



2021 DIGITAL MARKETING TRENDS

vivial™



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The new year is upon us and we welcome the fresh start that 2021 offers. The past 12 months have taught us a lot about our communities, our business and most importantly ourselves.

At Vivial we've spent this time helping local businesses navigate through unimaginable changes that will forever shift the world of digital marketing. We want to share the knowledge we've gained to help make each one of us better, stronger and more successful in the coming years.

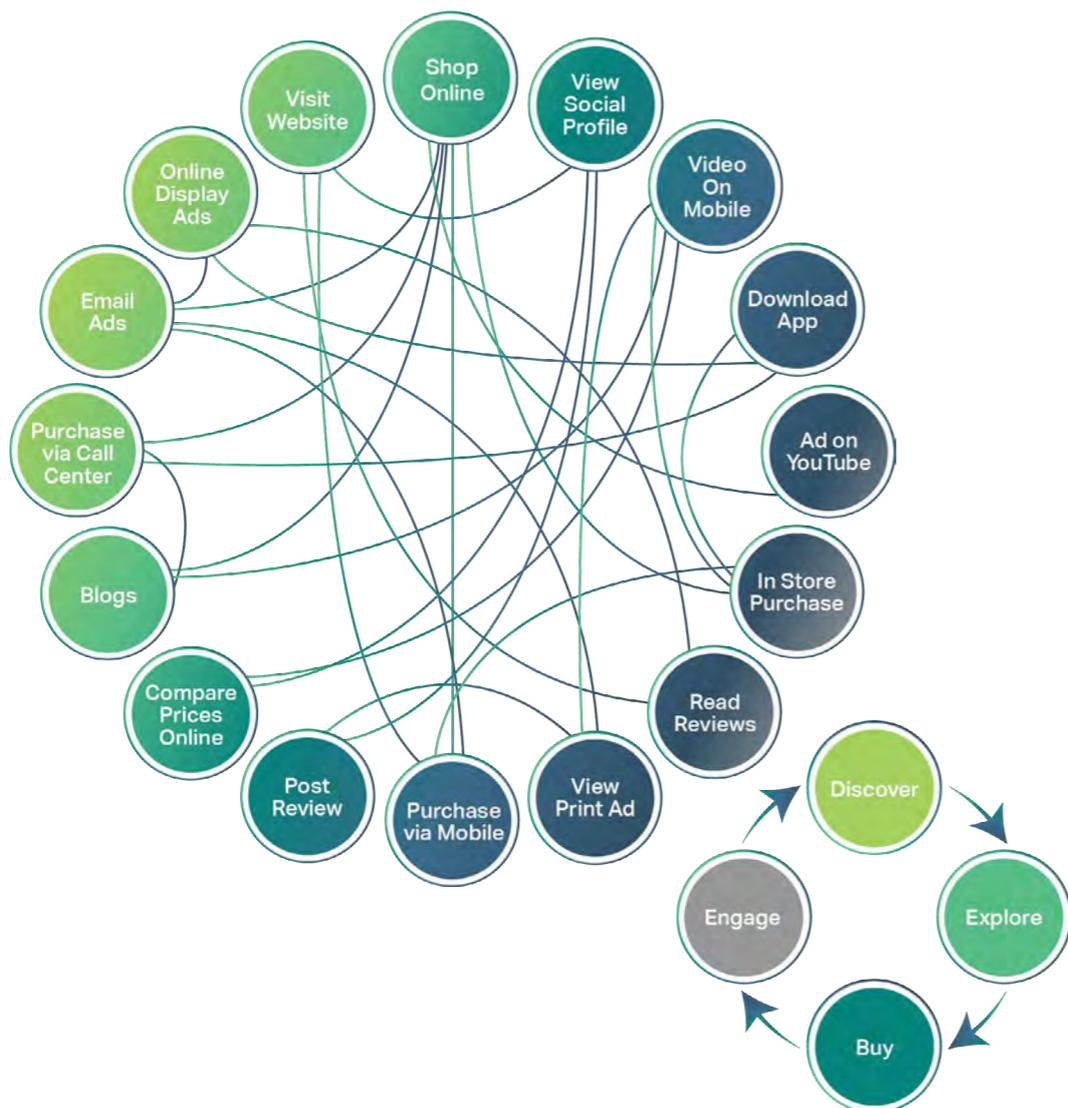
AS WE LOOK AHEAD,
WE ANTICIPATE **5 KEY**
TRENDS TO EMERGE >

1. Customer journeys will continue to take a non-linear path
2. The need to differentiate from the competition is greater than ever before
3. Adapting marketing to the individual consumer is mandatory
4. We've turned into a "see it, want it, buy it" generation
5. Businesses must be nimble, agile and community-focused

The following eBook will dive deeper into each trend.

