



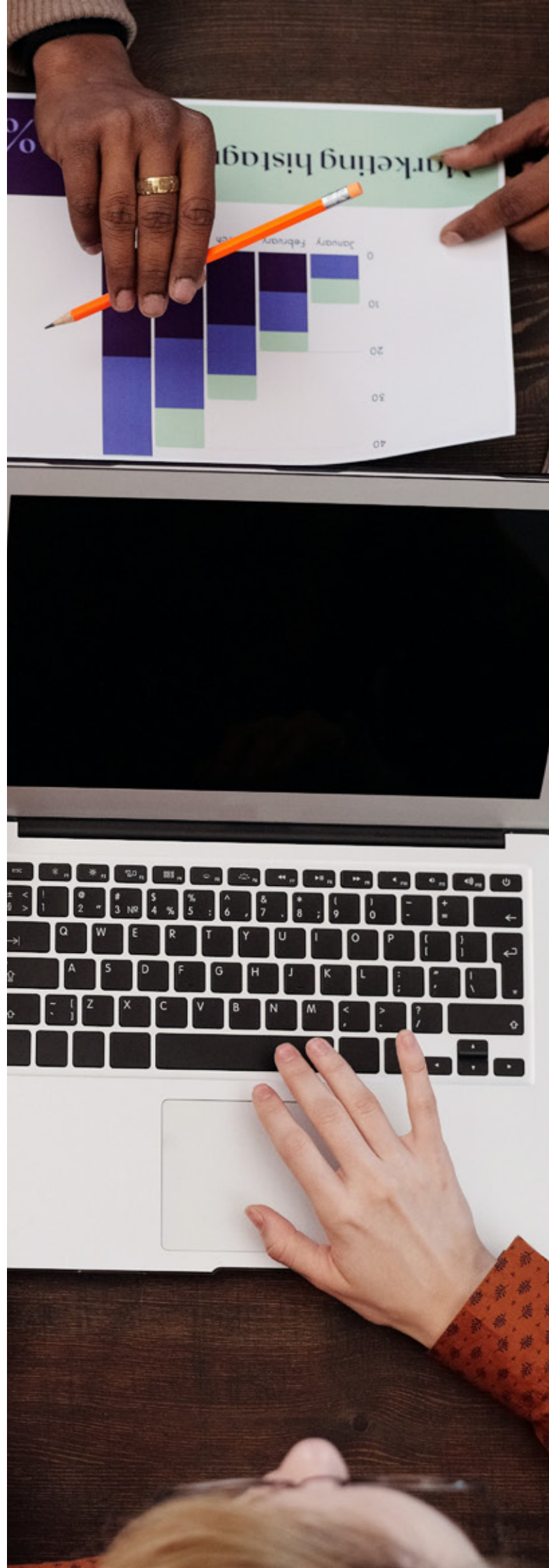
DIGITAL MARKETING

TRENDS 2024

FORENOTE

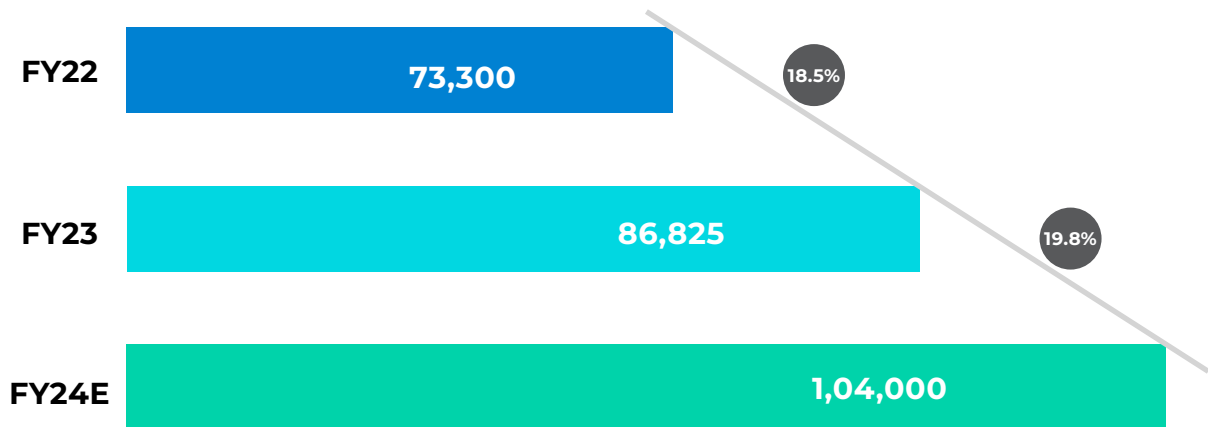
In the fast-paced realm of digital marketing, 2024 promises to be a transformative year marked by key trends that demand attention. Data-driven insights indicate a surge in the importance of personalized content, with 78% of consumers expressing a preference for tailored experiences. As artificial intelligence continues to advance, businesses leveraging AI-driven analytics witness a 25% increase in conversion rates, highlighting the significance of integrating intelligent technologies into marketing strategies.

