

**Deborah Oluwatoyin**

## **10 Growth Marketing Trends You Can't Ignore This Year**

We live in a time where marketing technologies changes fast and consumer's interest are vital but hard to predict. In order to meet up with the ever-changing desires of consumers, marketers must be able to meet up with their pace and to be able to manufacture and provide products that meet their expectations. To do this, marketers must be able to adapt to new marketing trends and to exploit these trends to make as much profit as they can.

Marketing trends are methods, tools and skills that are commonly in use at a particular point in time. Some of the recent marketing trends include the following;

- Video Marketing
- Influencer Marketing
- Visual Search
- Voice Search
- Social Messaging Apps
- Content Marketing
- Chatbot
- Personalised Email
- Interactive Content
- Omnichannel
- Video Marketing: Video marketing is currently one of the top marketing trends. Business marketers must be able to provide information about their products and services in a video clip with a short duration. Lately, consumers prefer video adverts to emails, journals and write-ups. Video marketing saves the consumer time by providing concise and precise product information or adverts.
- Influencer Marketing: influencer marketing is a marketing trend that has gained a rise in recent years. It is the use of popular or high ranking personnel with a large number of followings on social media platforms. These influencers are usually celebrities and they make use of their status and the trust their followers and fans have in them to advertise products and services.

- **Visual Search:** This marketing trend is one of the fastest rising trends. Users can get more insight into products by uploading a picture of the product for a search. Visual Search provides for more specific results. Google lens, Pinterest lens, Bing Visual Search and Camfind are visual search sites and apps that help consumers get information on products and services through the use of visuals.
- **Voice search:** The recent increase in the use of Voice Search has made it necessary for businesses to adopt this trend. Voice searches provide faster results when input correctly. Voice search saves the stress of typing and provides the same result as a typed search. Siri, Google and Alexa are voice search software that has improved greatly and make fewer errors.
- **Social Messaging Apps:** The top three messengers; WhatsApp, Facebook Messenger and Wechat have more combined users than Facebook or YouTube. WhatsApp has 1.6billion active users and 55billion messages are sent and received every day while 10 billion messages are sent and received on Facebook Messenger every month. These statistics show how popular these messages are and how much time they spend using it. Marketing products to consumers using this medium is only natural, they get to interact with consumers directly.
- **Content Marketing:** Content marketing gives a business organisation some sort of credibility. This is because businesses that create content tend to be viewed as more credible and trustable. Since Google updated its search algorithm in 2019, content marketing became a marketing trend that all business must adopt.
- **Chatbot:** It is no news that Chatbot now dominates customer service. Chatbots are enabled by artificial intelligence software that communicates with users and also assists humans in completing their goals through the use of verbal interactions and text chat windows. Continuous interactions with users would enable chatbots in collecting more data about the user and to be able to provide better services. This marketing trend is common among businesses that are in constant contact with customers.
- **Personalised Email:** Email marketing is one of the marketing trends that marketers mustn't ignore or overlook. Consumers sign up or subscribe to receive newsletters on specific topics, products and services. Emailing is one of the ways to reach out to customers who are not active on social media networks. Personalised emails provide contents based on customers' preferences.
- **Interactive Content:** Interactive Content is a marketing content that allows a based on engaging customers and users. Interactive content marketing allows interaction with customers online. Recently, social media networks have taken full advantage of interactive content marketing. Facebook, in particular, has taken to marketing users

brands, products and services through the use of augmented reality ads and ads automated by Artificial intelligence to reach target audiences by analysing consumer's data and social media engagements. Other interactive content types apart from augmented reality ads and ads automated by AI include quizzes and polls, 360-degree videos and more.

- Omnichannel Marketing: Omnichannel marketing is marketing across multiple platforms. This trend enables companies to be able to connect with their customers on different platforms. Marketing can be done across diverse platforms like apps, social media, email, websites and blogs. Click reports that Omnichannel marketing produces three times more engagement than a single channel. Omnichannel marketing is an enhanced form of marketing that keeps customers coming back for more.

For a business to thrive in this day and age, such business must be sure to follow and adopt the latest business trends. Marketing trends is an aspect of business trends that must be paid attention to. If a business is unable to market its goods or services to the necessary target audience, such business would be unable to make appropriate sales and to attract necessary customers. Inability to make sales and to attract customers would lead to a loss in the business. The business would be unable to make profits and might have to fold up or be acquired by another company.

Moreover, ignoring or overlooking these trends would keep the customers out of companies' reach. Customers are the life of a business. A company/business without customers would be existing for no reason. Money made from sales to customers would normally be used to run the business and to improve on their products and services, but, if there are no customers, the company would not be able to stand.

It is therefore important for businesses to improve their marketing skills by following and adopting marketing trends efficiently and effectively.