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10 Steps
to a Successful
Digital Strategy

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The evolution of consumption habits, technological innovation, and the rapid digital acceleration we have witnessed in recent years have transformed the way we relate to organizations, brands, and content.

Whatever the business or area of activity of an organization, the evolution in behavior and how the consumer relates to technology has profound impacts and requires a rapid adaptation of brands in their digital presence.

The Digital Marketing transformation roadmap for the coming years, of course, with well-identified trends. Thus, here are the essential factors for a digital presence strategy in the coming years.

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#1 AI Marketing

Artificial Intelligence at the service of Marketing allows adding the ability to analyze consumer behavior and, not least, research patterns.
This technology will make it possible to **manage, increasingly better, recommendation systems** – for content, products, or services – that will provide better interactive experiences for the user.

Natural language chatbots – are **the most "exciting" technology when it comes to interacting with consumers.** Natural language processing and the growing ability of Chatbots to "decipher" what consumers want will be a **powerful ally in the process of "discovering" and exploring your brand's content**, allowing a visitor, for example, to tell the bot what you want: "I want to know more about your solutions for…..";

Conversational Marketing – The future of marketing and the relationship between brands and institutions and their customers or consumers is "conversational", and the technological evolution of Chatbots will increasingly leverage this trend. People want it. They demand "immediate" answers. They want to have a 1-0-1, personalized "conversation" and quickly get the answers they're looking for, effortlessly.

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#2 Personalization

Sometimes perceived in a negative or intrusive way, **content personalization is and will be increasingly prevalent.** When we talk about personalization, its spectrum and usage strategy are pretty broad. We can, for example, focus on **personalization attributes in the content discovery and exploration phase.** Use the potential of personalization in recommending content, depending on the interests and browsing history of the user.

Looking at content platforms such as Netflix, **the power of personalization in the content recommendation**, related to the consumption history, is one of the good examples of how to exploit this functionality.

Ensuring an intuitive, easy and frictionless browsing experience is one of the biggest challenges any brand faces. Customization can make a difference. For example, **personalization in search** is one of the most relevant features.

Searching on a website is increasingly a valued feature, especially on sites with a lot of content. Thus, **combining advanced search functionality with AI attributes and personalization** will allow, for example, to "learn" about search patterns of website visitors and see how they arrive at specific content. This combination of search patterns with Machine Learning will allow you to predict which content is most relevant to each user's search.

#3 Video Marketing

The use of video is probably the primary trend in content marketing today. And it came to stay. Some studies point to numbers **close to 70% of users indicating that their favorite way to learn about a new topic/topic is "short videos".**

Thus, the exploration of concepts such as facts presentation "in a minute," video talks, themes, animated videos, and infographics to present the main conclusions of a study or benefits of a product should be considered more and more. Live streaming on social networks is also a form of communication that should be taken into consideration.

On the other hand, technical issues also favor the growing exploitation of video. **A Website that consistently uses video increases by 50x (!) the likelihood of generating organic searches.** On the other hand, the use of native video in different social networks significantly increases the reach of publications. In email marketing communications, the use of video increases open rates by 19%.

#4 Social Messaging Apps

Messaging apps are, nowadays, more than channels used to exchange messages and emojis among friends. **WhatsApp and Facebook Messenger are world leaders** highlighted in the use of these Apps, and both contemplate the corporate use of the tool. The use of these tools at the corporate level has some benefits, namely:

| **Promotes contact and interaction with the user;**

| **Allows you to provide relevant information;**

| **Promotion and engagement in events;**

| **Provide user support and help.**

#5 Visual Search

Image search is increasingly trending. **About 20% of google searches return images as a result.** On the other hand, **the potential of visual searches for eCommerce solutions and for selling products should be increasingly taken into account** in the future, with the emergence of more and more applications and technology that allow, for example, searching for a product simply by pointing a camera for the physical object.

#6 Voice Search

Forecasts indicate that, **by 2025, around 50% of all surveys will be through voice.** The use of virtual assistants like Alexa, Siri, and similar, is increasingly democratized, and the technology is increasingly reliable. Thus, **defining a voice search strategy is something to consider.** The possibility of searching for information, whether a study or a report, using one of these devices, is no longer a distant reality.

#7 Browser Push Notifications

Push notifications on websites are increasingly frequent, and around 85% of online stores are already using this feature.

**Personalization and the use of personalized push notifications** is a massive upgrade with obvious benefits for the user.

Behavior-activated notifications, for example, when accessing certain content or page, can be used to promote related content or products.

