



# 2021 MARKETING TRENDS

INDIGIMAR



As the world continues to adjust to a global pandemic, everything has shifted online. It's been a year like none other, and digital marketing trends are shaping to match the turbulence of current events. Now is the time for your business to adapt accordingly and prepare to be flexible in the face of uncertainty and adversity in the upcoming quarter next year.

But the good news is that, as we look ahead, many trend predictions are optimistic. So, what does your business need to engage and retain audiences and generate increased traffic and revenue? We have put together a simple guide to help direct your business onto the right path for 2021.

Many digital marketing occurrences are evolving with new trends and technology that any business should account for to ensure success.

The following comprehensive guide will help you navigate the best ways to invest your time and resources



## SOCIAL MEDIA

Social media has been a time-old contender of digital marketing. The nuances and controversy over this marketing channel have only continued to grow throughout the past year. Fears of the pandemic and a need for connectivity have created various [effects on social media users](#). People are spending more and more time on social pages like Facebook and Instagram since the outbreak of the coronavirus. This shift in habits provokes new insights into how social media usage will adapt in 2021. Will the increase in usage trend continue, or will it diminish once the virus is contained? Who's to say. But there are cultural trends and phenomena your business can be sure to benefit from staying on top of.

Here is how to stay ahead of the social media curve in 2021:

- Be conscious of social media transparency.
- Be aware of the "cancel culture" phenomenon.
- Protect your brand's reputation on social media.
- Dedicate time to any digital content that reflects on



## INTERACTIVE CONTENT

Search engine optimization (SEO) algorithms are continually evolving, and next year will demonstrate a shift towards user-focused optimization. But new digital experiences, or user experience (UX), has also been a growing trend this past year that is likely to continue to evolve throughout 2021. If you are not familiar, UX is intricately designed digital experiences that create a virtual journey for a site visitor to engage in. In other words, it is your audience's online experience.

Quality UX is not only great for the user's benefit, but it's also increasingly becoming a best practice for [central rank factoring](#) in search engine algorithms. To keep your webpage rankings high in 2021, you'll want to prioritize your UX just as much as your SEO. Engagement is key.

Here are a few considerations to keep in mind for your digital content in the upcoming year:

- Optimize your page loading speed.
- Ensure your business website is easy to find and use.
- Create compatibility across all digital platforms and devices.
- Keep your COVID-19 announcements up to date.
- Incorporate photos of your business, product, and services.
- Add interactive elements to your web and social media pages.



## SEARCH ENGINE MARKETING (SEM)

SEM is a digital marketing strategy where a business optimizes its digital strategy to appear higher in search engine results. What is there to consider for 2021? The rise in [semantic search](#).

As search engines continue to evolve, SEO algorithms will be shaped by how people search for things online. In other words, search engines will make use of all the available data, including content and user intention, to produce the most relevant results possible.

This includes conversational semantic searches used by voice-activated search engines or voice assistants—including Siri, Google Assistant, and Amazon Alexa.

To stay ahead of the competition next year, your business will need to ensure that your digital content is optimized for all kinds of SEM, including voice.



Here is how to keep afloat in the changing search engine landscape:

- Create content that answers questions.
- Use people-optimized content that is easily readable.
- Integrate structured data.
- Cross-link to internal webpages throughout your site.
- Consider your target audience's intent.
- Make use of FAQs pages and publish content that offers zero-click answers.
- Research intent and target keywords.

## SOCIAL MEDIA

Many well-known digital marketing automation programs, such as pay-per-click (PPC) advertising, are sure to continue into next year. However, there are anticipated differences in the technical delivery of this content. For starters, there will be an increased priority over data security and privacy in the upcoming year. There also may be [more limitations](#) in access to keyword and search engine data, or even [new legislation](#) like the General Data Protection Regulation (GDPR). Regulations like these will pose new challenges for marketing strategies.

That being said, the development of PPC automation and other artificial intelligence (AI) will work wonders for campaign efficiency. Marketing automation is a powerful tool that enables campaigns to target select demographics with precision and even cater to the likelihood of buyer readiness. Marketing automation will continue to be a great way to generate revenue while minimizing overhead costs. As technology evolves, PPC may start to build the capacity to even make predictions like conversion rates. Perhaps some advanced technology will be the solution for mitigating data concerns — the opportunities are endless.

What to keep in mind for your PPC and automated email campaigns next year include:

- Automate everything possible, most notably the time-consuming parts of your digital marketing strategy.
- Develop powerful marketing and ad copy for automation.
- Always check for errors that might impact campaign performance.
- Integrate personalization in conversion rate optimization and identity and access management.
- Be conscious of your business strategies with the public eye in mind.

## VIDEO MARKETING

With the increased demand for e-commerce this past year, new video media formats are becoming an increasingly popular way to spread joy and promote brands. It will be an increasingly important component for any marketing campaign strategy in 2021.

The first video platform to keep in mind is YouTube. What many people often forget is that YouTube is [the world's second-largest](#) site for online search traffic. This means that this medium should be an essential component of any marketing strategy. With next year in mind, Google will likely continue to make good use of YouTube's video content in search results — that is why you always see YouTube videos at the top of your Google search result pages. This is an excellent opportunity for marketers to engage audiences and build brand awareness.

The trend of enriching, no-click content can also be said of Facebook's platform. Facebook offers comprehensive video marketing options that target precise demographics with content that plays right away when it hits your screen. There is even predictive AI analytics, which helps you optimize your marketing efforts to determine what is working and what's not. Similarly, Instagram has platform features that help engage targeted audiences, such as video ads and carousel ads.



TikTok is increasingly becoming a popular platform for Gen X as well, so it should also be on your company's radar. While TikTok is banned in certain countries, it is still a trend to keep your brand marketing strategy relevant.

Here is how to make video content that stands out:

- Cater to your audience/target demographic.
- Optimize videos for when sound is on and when sound is off.
- Create quality content for better engagement and accessibility.
- Do not forget about SEO for your video content.
- Consider hiring a creative specialist.
- Take advantage of data analytics to improve campaign performance.





## NEXT STEPS IN DIGITAL MARKETING

Although 2020 has brought unprecedented shifts in all aspects of life, it has been a great learning experience for marketing departments. As your business heads into the next quarter and a new year, it is crucial to identify the trends that will allow you to drive engagement and growth. Now that you have a great place to start planning your digital marketing strategy for 2021, you are ready to propel your business forward. Want more information on how to ensure success next quarter? [Contact InDigiMar today.](#)

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Marketing Strategy Consultation**

Our customer strategy consultation is a FREE 30-minute meeting that is focused on discovering and analyzing your existing marketing channels including your website, social media channels, media and existing marketing initiatives.

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