

12<sup>th</sup> December - 18<sup>th</sup> December



# digital marketing trends of 2021 - part III

[click for the full scoop](#)

Last week in Digital, we talked about the emerging digital trends that will pick pace and are must-dos for your brand's success in the coming year.

In the final part of 'Digital Marketing Trends of 2021', we shall dive deep into few radical innovations that will change the face of digital marketing & the brands that leverage these will definitely stand out.

# the rise of virtual influencers



Virtual influencers will gain high traction in 2021, with engagement rates going 3 times higher than real influencers.

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Brands will leverage technology to give the influencers - personalities & lives, to make the audience feel a connection.

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They will be a cost-effective way to promote products & brands making use of it will dominate the market in 2021.

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However, these virtual influencers will need to be regulated so as not to deceive the public & mislead followers.

Source: HypeAuditor



# instagram lite to take over regional marketing



Instagram is testing out the launch of instagram lite in India to cater to the population with low end smartphones.

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It will be rolled out in major Indian languages such as Bangla, Gujarati, Hindi, Kannada, Malayalam, Marathi, Punjabi, Tamil and Telugu.

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Instagram lite will be a clean & light version of the original app with emphasis on speed & responsiveness.

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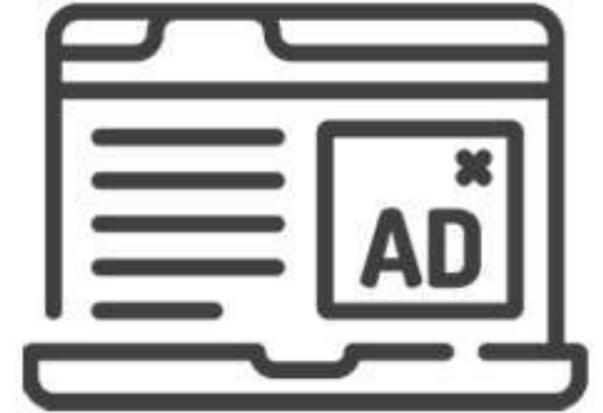
With strong emphasis on story & posts - it will open up new marketing avenues to target this segment.

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It will serve as a direct competition to home-grown apps such as Chingari, MX Takatak, Trel & so on.

# makeover of branded content ads



Instagram will enable advertisers to create branded content ads without the need for creators to post organically on Instagram first.

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Brands will have more flexibility & fewer constraints while making and running branded content ads.

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Creators will have greater control where they can approve or pause any ad published from their handle.

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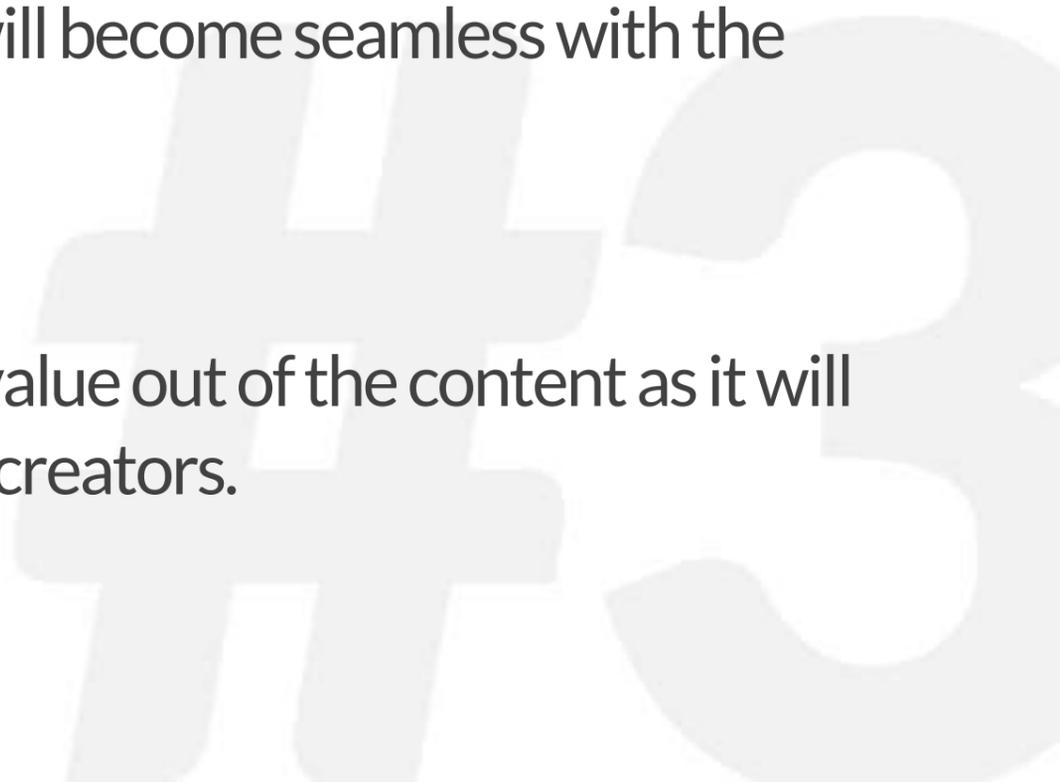


