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# THE LATEST DIGITAL MARKETING TRENDS THAT WILL CONTINUE TO RISE IN 2019

The speed of change in the world of digital marketing is unnerving, to say the least. But if you own a business, then you have signed up for it.

Digital marketing is everything today and if you want to stay ahead of your competition, you need to adapt fast.

Here's a list of the latest digital marketing trends that will continue to rise in 2019:

## 1. Chatbots Will Prevail

The chatbot is the brainchild of artificial intelligence. It is miraculous, and a bit creepy, but mostly miraculous.

Chatbots have advanced to the point that not even humans on the other end could tell that they are talking to a non-human. The possibilities with chatbots are endless, because the more they train, the smarter they get.

While in the previous years, many businesses have relied on chatbots to communicate with their customers, in 2019 the use of chatbots is expected to increase by thousands.

This trend is specially derived by businesses' need to improve customer service while keeping a check on their budget. With chatbots, business wouldn't need to hire expensive human employees, but will still be able to provide excellent, 24-hours digital desk service to their customers.

## 2. Video Marketing Will Peak

The future of video marketing is bright and dazzling, and no we're not the only one who thinks that. The powers-that-be have already predicted.

According to [Cisco](#), by 2022, online videos will make up more than 82% of all consumer internet traffic. 2019 is just a stepping stone for video marketing to get closer to its all-reigning position in the coming years.

From influencers to startups to corporate giants, everyone is jumping onboard the video marketing train and enjoying the flow of organic traffic.

If a picture is worth a thousand words, then you can already tell that a video will be worth a million.

### **3. Influencer marketing**

Influencers are the real MVP today, and they have made it so much easier for start-ups and even well-established businesses to reach a larger audience without doing much. The birth of social media has also given birth to social media influencers.

As soon as the influencers reach a large following, the businesses jump at the opportunity to reach out to them for a shout-out. The influencers also benefit from it in the form of PR packages, sponsorship, and sometimes association with a reputed business is enough to gain them more followers. It's a win-win situation for both and expected to continue well into 2019 and beyond.

### **4. Artificial Intelligence**

There are no limits when it comes to artificial intelligence (AI). Once it is incorporated in the digital marketing, the possibilities are endless. In a highly competitive business world, something like AI is gold and of course, everyone wants their hands on it.

With AI, businesses are able to conduct more targeted advertising, offer tailored prices to customers, and forecast future trends among many other things. AI has become the underpinning of modern digital marketing, and those who fail to adopt it now will end up losing their loyal customer base.

### **5. Made-to-order Emails**

No one likes to be a random person in a crowd, we all want to feel special and psychedelic, or at the very least we want to receive emails that are specifically written for us—and that's a fact.

According to [Jainbrain](#), 48% of consumers spend more when they experience personalized marketing. 74% of consumers, on the other hand, get irritated when they receive marketing content that has nothing to do with them.

Here's a caveat for you, if you want to succeed in your business, you'll need to excel at your marketing. And that involves keeping up with the trends that will shape the future of digital marketing.

Remember, the industry is not kind to the businesses that refuse to keep up with the latest trends.