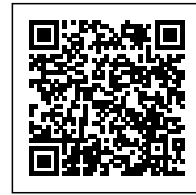# KNOW THESE 5 DIGITAL MARKETING TRENDS IN 2020

Posted on February 4, 2020 by Andrew Teh

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Starting 2020 doesn't only mean a decade has ended, but also shows that the golden age of Internet technology has lasted for 20 years. Year changes so do people's behavior and interest. So it's important for business people, including you, to change the strategy and follow the hype that is happening in the digital era.

Human-Focused Marketing

From time to time, there was a pattern that occurs in the marketing world. In the beginning, it ran with conventional methods. Only focus on a number of ways to influence humans in the world. An era when information technology hasn't helped much in the marketing world, but it relied on communication skills and physical media to influence the interest of people in a product.

The presence of information technology that runs into every aspect of human life slow but sure directs the marketing strategy into digitalization. Various digital data manipulation was done to "outsmart" cyberspace algorithms, so the marketing process can run with the help of this manipulation.

Like a loop, entering 2020, digital marketing pattern turns back into its starting point, where it brings technology back to their humanist elements.

The concept is, the more sophisticated the technology is, the more human it will be.

The Development of Artificial Intelligence technology is now taking a very important role in "humanizing technology". Inventing a "new creature" that lives and lasts with the sophistication of technology.

> *So What Are The Effects On Digital Marketing?*

None other than how you, as a Digital Marketer brings back the real functions of marketing things. Also targeting humans as your manipulation target, not technology anymore.

3 Essentials Things in 2020

Michael Brenner, CEO Marketing from Insider Group, explains that in general, there are 3 things that you need to know in the digital marketing era in 2020:

1. Marketing Trend in the next 12 months should focus on Customer Experience, Employee Engagement, and Content Visualization.
2. The digital marketing scope will expand in the future.
3. The marketing team needs to synergize with various departments to build a brand, to give satisfaction for customers and maintain loyalty.

5 Digital Marketing Trends in 2020

There are at least 5 trends in Digital Marketing that will take place in 2020. Trends that make you prepare yourself to follow:

1. Content Visualization

> *One picture tells more than thousands of words.*

Naturally, people in general, are more interested in content with the form of visual images or videos than those with only writings. According to the Science of Psychology, the human brain works 60.000 times faster to process visual impressions (pictures/videos) than a series of writings. And 85% of people will be interested in buying a product after watching a video about that product.

This behavior is increasingly supported by the price and speed of Internet access which is getting better right now. In the future, video content is no longer "expensive" and can be accessed by people around the world.

Therefore, to stay on top in 2020, prepare content with eye-catching visualization to attract your target customer.

2. The Role of Micro-Influencers

In 2020 and the coming years, the role of influencers is likely to be increasingly needed.

A bit different from previous years, a study from *Adweek* said that micro-influencers would be more effective than macro ones.

Why?

Because micro-influencers don't have as many followers as macro's which makes it easier for them to interact directly with their followers. Hence, creating a better relationship with their followers.

Furthermore, micro-influencers are able to influence specific niches that are attached to them. For example, a photographer with 30.000 followers will be more effective to influence camera products instead of a model with millions of followers.

3. Direct Messaging

DM will be the tools that are important in 2020, including DM in every social media, such as Facebook Messenger, Instagram, Twitter, WhatsApp, and others.

Make a post that leads customers to contact you through direct messages. Besides that, fast response chat also increases the relation between you and customers.

Do a custom conversation on your DM by mentioning your customer's name, find out their hobbies and use casual sentences to create a friendly atmosphere.

4. Sentiment Analysis

The compilation of data about users' reactions to your product is an important thing to learn in 2020. Online reviews include a general impression, not just good or bad, likes or dislikes, but also the multi sentiment grey area in between.

Maybe sometimes you will find some reactions like these:

"It's good but this is not for me"

"I'm confused about how to use it"

It's our job is to understand those reactions, overcome the negative ones, and find the good points

from your product to be promoted.

5. Know The Behavior About Generation Z

Gen-Z, those who were born from 1995 to 2010, will be dominating and be the most age range to do a transaction in the digital world in 2020. That's why you need to understand their characteristics toward a product.

In general, Gen-Z characteristics are:

- **Prioritize the transparency**

Instead of sugar-coating a product, it's better, to be honest about the advantages and disadvantages of your product. Gen-Z will easily find a deficiency in your product even if you try to cover it up. Therefore you better be honest from the start.

- **Maintain privacy**

Gen-Z understands that protecting personal data is important. Respect this and do not use their personal data for product offerings without their consent.

- **Diversity**

Gen-Z tends to be open-minded, respect diversity and other differences. Then show them that you agree with that.

- **Sense of humor**

Build your interaction with them by inserting humorous gimmicks that they relate to in your content. If you don't understand their sense of humor, then hire someone who does.

Prepare Yourself for the 2020 Marketing Trends

What you need to underline is --Marketing content will increasingly dominate. Almost all of your digital marketing channels will depend on the content. The more "up-to-date" your content is, the more effective your marketing methods will be.

Let's start this new year by preparing your best plans.