

28th November - 4th December



digital marketing trends of 2021

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With the year coming to an end, it is time for one year-end ritual - trends for 2021. Digital Marketing has evolved just as much and marketers must look even in the future with the onset of new trends and technologies. It is time for brands to take advantage of latest opportunities and trends that we will cover in the next three editions of This Week In Digital.

This week is all about basics that are here to stay but with a need to level up. In week 2, we will talk about the emerging trends that will pick pace and are must-dos, followed by week 3 being all about innovations to look out for.

emerging power of voice search



Voice search compatibility is going to play a huge role in business visibility in 2021



Growing global sales of smart speakers like Google Home and Amazon Echo is leading to consumer reliability on digital voice assistants



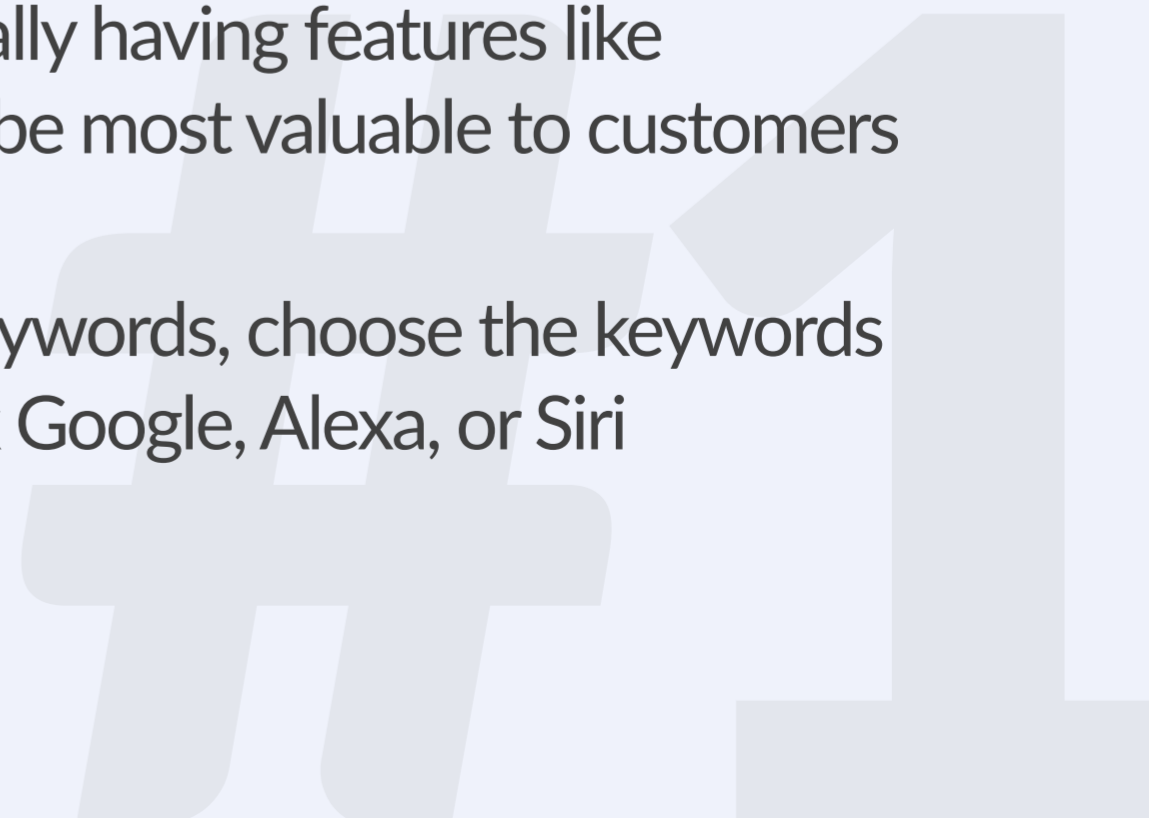
Websites with conversational and direct style of content that can be picked by voice search engines will rank higher



Voice-enabled applications, especially having features like voice-based chatbots will prove to be most valuable to customers



While choosing the content and keywords, choose the keywords based on what the users would ask Google, Alexa, or Siri



Video storytelling on a rise



Short videos will soon take over every other ad form there is



Millenials with their 8-second attention span demand information in a quick & catchy manner



