

4<sup>th</sup> December - 11<sup>th</sup> December



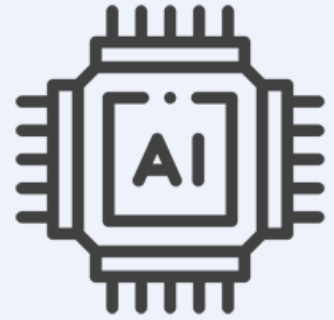
# digital marketing trends of 2021 - part II

[click for the full scoop](#)

Last week In Digital we talked about digital marketing basics that are here to stay for the coming year.

In the second part of 'Digital Marketing Trends of 2021', we will talk about the emerging digital trends that will pick pace and are must-dos for your brand's success in 2021.

# AI will induce hyper personalisation



In 2021, AI based ad creating platforms such as Google Ad Exchange will induce hyper personalisation in ads.

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These softwares will make ad content & place recommendations based on customer characteristics & behaviour patterns.

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AI aids predictive analytics which will help brands make better product/content recommendations to users.

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AI will influence written content as it can analyse the content and predict readability score based on audience data, enabling brands to personalise targeted content.



# online shoppers will adopt voice based search



Shopping via voice search personalizes the users' experience as it shows products based on recorded individual preferences.

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Due to ease of use, voice assistants will increasingly be used to find products on shopping websites.

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Products will need to have much stronger SEO to show up on voice searches compared to text search.

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Repeat purchases will become entirely voice based in future, as they will save lot of unnecessary steps for the user.

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Consumers will be more open to writing feedbacks due to aid from voice assistants.

# interactive ads will take over static ads



In 2021, interactive ads will be used to direct customers into seeing content they are actually interested in.

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Allowing customers to interact with ads without being redirected to a website/app increases brand recall.

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Interactive video ads can drive a 47% lift in time a consumer spends engaging with the ad, compared to static ads.

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Impactful interaction will help segment potential future customers from non-profitable TG for brands.

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Retail businesses can utilise this tool the most efficiently - home furnishing, decor, clothing, accessories, pet store and so on.

# AR & VR will have new avatars



In 2021, more than 61% of consumers will be willing to buy from retailers providing AR services, however very few retailers do.

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Given the ongoing pandemic tensions in 2021, allowing customers an opportunity to try on products at home will result in higher completed purchases.

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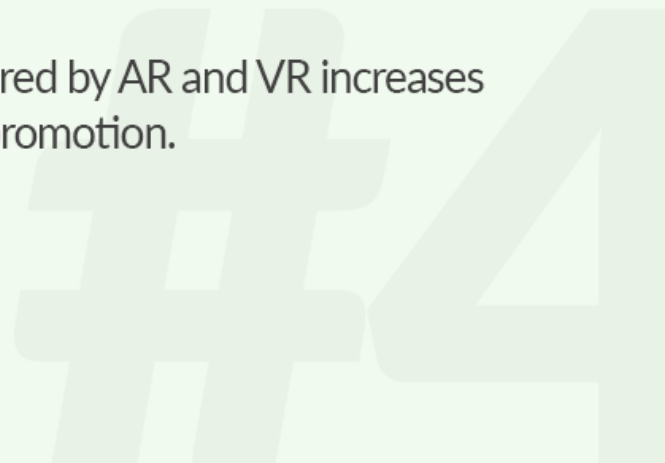


Use of AR promotional filters on social media to hype up an event or a launch will be more than ever in 2021.

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The special effects and glam up offered by AR and VR increases UGC for brands resulted in unpaid promotion.



# employees as brand's spokespersons



Encouraging employees to engage with the brand on social media positively will be a major push in 2021.

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Employees that align with company standards can spread the brand's message farther than it organically can.

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Branded videos featuring employees tend to resonate more with the audience as it is raw and believable.

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In 2021, potential talent will definitely look to work for organisations that appear to be values driven and community focused.

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Using employees to reinforce these beliefs will help attract qualified talent to the organisation.



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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