

# 5 DIGITAL TRENDS To Ring in 2021

The COVID-19 pandemic was the ultimate marketing disruptor, challenging just about everything we knew about consumer behavior. With national lockdowns in place, consumers moved their attention further online than ever before. Online gaming, shopping, and streaming hit record highs.

**As we ring in 2021, here are 5 digital marketing trends that will shape your marketing strategy:**

## Voice Search



**1/2** of Searches are Now Made by Voice



**75%** of Households are Predicted to Own a Smart Speaker by 2025

Thanks to innovations like Google Assistant, Apple's Siri, and Amazon's Alexa, voice search technology has quickly evolved and is becoming increasingly more popular.



**PRO TIP:** To optimize for voice search, consider your keywords. Identify longer phrases used in conversation and optimize for long-tail keywords. For example, a person might voice-search, "What are the 2021 Digital Trends?" but type the words, "2021 Digital Trends."

## Social Commerce



Social Commerce is an \$89.4B Market and is Projected to **Grow to \$604.5B** in the Next 7 Years



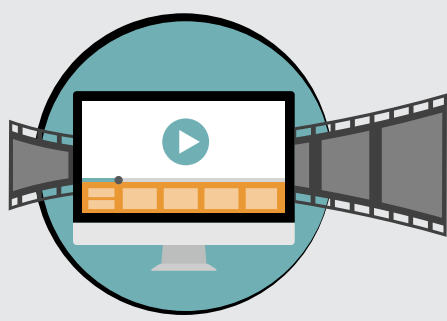
**30%** of Consumers Would Make Purchases Directly Through Social Media Platforms

Social commerce streamlines the shopping experience and represents a huge revenue opportunity for businesses. With social commerce, the entire shopping experience — from product discovery and research to the check-out process — takes place directly on a social media platform.



**PRO TIP:** With a wealth of customer data available on social media, you have a prime opportunity to target your product advertising to those most likely to convert.

## Video



The Average Person Will Spend **100 Minutes a Day** Watching Online Video In 2021



**90%** of Customers Say That Videos Help Them Make Buying Decisions

If a picture is worth a thousand words, imagine a video's worth. Consumers are watching more video content than ever, and this trend continues to grow.



**PRO TIP:** Thanks to video sharing on platforms like Tik-Tok and Instagram, consumers are becoming less responsive to long commercials and presentations and more responsive to short-form video ads and content. Develop quick, concise video communications to engage and convert your audience.

## Connected TV & OTT

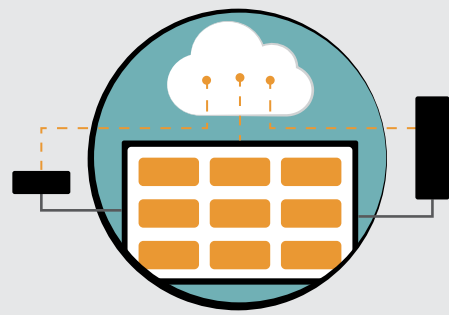


**More Than 200M** U.S. Viewers of All Ages Watched CTV Content in 2020.



U.S. Connected TV/Over-The-Top (OTT) Ad Spend is Expected to Reach **\$10.81B** in 2021.

The move to online viewing will give a large boost to the Connected TV advertising market.



**PRO TIP:** As more consumers "cut the cord" and switch to streaming platforms for entertainment, it will be crucial to implement this channel to its fullest potential to reach your core audiences.

## Email Marketing



**More Than 55%** of Marketers Report Receiving the Best ROI from Email Campaigns



Personalization Can Generate **\$20 in ROI for Every \$1 Invested**

Today, email marketing is more powerful than ever as brands have shifted to digital channels and communications. In addition, as we shift to a cookie-less digital landscape, the importance of an email address as a unique identifier for enabling targeted advertising in other digital channels will only continue to grow.



**PRO TIP:** Personalization increases the chances that consumers open, click, and engage with your emails. Move away from the "batch-and-blast" approach and tailor your message to the recipient's individual experience to earn more conversions.

## Email & Digital Marketing With Precision

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### SOURCES:

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