1. NON-LINEAR PATH

Customer journeys will become more complex as technology giants continue to expand, creating additional opportunities for new touchpoints.



PLAN YOUR STRATEGY WITH GOALS IN MIND

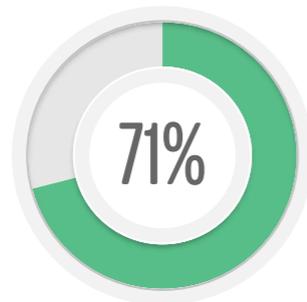
There is a plethora of potential touchpoints—social posts, online ads, email blasts, sales call, etc.—that you can use to engage potential customers. And it's not always clear when a consumer will connect with certain touchpoints along their buyer's journey.

Instead of planning all of the different touch points you want to pursue, first start by determining your overall goals. This way you can ensure your messaging and marketing tactics are cohesive and seamless across all touch points. Then tailor the copy and creative in a way that pushes them one step closer to converting no matter what point in which they see it on their journey.



IMPLEMENT AN OMNICHANNEL APPROACH

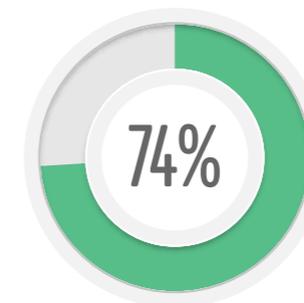
Whether your customer is researching products on their laptop, browsing social media for shopping inspiration or using a mobile coupon during an in-store purchase, the experience should be seamless.



of shoppers who use smartphones for in-store research say that it has become an important part of the shopping experience.

CONTINUE OPTIMIZING FOR VOICE SEARCH

Voice search has become an important part of the customer journey, especially for local businesses. To ensure your business is found, start by refreshing and updating your Google My Business profile and optimizing your website content for Google's featured snippets in local search.



of voice search users use voice to search for local businesses at least weekly.



TAKE ADVANTAGE OF RETARGETING

The amount of time between the first customer interaction and their purchase may be days or even months. By retargeting website visitors or social media followers, you add additional touchpoints that can be customized based on their previous action, nudging them towards the finish line.

Only **2%** of shoppers convert during the first visit to an online store.

HAVE A CONTINUED ENGAGEMENT STRATEGY FOR YOUR CUSTOMERS

The work has only just begun once a consumer converts and purchases your product or service. Using SMS notifications, for example, allows you to nurture and engage your customer after the fact, leading them towards the next goal such as rebooking a service, purchasing another product, or simply leaving a review.



64% of consumers think businesses should contact them via text messages more often.

