

# Digital trends for 2018

 By [Alon Raiz](#)

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Did you know that there are 1.65bn active Facebook users who watch about 8 billion videos daily\*? There is no denying the fact that we look at our phones several times a day, whether to check-in on social media, watch a video or connect via WhatsApp. As we hurtle towards 2018 and start thinking about effective marketing strategies for the New Year, we cannot ignore the importance of digital and social trends that are changing the way in which we consume content.



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Marketing is, in essence, about adapting to the fast-paced, changing world and giving consumers what they want. Thanks to cutting-edge technology, marketers, businesses people and entrepreneurs alike are forced to find more innovative, impactful and exciting ways in which to talk to their audiences. If you, as a business owner, are in the midst of planning your marketing strategy for 2018, take a look at the following trends:

## 1. Embrace video

Not only do high-quality videos speak volumes to an audience, but they are also the best way in which to communicate a message. However, the trick to successful video advertising is to keep it short and interesting. Gone are the days where brands release 3 minutes videos detailing long-winded descriptions of their services or products. Today, killer content is king; the more innovative and concise, the higher the chances of sparking a conversation. Take a look at the insane human curling by Bic:

## 2. Highlight the micro moments

Micro moments are the moments where audiences pick up their phones to complete a mundane task like answer an email, complete a shopping purchase, or write a tweet. They are moments where audiences have an opportunity to learn or enquire about a product or service within the shortest period possible. In order to highlight and make use of these moments, marketers would need to pay close attention to their target audience, and better understand their activities. To sum it up, it's all about finding out what it is exactly that your audience wants and trying to deliver it in the space of a few seconds.

## 3. Use AR to your benefit

Augmented reality (AR) is often associated with gaming, however, more and more brands are using it to offer their audiences a more unique and emotional user experience. AR is also a great way in which to show your audience that your brand cares about what is going on in the world. For example, Coca-Cola teamed up with the WWF, and created an emotional experience where users could view polar bears in the Arctic.

## 4. Personalised content

While personalised content has previously been in the limelight, the forecast for 2018 highlights the significant role of personalised content in successful marketing strategies. Not only is personalised content effective in maintaining customer loyalty, but it also boasts a degree of tech know-how which can win over potential consumers.

Ultimately, the trick to successful digital marketing is to properly understand your audience. While some audiences may respond best to a AR experience, others may respond better to a funny or emotional video. The best way in which to ensure success is to spend the necessary time researching and studying their social and digital habits and, once you have a good understanding of what they want, the chances of success are higher.

Not only do digital trends inform business owners on how to improve their content marketing efforts, they also allow entrepreneurs to explore new concepts and ideas. As we head towards the end of 2017, be sure to keep an eye on the latest digital trend predictions for the new year.

\*Click [here](#) for the source of statistic.

## ABOUT ALLON RAIZ

Allon Raiz is the CEO of Raizcorp. In 2008, Raiz was selected as a Young Global Leader by the World Economic Forum and in 2011 he was appointed for the first time as a member of the Global Agenda Council on Fostering Entrepreneurship. Following a series of entrepreneurship master classes delivered at Oxford University in 2014, 2015 and 2016, Raiz has been recognised as the Entrepreneur-in-Residence at the University of Oxford's Saïd Business School.

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