

ORGANIC SEARCH (SEO)

Core Web Vitals

Early in 2020, Google announced that they would be adding Core Web Vitals to the ranking signals in 2021. They recently confirmed a roll out date of May 2021, meaning that the first confirmed algorithm update of 2021 has already been announced...

Automation

The use of Python and other programming languages has caused a meteoric rise in the automation of repetitive or complex tasks. There's a big opportunity to not only improve performance, but also team efficiencies using these techniques.

Search Intent and Behaviour

Brands need to re-examine how users are looking for and finding their site. As a result of the pandemic there will certainly be new key terms emerging that will deliver traffic and it will be important to get in at the ground floor to ensure they are not lost to the competition.

Semantic SEO & Knowledge Graphs

The more faith Google and other search engines place in machine learning, the more SEOs need to be able to satisfy what it's looking for. From Google's BERT to Microsoft's licensed GPT-3, we're certainly reaching a tipping point both in general understanding and ease of adoption.

PAID MEDIA

First-Party Data

The proposed end of third-party cookies on Chrome brings us to the need to start making the most of first party data. While there is an end in sight for third-party cookies, the same does not apply to first-party cookies.

Smart Bidding

Google has been pushing their automation for some time now and we can assume, therefore, that automation is here to stay. As a result both agencies and brands will need to ensure that only the best data is being fed into their ad accounts.

Buyer's Journey

Better understanding the buyer's journey will limit the impact of automation by ensuring that bid modifiers are used properly, landing pages are catering to the right audience, that we're using the right platforms.

Mobile

The fact that mobile eCommerce is increasing its share of the total eCommerce market - means that however seriously we've taken mobile so far, we need to place a greater emphasis on providing a great mobile experience for users across all devices.

SOCIAL MEDIA

Remixing

Led by advances in Smartphones, we're expecting a further shift in the production of VR and AR user generated content, 3D imagery and games.

Meaningful

Connect with users on the issues that matter to them. While taking a stand on issues is tricky ground to traverse, it's something that can resonate well with an audience if done with sincerity.

Nostalgia

While some brands may try to choose an optimistic portrayal of the future, for other's it'll be attractive to look backward. An effective technique for engagement is to inspire people to remember the 'good times' even when they seem to be elusive in the moment.

Instagram Shopping

Launched in November 2020 in the UK, Instagram Shopping really has the potential to be a big digital player - and the visual nature of the platform makes it an ideal storefront for eCommerce brands.

CONTENT MARKETING & DIGITAL PR

Brand Building

There's a consensus that a pivot to brand building is recommended for 2021. For content marketing this means a move to build consumer trust and confidence, providing content that satisfies consumer needs and develops relationships.

Podcasts

Underused by brands despite their growth, podcasts have yet to reach the peak of their popularity. This provides brands with an opportunity to provide UK consumers with something unique and enjoyable.

User Generated Content

A tool that can be used to build brand recognition, trust and confidence, reaching out to consumers this way can be a fantastic method of spreading a little joy and build relationships.

Quality and Value

Journalists won't just cover anything, so make sure your content offers something unique, of value and useful to the journalist's audience.

DESIGN

Nature Inspired

There's nothing quite like spending a year indoors to make the outside look incredibly appealing - so we're expecting nature and the natural to take centre stage in 2021.

Cartoon Illustration

Cartoonish design has been a branding trend for a couple of years now, but this is likely to take another boost from the year behind us and the uncertainty of what lies ahead.

3D Design

Thanks to the development of augmented reality and virtual reality products, brands will be looking to take their campaigns to the next level using design types such as voxel, geometric and chaotic.

