



Digital Marketing Trends 2018

The year 2017 was quite a hit for digital marketing and 2018 is expected to be even more exciting year for the industry. Here are a few trends which you should look forward to enhance your digital marketing strategies -

Voice Searches



It's expected that by 2020, voice searches would constitute over 50% of searches. So, optimizing your websites according to this has become even more important.



Artificial Intelligence(AI)



AI is already being used in marketing sector and it is only going to grow as technology improves. It is projected that it may raise by 53% in the coming years.

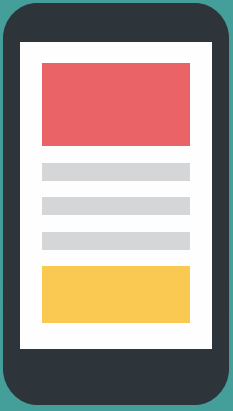
Live Video & Viewership

This has been growing exponentially as people like watching live videos or streams. Studies show over 80% people would rather watch a live video than read a blog.



Mobile Growth

There is a great increase in number of users from mobile devices. In 2018, optimizing for Mobile Devices will be very important.



Digital Automation

It is still in its early stages and can prove to be a very important factor to make marketing campaigns even more productive.