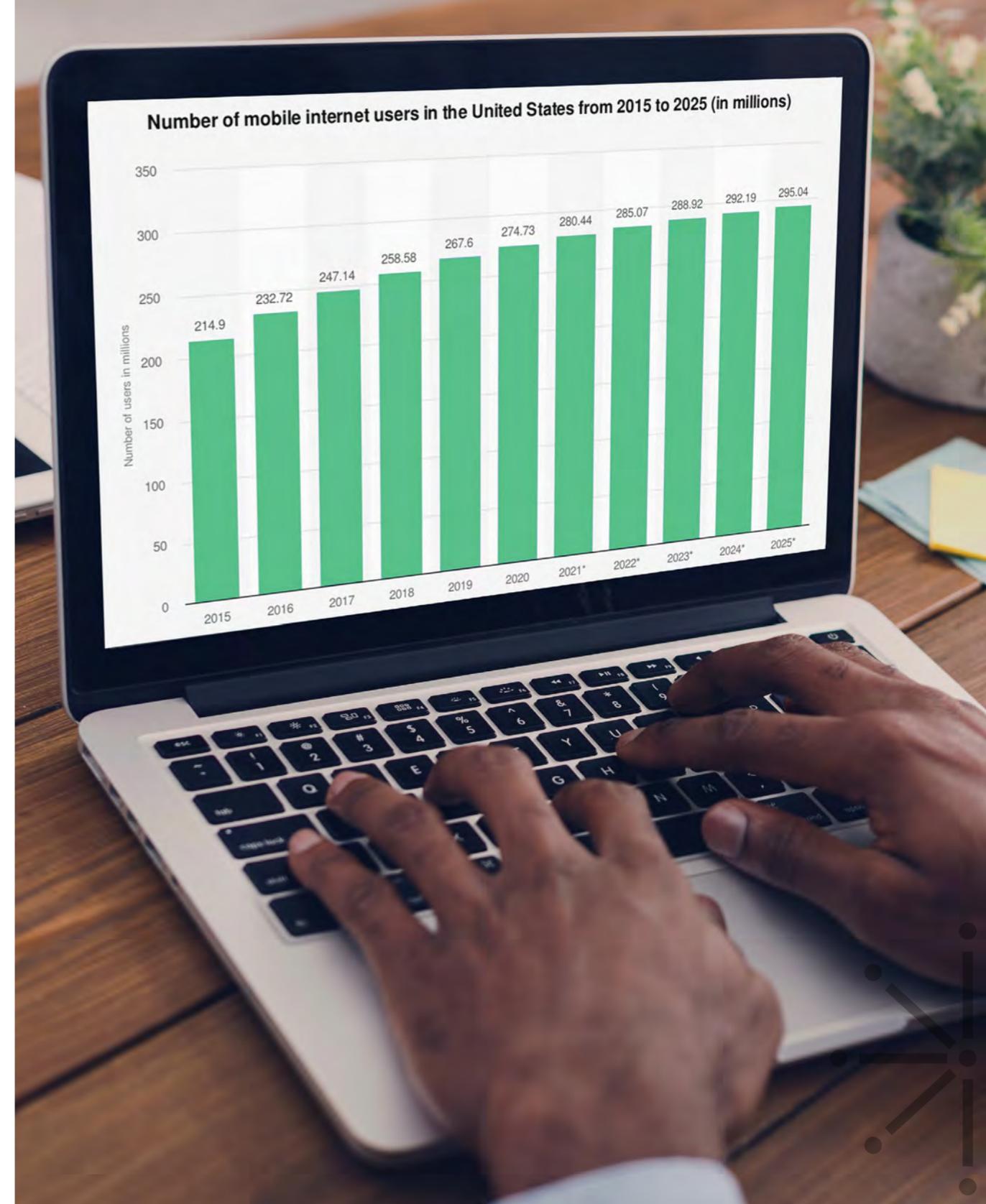
2. DIFFERENTIATION

With consumer internet usage on the rise, standing out in the sea of competition will be crucial for success.

QUALITY OVER QUANTITY

From blogs and social posts to search and display advertisements, consumers today are being bombarded with content non-stop. Make sure your content has a purpose whether that is to build brand awareness or encourage the consumer to take the next step. Posting or sharing blogs without a purpose can cause your content to fade into the background.

