



New trends to follow in Digital Marketing to generate more leads - 2021

As a professional digital marketer, You must be aware of new trends in digital marketing as they help you to generate more leads.

In addition, technology is changing every year which is very beneficial for businesses to enhance their brand awareness. Also, knowing all the working algorithms will be the most effective way to market your campaign.

So, you must be wondering, what are the most notable digital marketing trends in 2021 that can help businesses to reach their peak.

Being a top-rated [digital marketing agency in Indore](#), we offer the best SEO services to our clients to make their projects successful.

Here, are the list of new trends to follow in digital marketing-2021 -

Chatbots

Chatbots will always be an important part to follow in digital marketing 2021. More than 60% of the people are more likely to message on chatbot in a way to communicate with the brands or businesses. It's an excellent virtual support to connect with your customers. A chatbot is an AI-based technology, which is used for instant messaging with site visitors no matter in real-time, day or night.

Further, chatbots offer 24 hours services with instant responses and answers to multiple questions by the customer.

Voice Search Optimization

Around 2014, we have received amazing features with the smartphones called voice search Optimisation which allow us to search about any queries easily as it reduces the typing time. Additionally, Google achieves 95% accuracy with voice search Optimisation. The ease of voice search makes it easier to get the appropriate attractive and personalized results.

Programmatic Advertising

Programmatic advertising is the best way to target more specific audiences. It is a kind of programmatic ad buying. It is more efficient and the best way to attract customer attention as it leads to high conversion with lower customer acquisition costs.

AI in Marketing

We all have heard about the advantages of artificial intelligence that can assist to enhance every aspect of living in the future. More than 58% of internet users are more likely to interact with an AI chatbot to get the solution for all the queries across multiple websites and apps. It is an amazing opportunity for Digital marketers to include AI in their marketing perspective because this technology is projected to be a \$ 190 billion industry by 2025.

Personalized Email Marketing

Based on triggers and scarded us that your customer's sets, personalized and automated email marketing are a way of sending emails to all your customers.

From the very early real-time, emails have been the most efficient channel of digital marketing. It allows users to know what your company has achieved for any sale and what they are offering to their customers. Email marketing is an amazing promotional way to reach out to your customers.

Above we have discussed the new Trends that digital marketers must follow to generate more leads in 2021. Additionally, being the best



we offer multiple digital marketing services to our clients that assist them to achieve their business goals.