

# SEARCH AND DIGITAL MARKETING TRENDS 2020

## Content & Social

### UFC

User Focused Content, this is a type of content creation that directly puts the user and searcher in mind and works in a similar way to FAQs.

### Video

Video content is hugely lucrative and is one of the key areas for brands to invest in 2020. Social has moved closer and closer to an all video approach this year and in 2020 you can expect to see more 'TV' episodes and series appearing on Facebook only.

### Better Targeting

Brands will be placing a more intense focus on drilling down on their targeting.

### User-generated Content

Businesses should reward their audience for loyalty and use reviews and endorsements to further their own content as it builds trust.

### Rise of TikTok

This platform is one of the fastest growing and it's no wonder that so many businesses are moving towards it – you can read more in Karen's article.

## SEO

### Automation

Businesses are becoming savvy to the pressure of reporting. Automation solves much of this and is only going to get bigger.

### Smart Insights

Using analytics and insight to drive business performance is a must and is most desired skill for new hires in the industry.

### Using APIs

Businesses leveraging APIs are experiencing increased productivity, revenue growth, and room for innovation.

### Expanding Technology Sets

Brands should adopt new technologies to ensure they are reaching the right audience, acting upon leads, engaging with the potential customers and then converting.

## PPC

### Voice Search

By 2020 it is said that 50% of all searches will be voice searches. This means that the search terms that trigger ads to appear are going to change as people interact in a more conversational way.

### Visual PPC

Last year, Snapchat announced a Visual Search partnership with Amazon which allows users to search products on Amazon straight from the Snapchat camera.

### Trying New Platforms

People in 2019 have spent more time on platforms like Snapchat and Pinterest – and the revenue at those companies is growing. That trend will not slow down.

### Smart Bidding

Businesses need to be able to implement smart bidding on their campaigns to reach the right people at the right price.

## Digital Marketing

### Life Cycle Marketing

Brands and businesses are moving away from the traditional sales funnel and using a non-linear approach to nurture leads and to re-engage with prospective leads.

### Analytical Adoption

Companies that still aren't investing heavily in analytics by 2020 probably won't be in business in 2021. Use your data!

### AI and Machine Learning

According to Forbes: "If you are going to invest in analytics, you also need to invest in AI and machine learning to be able to navigate the vast, churning seas of information and data you aim to put to good use. The value of AI and machine learning to data analytics can be distilled into three separate value propositions: speed, scale, and convenience."