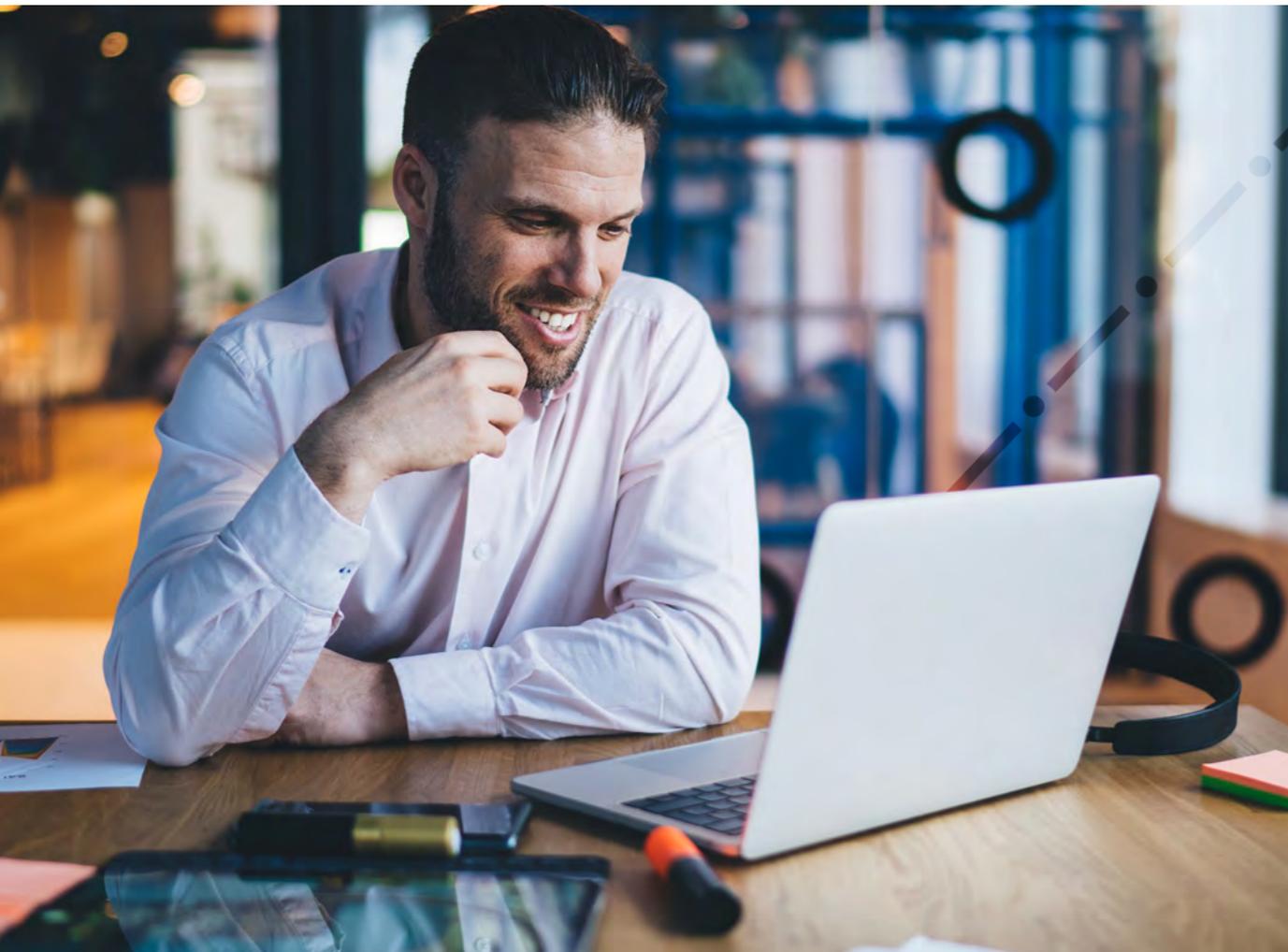
The average consumer experiences **5,000+** brand ads and content per day.



TEASE WITH HIGH-VALUE CONTENT

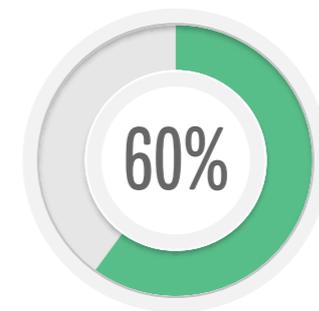
It's not about how much content you publish, but how valuable the user finds that content. Consumers are craving information and too many companies believe in the "give to get" model.

Stand out by being the go-to resource for your industry. Provide informative content, but at the same time don't give it all away. This allows you to gain their interest while also driving them to engage and learn more.



MAKE YOUR BRAND AUTHENTIC, ACCESSIBLE & RELATABLE

One of the many excellent ways to do this is utilizing more user-generated content (UGC) such as videos, images, and reviews.

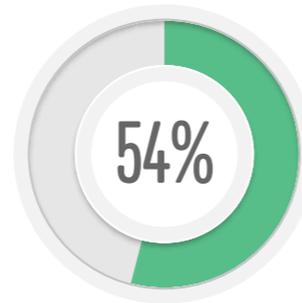


60% of people believe UGC is the most authentic marketing content.



EXPLORE THE USE OF VIDEO

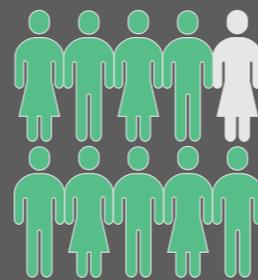
People love video. Especially on social media! Find ways to leverage this by incorporating more video into your digital strategy. Consider live streams, product demonstrations and video ads.



of consumers want to see more video content from a brand or business they support.

MAKE COMMUNICATION CONVENIENT FOR USERS

Whether it's asking a question via a website chat or sending a message through a social media profile, consumers want responses to their questions as quickly as possible. Up your game and set your company apart by integrating 2-way text messaging into your communication plan as a way to engage with current and future customers.



9/10 consumers would like to communicate with businesses through text messaging, whether this be via sending alerts, reminders or back-and-forth communication.

3. PERSONIFICATION

Messaging that is relevant and unique to a user's needs and experiences is no longer optional, it's expected.



BREATHE NEW LIFE INTO OLD AUDIENCE SEGMENTS

Instead of relying on demographics as the primary way to narrow your target audience, think about their behaviors. As people continue working from home and social distancing, many have found time to do things they didn't have time for previously. Use this to your advantage!



