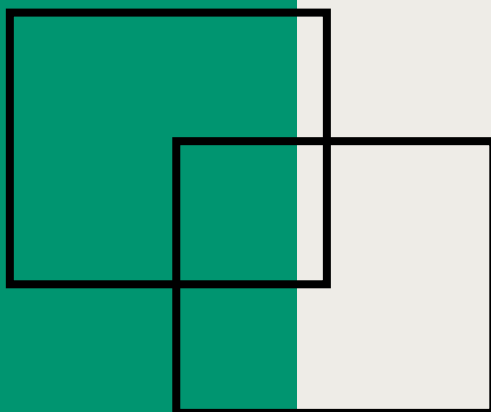


UPCOMING DIGITAL MARKETING TRENDS: WHAT TO EXPECT IN 2015.

Here we are at the end of 2014, starting to feel the winter and planning for our year end vacations. 2014 has been a great year, in which digital marketing blossomed even more and now continues to evolve. Let's check out what 2015 will look like in terms of digital growth. Let's see how businesses are going to implement the digital marketing strategies to accelerate their businesses in 2015.

According to a [Gartner's 2014 CEO survey](#), CEOs ranked digital marketing as No'1 technology enabled business perspective to be considered.

“There is digital vibe everywhere. From start-ups, small businesses to big businesses; everyone wants to embrace the digital platform to grow their businesses continuously and make a mark. Digital transformation is what driving everyone crazy.”



RAD365 Media
Let's Go Digital

3350 SW 148th Avenue
Suite 110, Miramar, FL- 33027, USA
Phone: +1-954-364-7098
Email: info@rad365media.com

Inspiring Content

Inspirational content is what will drive businesses towards their goals. Whether it's a product or a service; it's going to be backed by powerful content. Marketers will become writers. Writers will become marketers. Content creation will continue to increase both to impress Google and the customers.

Social Media

Businesses will plan actionable social media marketing strategy to bring customers closer. Content marketing will gain more momentum through its implementation in different channels such as social media, blogs, landing pages and newsletters. The interaction between the buyers and sellers will get more flawless through mobile oriented social plans.

Content Delivery

Marketers will create visually appealing content in multiple forms to provide customized readership to the prospective customers. Digital marketing consultants will formulate robust content distribution strategies to help the audiences reach their targeted content in much easier way.

Mobile

Digital marketing predictions in 2015 say that businesses will be active in optimizing their web presence for the mobile devices. More websites will go responsive. Brands will use this particular strategy to build authority over the entire web through multiple devices. Online traffic through the mobile devices is expected to increase.

Self Service

In 2015, traditional marketing will be more inclined towards the digital channels. With the increase in digital interactions, marketers will be able to provide customers with more self-service options. Getting information about products and services; and practically using them would be easier through the user-friendly digital options.

Automate Marketing

The usage of marketing automation tools will increase to handle important perspectives such as content management, social media management and marketing analytics. Products with even smarter marketing automation features will evolve. Marketers will consistently analyze the ongoing digital interactions with the customers to strengthen the brand online.

Online Ads

Online ads are going to increase in number with businesses from various sectors harnessing the opportunity. Digital channels will provide scope to segment the online ads according to geographies and customer profiles. As more crowds will be using the mobile devices, mobile oriented digital campaigns will be formulated more.

Explainer Videos

Videos are going to be an important constituent of digital media marketing. Businesses will create interactive videos about their products and services; and share with their audiences through various social media channels. Marketers will focus on multi-dimensional video content to build brand awareness.