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#8 Shoppable Posts

Social Commerce, or the ability to shop online directly on your social network, is also a trend to follow. The Instagram Checkout already allow you to do so, **eliminating a step in the consumer's interaction** with the brand and allowing the product promotion through a post that can be lead you to a direct purchase
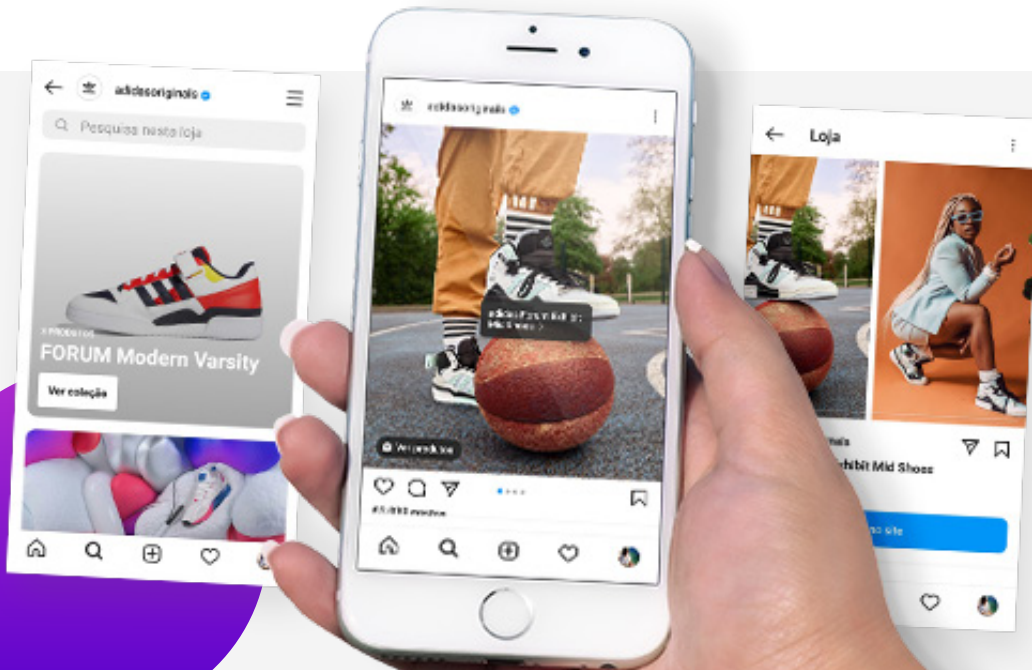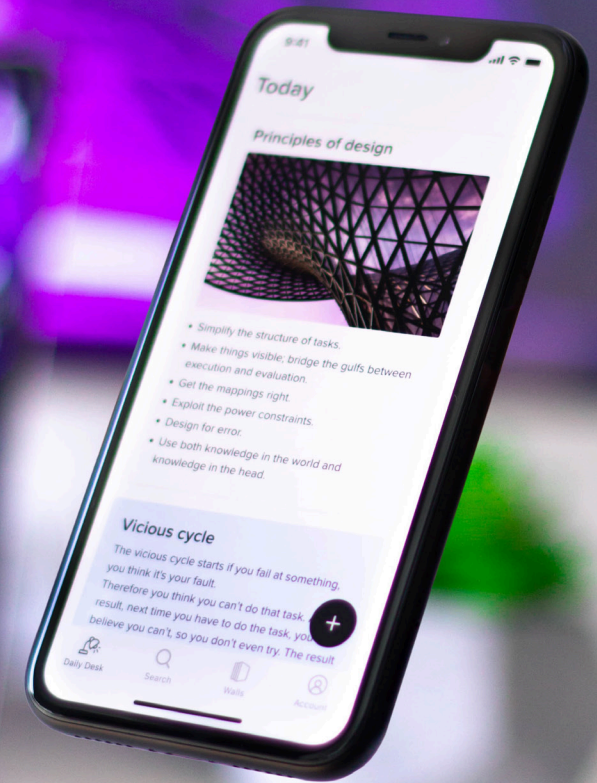
#9 Interactive Content

Interactive content is also another trend towards a more immersive experience. The exploration of f**eatures such as quizzes, polls, especially on social networks, are tools to be explored** to ensure more significant interaction with consumers of this content. Also, the use of 360° videos or even augmented reality can be differentiating factors in the presentation of your content.

#10 # Progressive Web Apps (PWA)

The PWAs came to democratize the development of mobile apps. Not being native applications, in practice, they allow transforming websites into mobile applications, ensuring better speed and performance, push notifications, offline operation, among other advantages.

Thus, in addition to ensuring a mobile-first site that is faultless in its responsive behavior, the possibility of **developing PWA applications faster, easier and cheaper** will also be a factor to consider in your digital strategy.

It will be possible, for example, to **launch themed mobile** applications (which concentrate all existing content), an app for a specific event, among other possibilities.

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#2	Personalization		**#7**	Browser Push Notifications
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