Promoting branded content posts will become seamless with the ability to add product tags.

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Brands will be able to extract more value out of the content as it will enable people to shop directly from creators.

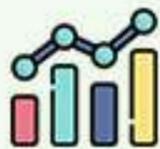


# upcoming era of blockchain marketing



Middlemen's need for ad placement will decrease as brands will be able to advertise directly on online platforms.

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Ad metrics will become easier to verify, ensuring fewer ad frauds, right audience targeting & higher ROI on online spends.

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Blockchain will lead to creation of smart contracts, resulting in more transparent pricing models.

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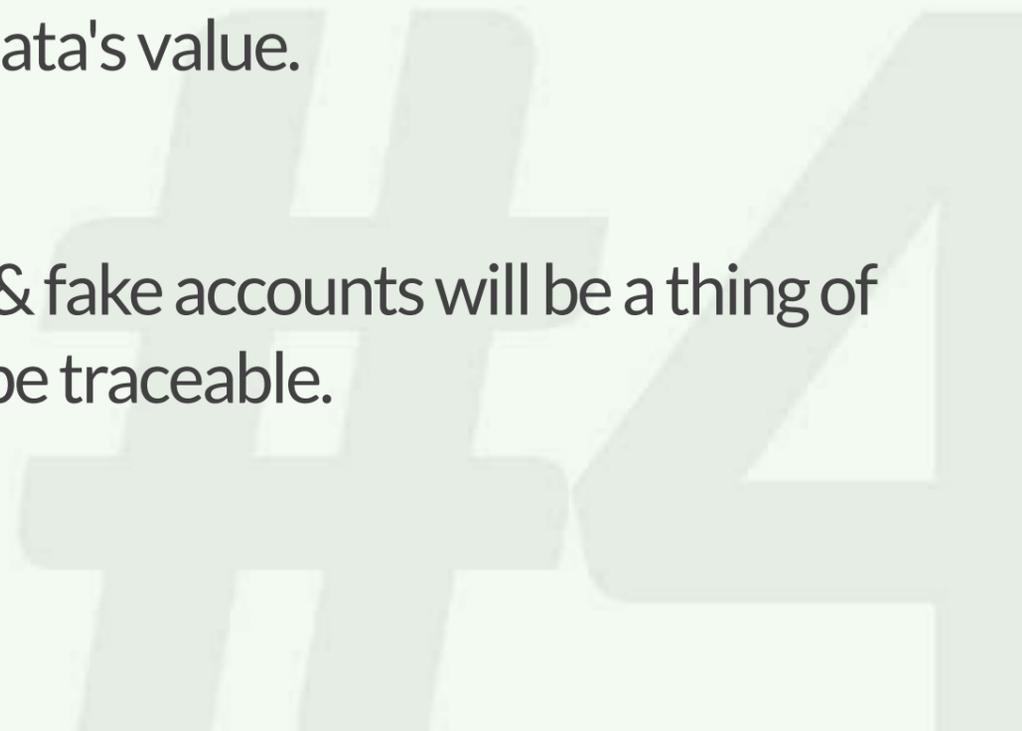


Consumers will become more in charge of their data & soon hold power to be compensated for their data's value.