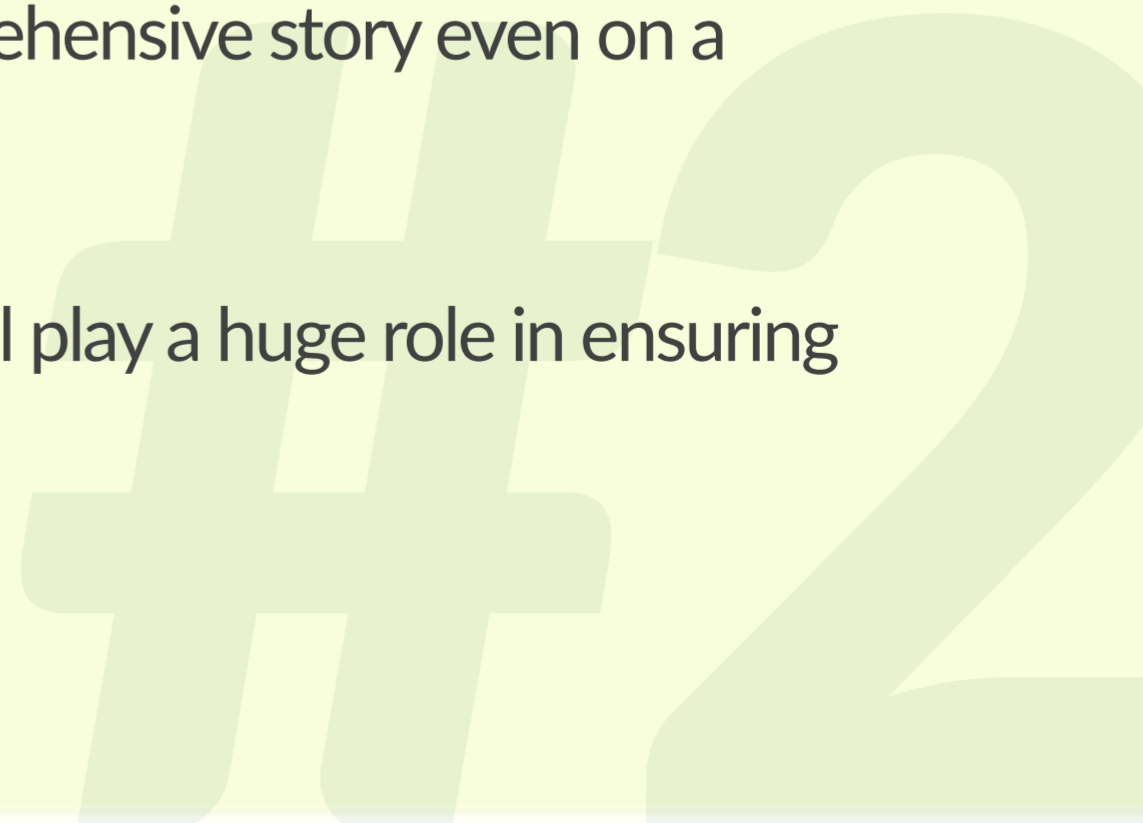
Brands will have to consolidate content to say what's important as briefly as possible



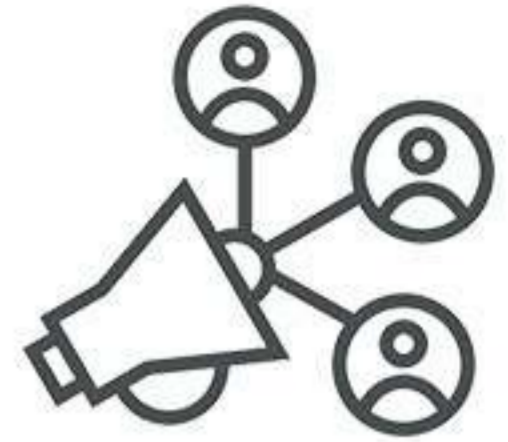
It is easy to add music and text, as well as background to these videos, thus videos will tell a comprehensive story even on a low budget



Including a CTA in catchy videos will play a huge role in ensuring engagement



new face of influencer marketing



Micro influencers create their own content and manage their accounts personally, thus their tone resonates with their followers



Providing a more personal touch, micro influencers will increasingly be used by brands in 2021



Brands will use AI and machine-learning to do away with influencers with fake audience so as to better utilise their marketing spend



Influencer marketing will not just be limited to millennials or Gen Z but target people of older age groups with higher purchasing power



pocket your local audience with SEO



From Google to Instagram, search engine optimised content will be the way to go



Most searches (both voice and text) are for local business listing, thus up-to-date, listed businesses will get most attention



Retargeting people who make these searches would be game changer in bagging the sales



Maintaining consistency with content brackets will lead to higher ranking in search results



Growth of in-game advertising



Gaming industry has seen a 45% YOY growth in FY20 with user base surpassing 365 million in March, 2020



Advertising on games will be at an all time high in 2021 as 57% viewers are fine with watching an advertisement in between the game if it ensures the game is free



Going forward in 2021, with the rapid decline of TV, it would be much more beneficial to advertise on e-sports and gaming than on OTT



Gamers are also emerging as highly followed influencers, especially on YouTube, thus investing in them would provide good ROI





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

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