In a study of 800 marketers by Marketing Week, **73%** of respondents believe "behavior has become a more effective means of segmentation over the past five years."

LEVERAGE THE FEELING OF NOSTALGIA

Feelings of comfort are a powerful tool, and this will be especially true as we head into 2021. Use nostalgia to tap into positive, past experiences in conjunction with the promotion of your brand, product, or service to increase the likelihood that those same feelings be applied to both.

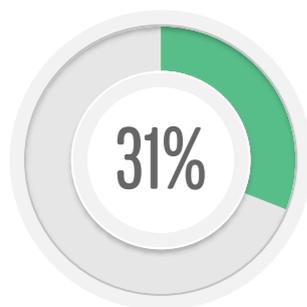
Journal of Consumer Research found that **nostalgic feelings made participants more willing to spend money on consumer goods and services.**





ADOPT CONSUMER PREFERENCE

There are several ways you can communicate with current and prospective customers—in-person, call, email, messenger, text message. Allowing consumers to choose how they connect with your business is a great way to enhance overall user experience.



of consumers said they would like options when it comes to how they communicate with brands.

CUSTOMIZE LANGUAGE & CREATIVE

Whether you are writing copy for a landing page, website, blog or social post, tailor your message to the medium and user. Not only will this grab their attention, but the message will resonate stronger with that audience.



of customers are more likely to purchase a product or service from a brand that provides personalized experiences.

USER EXPERIENCE SHOULD REMAIN A TOP PRIORITY

Utilize data points from Google Core [WebVitals](#) to measure, gauge and improve the overall user experience on your website.

4. SHOPPABLE (SEE IT – WANT IT – BUY IT)

As a result of the 2020 pandemic, people are shopping online more than ever before. As such we've entered a new phase where consumers expect immediacy: see it – want it – buy it.



IMPROVE YOUR MCOMMERCE EXPERIENCE

The importance of having a mobile-friendly website isn't new. However, the mobile commerce experience has become increasingly important as people continue to stay home and social distance. Be sure to consider desktop and mobile purchase processes and look for ways to simplify or enhance the customer experience.

US mobile commerce volume is poised to **increase \$290.5 billion**, from \$128.4 billion in 2019 to \$418.9 billion through 2024.

IMPLEMENT SHOPPABLE ADS

There are various ways to sell a product online. While your website may be your main storefront, consider taking a few products that are in high demand and promote them through Google's shoppable ads or by running product ads on Facebook.

Shopping ads drive **76%** of retail search ad spend, and generate **85%** of all clicks on Google Ads or Google Shopping campaigns.