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Ad spend wasted on fake spam bots & fake accounts will be a thing of the past as origin of all accounts will be traceable.



# multi-touch attribution model with data analytics



Enable marketers to analyze all touchpoints of a digital consumer's journey with increased data accumulation opportunity through AI.

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Track the behaviours buyers exhibit after landing on a website, from researching competitors to price comparisons.

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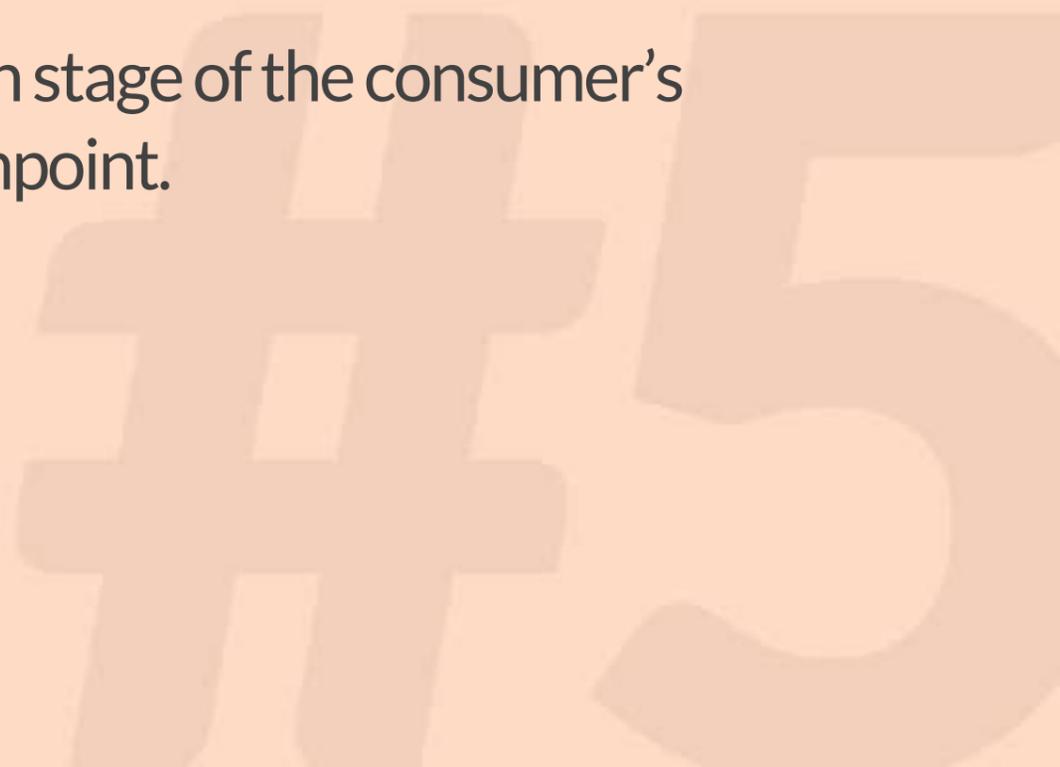


Leverage such information to make websites more optimized with engaging & interactive content.

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Determine advertising spend at each stage of the consumer's journey, not just the first & last touchpoint.





Harness the power of increased online presence of consumers for your business by staying on top of these trends.

## Get in touch with us!

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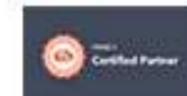
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