

Marketing Trends You Must Follow

Marketing is not about you, your company or the products you make, it's all about the stories you tell. Marketing is not all about how you capture your target audience, it's about how you connect with them at the personal level to have a successful recall.

Traditionally, marketing was, spreading the word on a product, why your target audience needs it and its benefit. However, nowadays it's more inclined towards the connection between the brands with their target audiences. Consequently, this connection led to marketing over Social Media so prominent. Social Media allows you to share pictures, videos, blogs and many other ways to build a story around your brand. Your customers can directly interact with the things you post on these social platforms enabling a direct connection with your brand.

So, here are some latest marketing trends you must follow to make a digital identity for your brand

- 1) **Influencer Marketing**- also called Key Opinion Leader (KOL) in the digital marketing world. These influencers have a great fan following over a particular social media platform. All it takes them a few shares on Instagram or a few tweets over twitter about your brand and it is magically visible to millions of their fan. That is why Influencer Marketing is of so much importance, especially for newer products or brands.
- 2) **Ephemeral Content**- You must have heard about Snapchat. Wasn't it an instant hit? It's because of its short-lived content. Once you see it, it's automatically gone from your chat box. Now Instagram and WhatsApp also start providing short-lived content feature via stories. You can create rich content primarily images and videos that will disappear after they are seen or after a brief period of time.
- 3) **Content Marketing**- Content marketing is not all about the blogs on your website or videos of your brand on YouTube. Marketing, lead generation, SEO, brand awareness are some of the few multiple purposes it serve. Creating robust and unique content is the key for greater reach and engagement in the digital world. In my opinion, content marketing is one of the most underrated element of digital marketing strategies.
- 4) **Live Video Streaming**- YouTube, Facebook and Instagram all the three leading social platforms provide this feature to its users. It's one of the most essential and engagement generating feature that your brand must use to directly interact with your viewers. The opportunity for creativity is limitless, moreover, it has the

potential for tremendous ROI. You can also use this feature to break your own news about your brand.

Marketing strategies are always brand specific. So it's important to distinguish which of these strategies fit your brand better. Also, make a note of these strategies as, if implemented well, any of these techniques could be the catalyst for your marketing strategy.

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