

appearing on voice search is as important for SEO. I am seriously considering including audio content hereon on various channels where audio becomes an omni-channel experience.

The rise of the featured snippet is a story that we need to understand getting to ground “0”. The last two years have seen a dramatic rise in featured snippet’s appearance in Google search results, especially for DIY and ‘how to’ search queries. Since it is at top of the search results page and more often than not occupies the top fold, we also called it the result “0” in SERP.

Next trend is to search engine alternatives. Today’s alternative search engine in focus, apart from Bing and Baidu, is DuckDuckGo, and there is a good reason for it. With security concerns overwhelming the internet, DuckDuckGo offers privacy-focussed search. Founded in 2008, DuckDuckGo’s tagline says “the search engine that doesn’t track you” because “search engines don’t need to track users to make money”.

Social media marketing has taken off in a major way and it has a reason. Social media helps brands get one on one with customers and vendors. It is a medium of support and branding for businesses and leveraging it, makes great sense to marketers and brands alike. Social messaging is on the rise, and, believe it or not, about 60% of users use these apps to message brands for more information during their buying or service journey. Social messaging apps are a part of the conversational messaging strategy.

Social media stories are actually social media posts that disappear after 24 hours. These stories enable businesses to connect with customers one on one, and share short-lived content or suspenseful/teaser content.

E-Commerce promoted by a social media platform is social commerce. This is not about you and me hustling to sell using social media marketing. Social commerce is about the platform itself selling B2C.

Search engine marketing PPC, Google Adwords etc. are quite known facets of online advertising and in all probability your business has already spent money advertising or doing so currently. While search engine advertising and social media advertising goes on, the secret sauce and a big digital marketing trend for businesses selling products is Amazon ads.

“Content is King” – we have heard this many times and leveraged it. However, most content on the internet is sadly of little use for a consumer. In time, people are losing interest in reading simple content. The latest online marketing trend is to offer interactive content which will be consumed better.

We as marketers, have always believed that email marketing works best. Of course, many marketers also said the email marketing is dead. With due respect to everyone, email marketing can never be dead. It brings consistent results and keeps at it. The latest digital marketing trend for emails is personalization and I firmly believe that this will change the email marketing equation forever.

Website design and development has existed since the advent of internet and it was seen as more of a technical domain unrelated to marketing. However, with digital marketing trends like UX, CX, color psychology etc. getting on to the scene, website design has more or less turned into the marketing domain.

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DIGITAL MARKETING AND FUTURE OF BUSINESS  
(ЦИФРОВИЙ МАРКЕТИНГ ТА МАЙБУТНЄ БІЗНЕСУ)

The global pandemic and then the war in our country has accelerated the growth of digital marketing. Both organizations and consumers have quickly shifted their focus and activities online, because of sudden disappearance of in-person interactions. Marketers have invested heavily in

social media, email marketing, mobile apps, websites, landing pages, blogs, webinars to build closer and stronger relationships with customers.

Digital marketing trend consists of five keys. There are marketing automation and personalization, voice search and commerce, social commerce, extended reality and immersive experiences, consumer privacy and data ethics.

To clarify the differences, artificial intelligence enables computers to mimic human intelligence. Machine learning uses algorithms to analyze data, learn from that data, and make informed decisions.

Many tools and systems use machine learning to identify important patterns and gain insights. Marketing tasks and actions that were previously performed manually, as a result, become automated. This is marketing automation and personalization.

Machine learning helps marketers optimize their operations. Programmatic advertising refers to the practice of using an automated bidding and placement platform to buy and sell digital advertising space in real time.

Programmatic advertising uses data analysis and algorithms to show ads to the right user at the right time and at the right price without the marketer having to manually bid, place content or copy, and time specific ads.

With these systems, marketers provide content, campaign goals, and the system optimizes them to provide the highest possible return based on the stated goals and limits.

The personalization engine uses information about user behavior in combination with data from other similar users to provide a personalized experience. Conversational marketing is a personalized communication of a business with existing or potential customers in real time using live chat, chat bots, voice assistants.

The goal of conversational marketing is to create meaningful relationships with customers through conversations. Chat-bots are used to scale. They can provide instant and timely responses to customers. The benefits of a chat-bot marketing strategy are time and cost savings, greater customer engagement, faster response times, and increased customer data. On the other hand, chat-bots take time to set up and cannot completely replace a human.

Predictive analytics uses historical data to predict future trends, events, and potential scenarios. Many analytics systems are currently moving from a simple report of what happened to offering forecasts that can help users plan and prepare for the future.

Voice search has become in-demand in mobile SEO. Users use it when typing is either unsafe or just plain inconvenient. Voice search is no longer just about delivering information, it includes voice commerce. Marketers need to prepare for new requests related to products or services.

More and more people are combining their social media activity with shopping. This is how social commerce was born. Instagram and TikTok have brought new meaning to social commerce by launching several features that allow users to buy products directly from social media platforms.

Brands use social media to pay for purchases and integrate them. Augmented reality is a relatively new term. Now marketers use it to sum up all technologies: virtual, augmented and mixed realities. In relation to specific products, the XR prefix means that the device combines several different technologies.

More and more data is being collected and monitored nowadays. There will be tension between marketers, who wants to know more about their target audience, and consumers, who wanting to protect their privacy and personal data. Marketers will have to rely on building truly meaningful relationships with their target audience based on trust, value, and consent, which brings us to privacy and data ethics. Marketers need policies that will serve their audience better.

As long as marketers continue to meet the needs and desires of their target audience, it will be an exciting journey for all of us.