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With the speed at which modern technology is growing and evolving, it is no surprise that everything that relies on it must move at a similarly breakneck pace. Digital marketing is no exception.

With constant updates, new techniques, and changes to algorithms, digital marketers are frequently scrambling just to keep up. Being aware of emerging or continuing trends is a vital part of staying on top of the game.

With a brand-new decade rapidly approaching, here are some of the top marketing trends for 2020.

## **Shoppable Posts**

It's highly unlikely that you know anyone who doesn't use some form of social media. Given its ubiquitous nature, social media has understandably become an integral part of online marketing. What may not be as obvious is just how many users shop on social media networks.

This represents a tremendous opportunity for businesses, given that 72% of Instagram users have purchased a product on the app. Even more impressive, a survey of more than 4,000 Pinterest users found that 70% use Pinterest to find new and interesting products.

Fortunately for merchants, these platforms have made it easier for them to use the power of social media to reach their customers. Whether you use Facebook, Pinterest or Instagram, there are now ways for e-commerce stores to create shoppable posts, making it easy for users to shop directly from your post.

Social media offers you the ability to reach new customers quickly and easily, shortening the sales funnel and making it easier for users to shop.

By 2020, shoppable posts are expected to be the norm.

## **Virtual And Augmented Reality**

In recent years, both augmented reality (AR) and virtual reality (VR) have become massively popular and are emerging as top trends in marketing. In 2020, AR is expected to surpass VR in popularity, despite VR's early lead.

Already, many major companies are making use of AR. Ikea, for example, has an app that allows users to visualize what a piece of furniture would look like in their home before making a purchase.

## **Interactive Content**

Today's buyers are looking for new experiences when they go online, and for many, that means greater interactivity. In fact, a whopping **91%** are seeking more visual and interactive content. There are several reasons for this:

- Interactive content is different and new, and as such, it stands out more.
- This type of content serves to keep visitors on your page longer.
- Interactive content is immensely shareable, and when users share this content, it helps to grow awareness of your brand.
- Simply put, interactive content is more engaging. Users enjoy it more than other content.

## **Personalization**

2020 is going to be the year of personalized marketing. Consumers are quite adept at tuning out generic ads that have no real connection to them. Accordingly, traditional means of advertising are becoming much less effective. So, what can be done?

Personalize it!

In a survey of 1,000 people, **90%** remarked that they found personalization appealing. More important for your business is the fact that 80% admitted they'd be more likely to give their business to a company that offered them a personalized experience.

Email lists are an old standby of marketers, and they lend themselves well to personalization. Segmented lists with personalized email blasts have been shown to perform than generic emails sent to an entire list. Don't miss this opportunity to connect with your audience in a meaningful way.

## **Google Ads Smart Bidding**

Those involved in digital marketing are already familiar with automation, but now Google has announced Google Ads updates that will likely lead to automation and smart bidding becoming the new normal.

Google Ads makes use of machine learning in order to optimize your bids. This gives you several new abilities to help you maximize your conversion, including:

- The ability to choose conversion action at the campaign level
- The ability to set your bids to change automatically when sales start or stop
- The ability to optimize bids over multiple campaigns with a chosen set of conversion actions

While there are a variety of new trends to keep your eye on, that doesn't mean that all the old methods have become outdated. In fact, there are several marketing trends that have been big in the past and are expected to continue into 2020.

## **Content Marketing**

For years, “content is king” has been the axiom of digital marketing. As we move into 2020, it continues to be true.

High-quality content allows you to show your expertise and communicate with your customers from a place of authority. Your content is also what search engines provide to searchers online, so continuing to produce high-quality content is a must.

## **Video Content**

Customers respond well to visual content, making video an important digital marketing tool in 2019. It will continue to be important into 2020 and likely beyond that.

Don't overlook live video. On average, live videos on Facebook Live and Instagram Live keep your audience watching **three times longer** than recorded ones. The daily watch time for Facebook Live videos have **quadrupled** in a single year, and they produce **six times** as many interactions as traditional videos.

## **SERP Position Zero**

Being No. 1 is no longer the goal.

The top spot in SERP is now position zero, a featured snippet of text appearing above the search results. This prime location often provides information relating to the search query, while also providing a link to the page from which the information is drawn.

Position zero is the first, and sometimes only, result that some users will view. As such, it is highly coveted and should be the focus of your efforts.

While many business owners appreciate the fact that marketing continues to change at a fast pace, those who are willing to adapt and evolve will continue to attract high-quality customers in a digital world.

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