CREATE AN EASY PATH TO PURCHASE

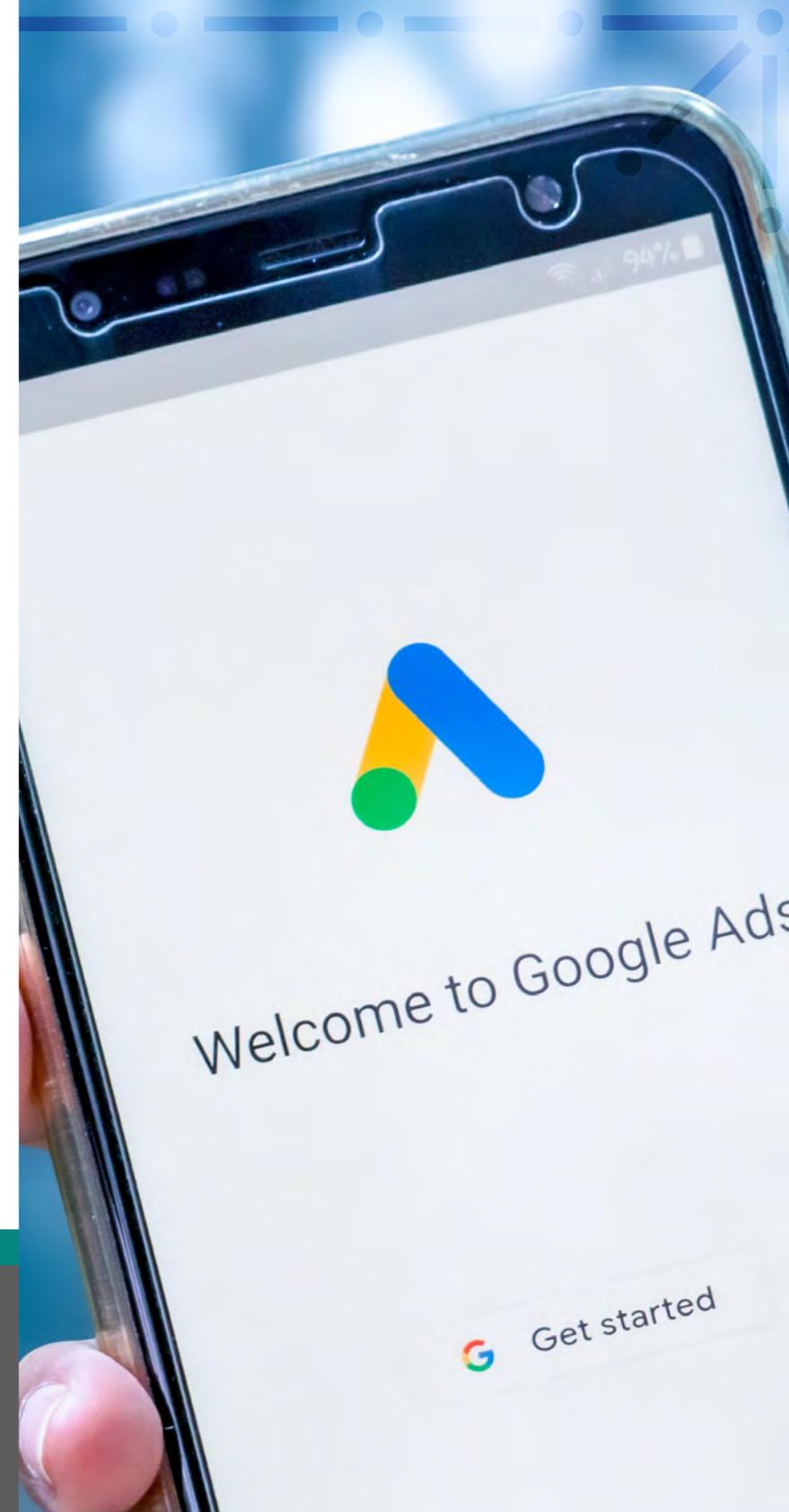
No matter the topic, you will almost always have an opportunity to incorporate actual product examples into your blog content. Use images to help the reader picture themselves using the product and provide a link to the product page.

USE VIDEO TO INCREASE PRODUCT PURCHASES

Consumers are drawn to movement. Take that as an opportunity to catch the attention of social users. Create short video clips that highlight or showcase a product and provide a direct link to purchase.



1/3 of shoppers will purchase an item after seeing it in a video ad.



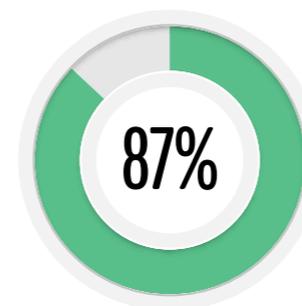


5. AGILITY

As we saw in 2020, it's hard to predict what we will encounter in the new year. Therefore, digital marketing strategies must be built with the ability to shift, adjust, and pivot on a dime.

BE READY TO ADJUST AS NEEDED

Situations that are out of our control can have an extreme effect on your customers. Be sensitive and understanding of current situations that may be impacting them by quickly adapting your content accordingly.



of consumers appreciate brands that go out of their way to deliver timely and relevant information during the coronavirus pandemic.

