

## 5 digital marketing trends to look out for in 2019



### Quick summary

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Have you started thinking about your 2019 marketing strategy yet?

If not, you're at risk of being left behind.

To be in with a chance of beating your competitors, you'll need to stay up to date with the latest digital marketing trends, using strategies like mobilification, video, and influencer marketing.

Keep reading for five trends you need to know about.

### **1. Chat Box**

When was the last time you called a business to ask about their products?

If you're like most of us, a long time ago.

Today's consumers expect to get all the information they need from your website, and a live chat box is a great way to make this happen.

Your live chat will be available 24/7, meaning you'll never lose a customer because they tried to get in touch outside office hours. For international companies, the benefits are even greater.

Live chat staff will answer questions accurately and encourage purchases, improving customer experience and boosting your sales.

### **2. Mobilification**

Did you know that more than half of all organic searches come from mobile devices?

That's right - so if your website doesn't work on mobile, you're in trouble.

Getting your website fully optimized for use on all mobile devices should be your top priority. Make sure it's fast, easy to navigate, and intuitive.

Once you have a responsive website, you can look at other mobile marketing strategies, like sending text messages to customers to promote special deals.

### **3. Video on Demand**

Video marketing is an excellent way to connect with customers across a variety of channels in 2019.

Product explainer videos are a great way to help customers understand a complex product or service, and they're easy to add to your website.

If you have a physical store, video content can be used to highlight the benefits of different products or showcases model which you don't have on the shop floor.

If you're using content marketing to promote your business, creating a video on demand to accompany your blog posts is a great way to boost engagement.

#### **4. Influencer Marketing**

Getting influential social media users to promote your products is one of the smartest ways to advertise, and will only gain traction in 2019.

Instead of paying for ads which might not target the right people, you're paying for an influencer to recommend you to a network of followers who are already engaged and interested.

Research shows that 70% of millennials are influenced by the recommendations of their peers, so influencer marketing is a great way to reach a younger audience.

#### **5. Data Collection**

Since GDPR came into force in mid-2018, the way brands use customer data has been under more scrutiny than ever.

In 2019, you'll need to stay on top of data regulations to ensure that you only collect customer data when it's absolutely necessary, you always gain the right consent, and you notify customers of how you're using their data.

Approached correctly, this is a chance for you to establish yourself as a trustworthy brand and make sure you only contact customers with things they're interested in.

#### **Why Stay On Top of Digital Marketing Trends?**

If you don't stay up to date with digital marketing trends then you risk falling behind the competition. Make sure you're always at the cutting edge of online marketing by following the trends above.

Want more expert tips for doing business online? Get a customized digital marketing solution for your business.

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