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## **DIGITAL MARKETING TRENDS FOR 2018**

In a modern globalized world marketing plays crucial role that can hardly be overestimated, that's why we state that marketing is varying with the world. After all, every year there are new trends and tendencies. One of these trends is digital marketing. Digital marketing is an umbrella term for all of your online marketing efforts. Different businesses use digital channels such as Google search, a great variety of social media, email and their websites to connect with their current and prospective customers. Thus, marketing has always been about connecting with your audience in the right place and at the right time.

In simplistic terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing as it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time [2].

The digital-marketing trends in 2018 are:

- Big Data (including market and customer insight and predictive analytics);
- Content marketing Communities (Branded niche or vertical communities);
- Conversion rate optimisation (CRO) / improving website experience;
- Display (Banners on publishers, ad networks, social media including retargeting and programmatic advertising);
- Internet of Things (IoT) marketing applications;
- Marketing Automation which incorporates CRM, Email marketing and web personalisation;

- Mobile marketing (Mobile advertising, site development and apps);
- Paid search marketing, e.g. Google AdWords Pay Per Click;
- Online PR (including influencer outreach);
- Partnerships including affiliate programs and co-marketing;
- Search Engine Optimisation (SEO or organic search);
- Social media marketing including Social CRM and Social Customer Care;
- Wearables (e.g. Apple Watch, activity trackers, augmented reality) [1].

Also noteworthy is that digital media is so pervasive that consumers have access to information at any time and in any place they want it. Gone are the days when the messages people got about your products or services came from you and consisted of only what you wanted them to know. Nowadays digital media is an ever-growing source of entertainment, news, shopping and social interaction and consumers are now exposed not just to what your company says about the brand, but what the media, friends, relatives, peers, etc., are saying as well, due to the fact, they are more likely to believe them than you. To some extent, it can be viewed as free advertising. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.

Thus, enterprises should use digital-marketing trends, because they will help them increase the target audience, increase sales, work with customers both online and offline.

### **References**

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