

Top Digital Marketing Trends of 2020

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Now that 2020 is underway, it's important to stay on top of this year's digital marketing trends in order to maximize your brand's reach. From shoppable Instagram posts to nano influencers, we've compiled a list of our favorite 2020 digital marketing trends to help you stay on top of the competition.

1. Interactive content

Have you ever scrolled through Facebook and come across a 360-degree video, stopped what you were doing, and circled around to watch your worldview change? That's the genius of interactive content.

As we enter into this new decade of digital marketing, interactive content will become imperative in keeping your brand relevant. Audiences have grown accustomed to digital trends of yore. That's not to say they're bored, they're just looking for something new and eye-catching. Interactive content is a great way to not only help your brand stand out, but to get audiences engaged with it!

Whether it's a funny Twitter poll, sliding graphics, or a virtual reality video, audiences will come flocking and stay on your page as long as your content stays captivating. This will be key in the new year, too, as social media landscapes start to change (i.e. with Instagram [hiding likes](#)), so be sure to take advantage!

2. Shoppable Posts

Instagram is streamlining the online shopping process with a simple "tap" on their mobile app. Shoppable posts are taking over the social media platform, especially with fashion brands (our current office obsessions are [Madewell](#) and [Anthropologie](#)), allowing consumers to assume their role as brand ambassador like never before.

To maximize the effectiveness of your brand for those 30 and under, the 'Gram is the way to go. If you rely on online sales to help your business thrive, either through your website's e-commerce platform, Etsy shop, etc., start utilizing shoppable posts in the new year so your brand can start flooding the feeds of the 130 million users who use Instagram to shop!

Why this rise in Instagram? The launch of IGTV has something to do with the platform reaching over a billion users in 2019 (which we discuss later in this post), but it also has everything to do with the fact that Instagram is so mobile and visual. Audiences love being able to interact with brands in a way [that's visually stimulating](#), and Instagram does that and then some by allowing audiences to interact (and shop!) their favorite brands anytime, anywhere.

3. Nano Influencers

While the concept of influencers on social media isn't new, scaling down to [focus on local](#), or nano influencers, allows you to cultivate a real relationship. Start by searching your local Instagram hashtags or searching for relevant bloggers in your area. Find the posts with the most engagement and study how other users interact.

Once you've found an influencer that aligns with your brand, reach out to start a conversation. Depending on your relationship, nano influencers can help you run one-off or multiple campaigns to garner more attention for your business.

Compensation is different for every party, and is something that should be discussed on a case-by-case basis, as there are several options to pursue. For example, you could decide on a flat rate, performance-based pay or even a simple exchange of a free product. Whatever path you choose, an influencer contract should be drafted. Standard templates can be found online to make sure all parties are on the same page.

4. Personalized email marketing and automation

Yep, that's right. Email marketing isn't going anywhere. However, what once worked when using this marketing tool (i.e. blasting your whole list for every email) won't fly in 2020.

Personalizing your emails is key to making them more effective. If you're a smaller business, try tailoring your email content to offer specific promotions for clients when a birthday or anniversary is coming up, or let the ladies in your email audience know about your next Ladies Night Out event.

The personalized possibilities are endless! Automated emails (think: order confirmations, shipping updates, etc.) are also a great way to let your audience know that they're being taken care of. (Especially if you're away from your computer!)

It requires more effort than just uploading a mailing list and pressing 'Send', but it's worth it in the long run. Advanced email tools like [Active Campaign](#) or [Mailchimp](#) make it easy to set up an account and streamline the process through automated scheduling and segmented lists.

5. Video content

Video remains on the throne of content marketing, but live video could knock it off in the new year.

Video marketing allows audiences to engage with your brand in a way that's entertaining and easy to digest. Branded videos really get into the meat of storytelling, and the rise of video marketing has the potential to change the entire digital landscape in the coming years. This is just the beginning.

Instagram continues to stay at the forefront of this trend with [IGTV](#), which allows users to share long form videos directly from the platform. Accounts that utilize IGTV can post 10-minute long videos, although larger accounts with more influence can make videos that are up to an hour long. While it doesn't quite compete with the video behemoth of YouTube, it does allow brands to reach their audience without having to navigate away from the platform.

Additionally, live video on social media allows brands to instantly connect with their audience and pairs well with the trends of [influencer-based marketing](#) we're currently seeing. Live streaming gives you unfettered, insider access to your audience: What kind of experience do they want with your brand? Do they want to see your day-to-day routines through your Insta Stories or a live video? A fun, quick Q&A sesh? Influencer reviews that go in-depth on how much they love your product or business? Whatever it is, it's a great way to connect them to the person behind their favorite brand...and isn't that what it's really about?

6. Quality vs. Quantity

If you only take away one thing from this blog post, let it be this: the quality of your brand will trump how much content you post every. Single. Time.

You've no doubt seen the reverse of this in action. A brand on Facebook posts multiple times a day, but the posts seem erratic and ultimately don't convey the message of who their brand is or what problems they solve for their audience.

Taking the time to create quality graphics and thoughtfully planning out a social media strategy that best fits your brand will help communicate who you are more effectively and concisely.

(Remember: Content is king!) Too many brands get lost in the noise of the current marketing landscape—don't let yours be one of them!

With such a big uptick in advanced technology, it's an exciting time to be in digital marketing. In 2020, make sure you're upping your Instagram game, updating your email copy to be more personal, and creating fun, engaging video content.

Need help? Contact our team today and [let us know](#) how we can help take your business to the next level!