

Top 5 Digital Marketing Trends for 2019

Content Marketing

PPC

SEO

Social Media Marketing

The digital marketing landscape that comprises of SEO, PPC, content marketing, and social media marketing has been quite progressive, more so in the last two years, than in the last decade. Everyone wants to up the ante for their digital marketing strategy in 2019.

01 Artificial Intelligence and Chatbots

AI can analyze search patterns and customer behavior, profile buyers, and help marketers create unique content.

AI-powered solutions bring us a mix of technologies like Machine Learning, Natural Language Processing, and Predictive Analysis.

We're expecting more marketers to establish complex trigger-based campaigns, set-up predictive lead scoring, and invest in creating unique content at every stage of the customer journey.

Chatbots help brands improve their customer experience and can be integrated into an application, website, and even a social media platform.

45% of end users prefer using them as a primary mode of communication in customer service.

The global chatbot market is reaching **\$1.2 billion** with **24% annual growth rate**.

Chatbots would continue to be an important part of digital marketing next year.

02 Voice Search

Voice search helps you multi-task and handle several other high-priority things.

187%

The global market for voice search devices grew 187% in Q2 of 2018

Siri, Google Home, and Alexa have already made us dependant on them.

Apple, Google, Xiaomi, Amazon, and

other manufacturers collectively shipped 16.8 million units in Q1 of 2018.

We'd see better voice search technology unravel in 2019.

03 Video Marketing

Facebook, Instagram, Twitter, and LinkedIn are constantly emphasizing and investing their video capabilities because it brings in higher engagement and customer retention.

4 times as many consumers would rather watch a video about a product than read about it.

56% of B2B marketers use YouTube to distribute content.

It seems like video will win the race of the most successful marketing medium in 2019.

04 Programmatic Advertising

It's the art of buying and selling online media using automation and AI. It encompasses online ads, TV and streaming modules, voice, and video to digital-out-of-home media. Companies make real-time decisions, using programmatic advertising, regarding the kind of adverts they wish to deliver.

This trend is expected to accelerate all through 2019.

05 Content Marketing

Content is the center of the online realm. We already have the ability to show personalized and localized content and distribute it on the basis of IP addresses to our website visitors.

47% of buyers viewed three to five pieces of content before engaging with a sales rep.

Compounding blog posts make up 10% of all blog posts and generate 38% of overall traffic.

In 2019, content will continue to be the heart and soul of digital marketing.

The time to create your best digital marketing strategy is here and now. Now, get strategizing!

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