



Digital Marketing Trends

By



CREATIVE MARKETING
&
Digital Relationship Management

CUSTOMER EXPERIENCE (CX)

STRATEGY & TECHNOLOGY

CUSTOMER JOURNEY MANAGEMENT

CJM

ARTIFICIAL INTELLIGENCE (AI)

DATA ANALYTICS / PREDICTIVE ANALYSIS

PROGRAMMATIC MARKETING

INTERNET of THINGS (IoT)

DATA DRIVEN MARKETING
(WEARABLES & AUDIENCE TRACKING)

VOICE SEARCH

MOBILE SEARCH

LOCAL SEARCH / MAP SEARCH

DIGITAL FIRST CONCEPT

(UNIFYING ONLINE & OFFLINE DATA)

DIGITAL AUTOMATION

(CLOUD BASED SYSTEM)

PODCAST / AUDIOBOOK

INTERACTIVE CONTENT

VIDEO CONTENT

HYBRID CONTENT

CONTENT SILOING

SOCIAL MEDIA

OMNI CHANNEL / MULTI CHANNEL MARKETING

LEAD MAGNET

LEAD FUNNEL

**INTEGRATED SALES FUNNEL
APPROACH**

PERSONALIZED MARKETING

PERSONALIZED EXPERIENCE IN REAL TIME

DATA SECURITY & COMPLIANCE

DIGITAL ASSET MANAGEMENT

(DAM)

Contact us

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