STAY IN TUNE WITH YOUR COMMUNITY

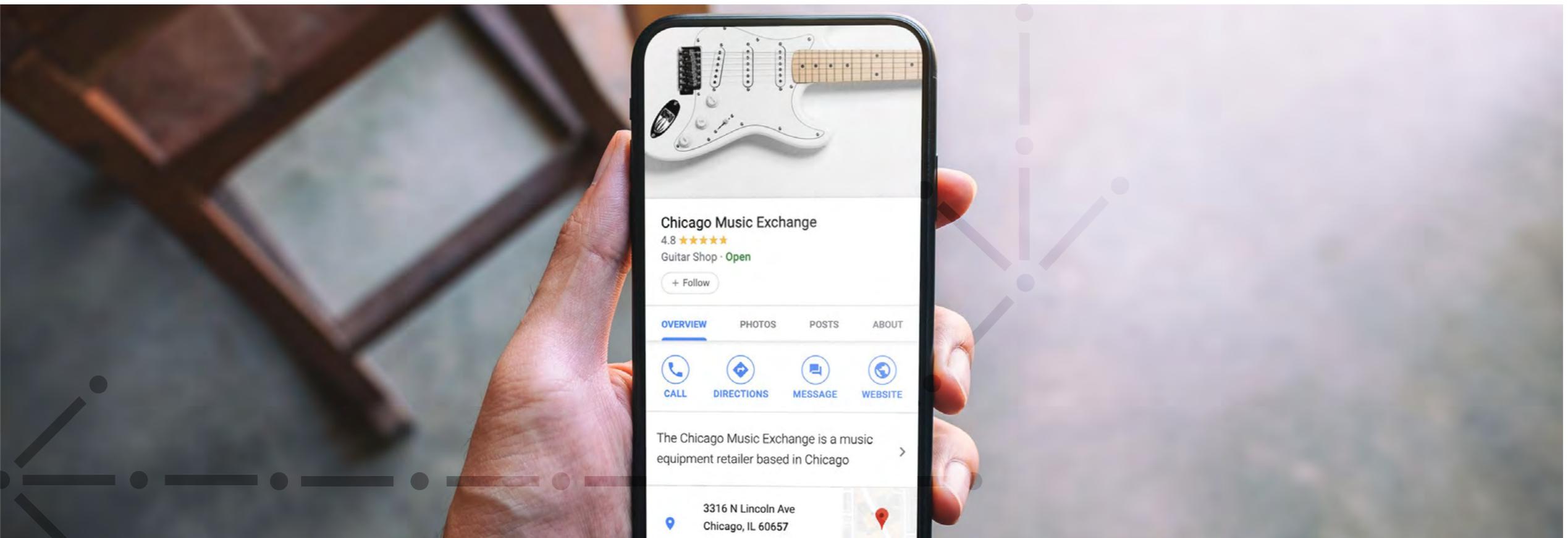
Use social media, text messaging and content to engage with your community. Stay on top of what is impacting them and tailor your messaging to be relevant to situations they may be facing.

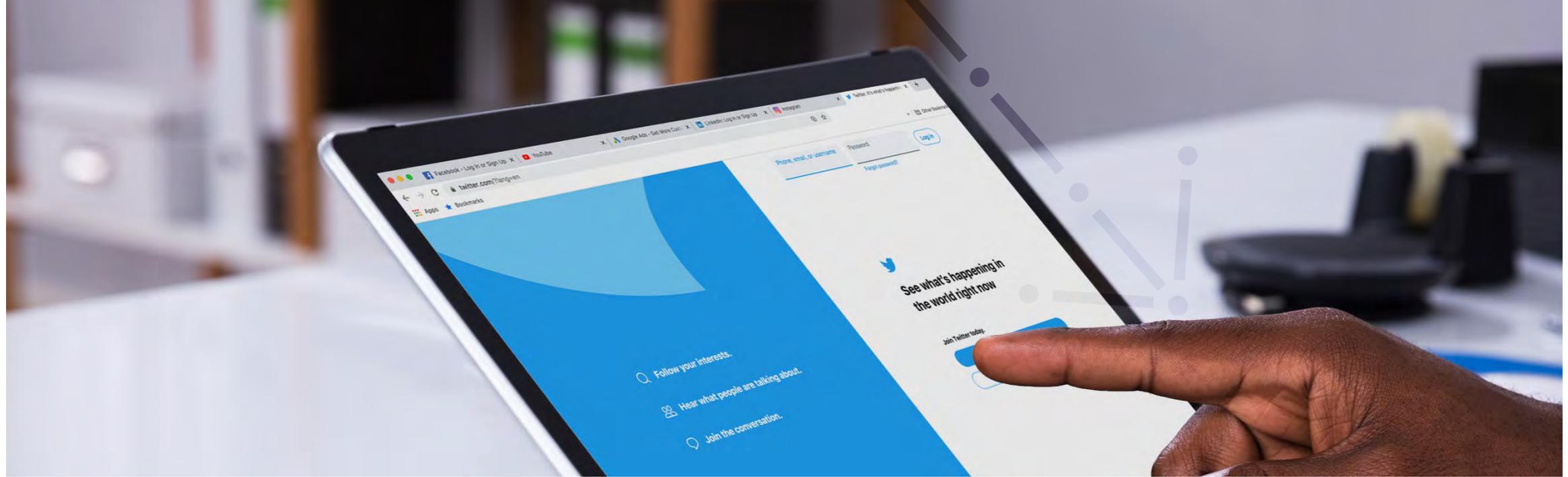
COMMUNICATE QUICKLY AND FREQUENTLY

It's vital that you relay updates to your customers and the community as changes occur. Utilize text messaging, social media and Google My Business to make delivering messages quick and efficient.



