffic.

It is the search engine's job to find out if your content is value it and rank it high for the help of internet users. Concentrating on the long tail is one of the most important SEO strategies that you can influence for 2019. A long tail keyword is nothing but a phrase that contains two or three keywords that are used to target a place, much more targeted audience than a mass audience in general.

VIDEO MARKETING 70% of consumers say that they have shared a brand's video. 72% of businesses say video has improved their conversion rate. So, in 2019, if your brand doesn't have a strong collection of engaging, high-quality videos, you could be missing out on a sizeable audience. YouTube, the world's second largest search engine, can become even more essential in 2019. To increase your organic traffic, marketers cannot ignore YouTube SEO. Through techniques like YouTube SEO, brands can ensure that their content is visible to relevant audiences.

INFLUENCER MARKETING Influencer marketing is a type of word-of-mouth marketing that focuses on using key leaders to drive your brand's message to the larger market. Influencers can be anyone from celebrities and Instagram or YouTube stars to well-known bloggers and journalists who help spread the word about your business or product through their social channels.

SOCIAL MESSAGING APPS Social messaging apps can be very useful in sending messages to customers directly, as they allow personalization (another trend) and add value to the users' experience. WhatsApp, Facebook Messenger, and WeChat have more combined users than Facebook or YouTube.

MICRO-MOMENTS Micro- Moments is a "new consumer behavior," as termed by Google, that delivers your marketing message clearly and concisely in a way that is of interest to the consumers – all within a span of seconds.

USE OF CHATBOTS It is a way where you engage with your customers on a real-time basis via an instant messenger and provides solutions to all their queries related to your brand offerings. Most chatbots presently have a limited script, usually offering a limited set of options that users can choose from. Once the query is constricted, users are often transferred

to a human representative to resolve it. With the arrival of AI, however, chatbots are likely to completely replace the human aspect. They are programmed to be smarter, respond to a wide number of queries in a meaningful way and resolve issues without requiring any human intervention.

IMPLEMENTATION OF ACCELERATED MOBILE PAGES (AMP) Now, nearly 80% of search queries coming from mobile platforms. Google has been implementing new techniques to make the mobile search involvement more modernized and convenient for its users. One of the most extreme moves to ease this was the introduction of Accelerated Mobile Pages (AMP). Now, the importance of AMP will not be limited to mobiles alone but for desktops versions of websites as well. With the introduction of this feature, it's time for brands to re-look at their website and how user-friendly it is. Google firstly launched AMP for static content-heavy sites such as blogs. By making their websites AMP-friendly, brands might be able to enjoy greater visibility on search engines i.e. greater visibility on search engines.

PROGRAMMATIC ADVERTISING Without a hesitation Programmatic is the most cost-effective, efficient way for advertisers to purchase digital ad space. Unlike earlier methods which required human interference and manual bids, programmatic algorithms can fix the best media mix and automatically purchase it. They can target bigger audiences over a wider variety of channels with no time or effort lost.

USER-GENERATED SOCIAL MEDIA CONTENT User-generated content is any type of brand-related content that is shared by the brand viewers on their social media channels like Facebook, YouTube, and Twitter. It creates a chain of the customers that bring closer the potential leads with the existing customers effortlessly.

SWITCH TO YOUTUBE ADS The biggest benefit with YouTube ads is the cost-effective approach they provide. The most amazing feature of YouTube is that ads here have a very high reach and a viewability rate of as high as 95%. YouTube has a number of

different features and advertising options to help brands achieve their business goals such as 1. Bumper Ads Bumper ads are the very short duration ads. These ads are presented at slots of just 5 or 6 seconds. They play earlier the actual YouTube video chosen by the viewer.

2. True View ads True View ads are also YouTube ads that play before a particular video. Marketers can choose from skippable True View ads that can be anywhere between 12 seconds to 6 minutes and non-skippable ads that cannot cross more than 20 seconds. True View ads are charged only when viewers watched them for more than 30 seconds, until the end of the ad if the video is shorter, or if they click on a call-to-action. These ads are further classified into the following: a. In- Stream Ads: In-stream ads perform before the video of our choice begins to play. They have the decision to be skipped after 5 seconds and can also display overlaying text as a call-to-action based on the brand being advertised on YouTube. b. In- Display Ads: In-Display ads show up on your YouTube home screen and also in search results, just like the ads that appear in a Google search. They also appear in the related videos section while watching a particular YouTube video.

3. Masthead Ads Masthead ads offer high reach and awareness because they are displayed as the main banner on the YouTube homepage. This type of YouTube ads is charged on a day-to-day basis and come with a variety of key benefits.

ADVERTISE ON INSTAGRAM Instagram deals with five ad formats: photos, videos, carousels, canvas Story ads, and Story ads. Ads are also integrated with Facebook Ad Manager, so you can take advantage of Facebook's assets of user information for targeting your audience with laser accuracy. To make ads on Instagram, you first connect your account to a Facebook Business Page, which allows you to use Facebook Ad Manager. Ad Manager creates your ads professionally that run on both Facebook and Instagram.

VOICE SEARCH & SMART SPEAKERS Voice search plays an important role in providing all the relevant information that people are searching for through audio content. Now, AI is getting smarter and the number of faults made by voice assistants like Alexa, Siri and Google has reduced. Many companies have comprised voice search in their digital marketing strategies to deliver value-based content effectively to their customers.

3. SCOPE OF DIGITAL MARKETING IN INDIA India spent 7,000 crores INR in digital marketing in 2018. India has surpassed USA as the 2nd largest country in terms of number of internet users. Most of the users universally use mobile phones for communication. As per a report 4.77 billion mobiles phone users globally, which will increase to 5.07 billion by 2019.

Today's majority of mobile phones are smart phones which permits to clients to connect with businesses anytime & anywhere. In digital marketing, we have abundant different specializations. So you will have different opportunities to start your career such as Digital marketing executive, SEO Executive, Link Building specialist Social media specialist, Google Ads specialist, Web Analyst etc.

4. CAREER OPTIONS IN DIGITAL MARKETING IN INDIA Digital Marketing is the fastest increasing segment in India. Over the last few years Digital Marketing in India has seen an exponential growth and by the end of the year, 2020 it is expected to generate over 20 Lac jobs per year. Digital marketing career offerings different Job opportunities such as

- Email Marketer
- Social Media Marketer
- SEO Executive
- PPC Expert (SEM expert)
- Data Analyst etc.

5. CONCLUSION Digital Marketing industry in India is extent to almost all the business sectors. Without Digital Marketing, businesses may fall short of creating present-day marketing strategies and hence, they may turn aimless.

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