90% of all text messages are read within 3 minutes of being received.





STAY VISIBLE ONLINE

While everything else maybe be shifting, one thing that will always stay constant is that customers need to be able to find you online. Set a strong foundation by ensuring your Google My Business and social media profiles are optimized.

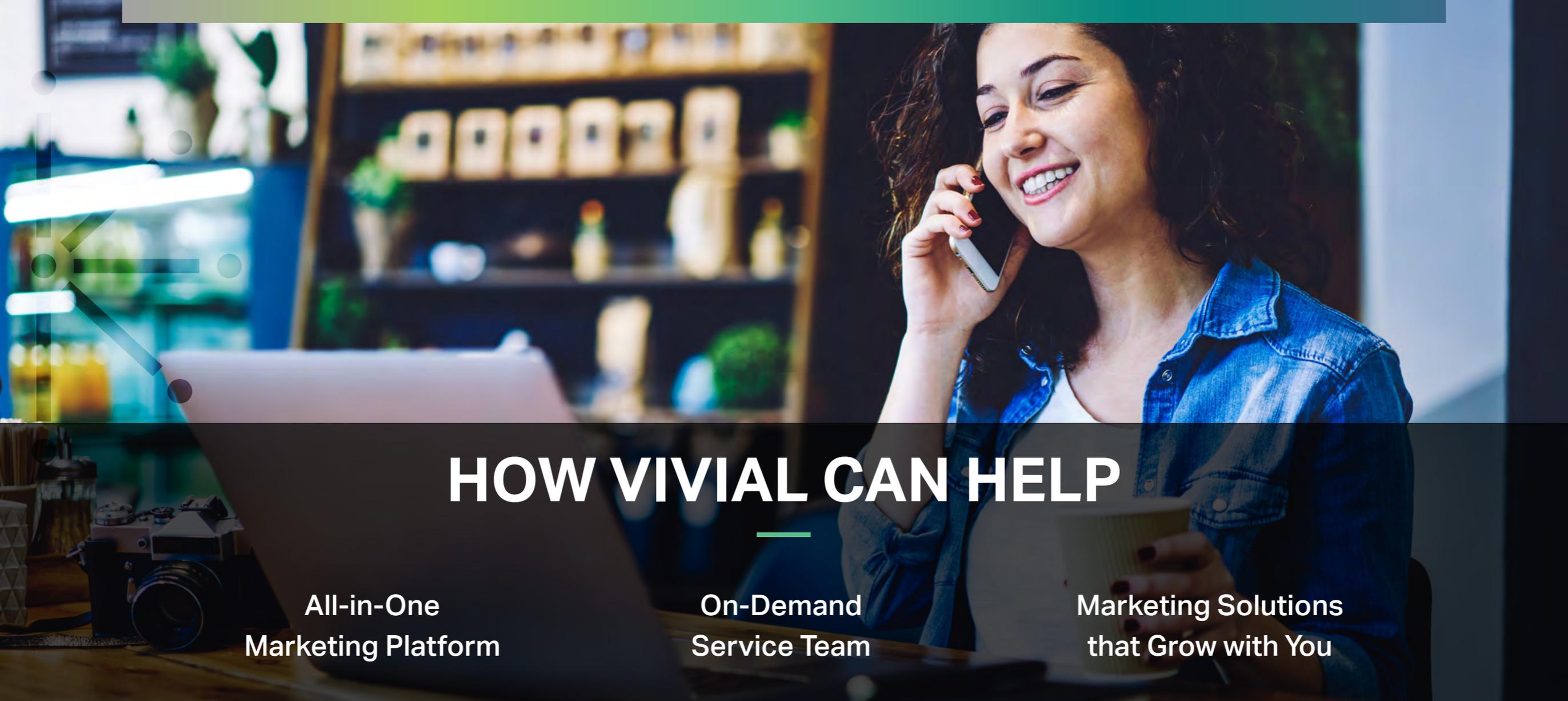
WORK SMARTER NOT HARDER

From all-in-one marketing platforms to automated optimization tools, look for ways to streamline your digital marketing efforts giving you additional bandwidth to quickly react and adjust to market changes.



of searches for local businesses on a mobile device either call or visit the business within 24 hours.

By taking our insights and applying them to your own digital marketing strategy, you'll be well on your way to a better, stronger, and more successful 2021.



HOW VIVIAL CAN HELP

All-in-One
Marketing Platform

On-Demand
Service Team

Marketing Solutions
that Grow with You

CONTACT US TODAY AND GET STARTED

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