Additionally, the rise of immersive technologies like augmented reality (AR) and virtual reality (VR) is reshaping consumer engagement. Statistics reveal a 30% boost in engagement levels for brands incorporating AR experiences. The Digital Marketing Trends 2024 report unfolds these insights and more, offering a roadmap for businesses to navigate the digital landscape strategically and harness the power of evolving trends for sustained success.



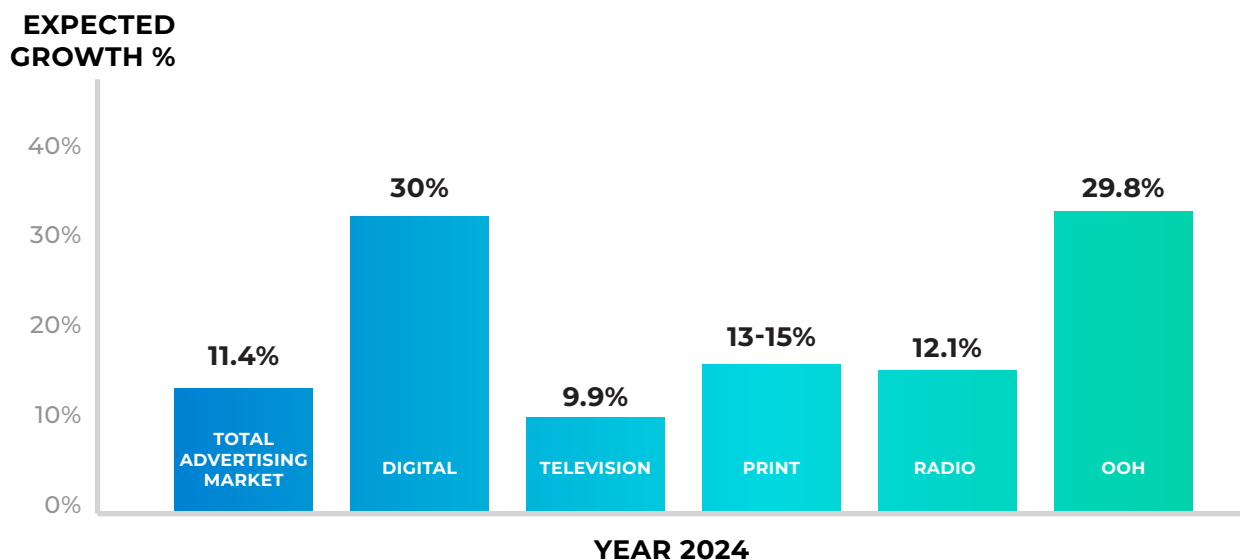
ADVERTISING SPENDS IN INDIA ESTIMATE (INR CRS)

Indian advertising spending demonstrated remarkable resilience, witnessing a significant surge of 18.5% during FY 2023.



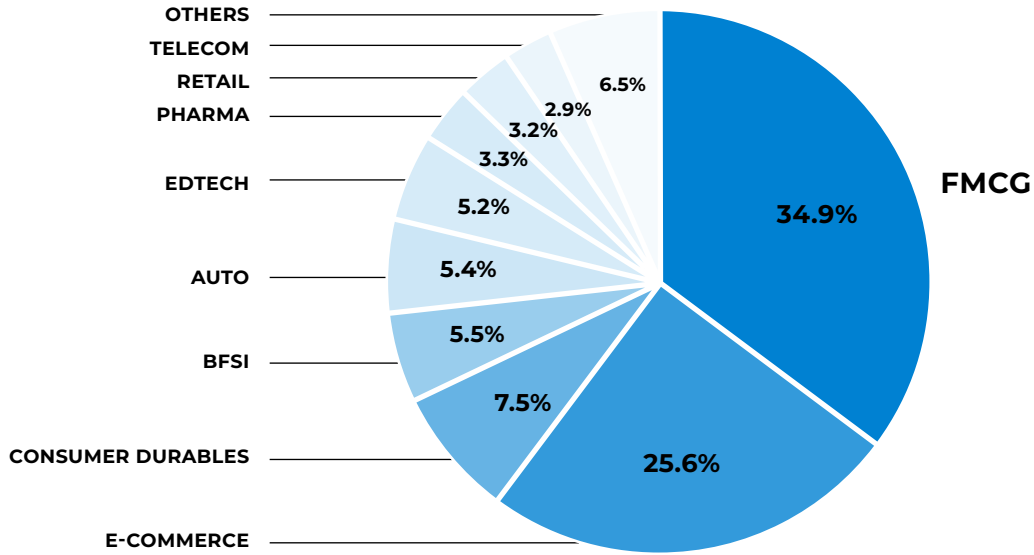
ADVERTISING SPENDS BY DIFFERENT MEDIA

India's advertising sector is anticipated to experience substantial growth, projected to achieve a market size of INR 1,099 billion by 2024, reflecting an 11.4% upswing.



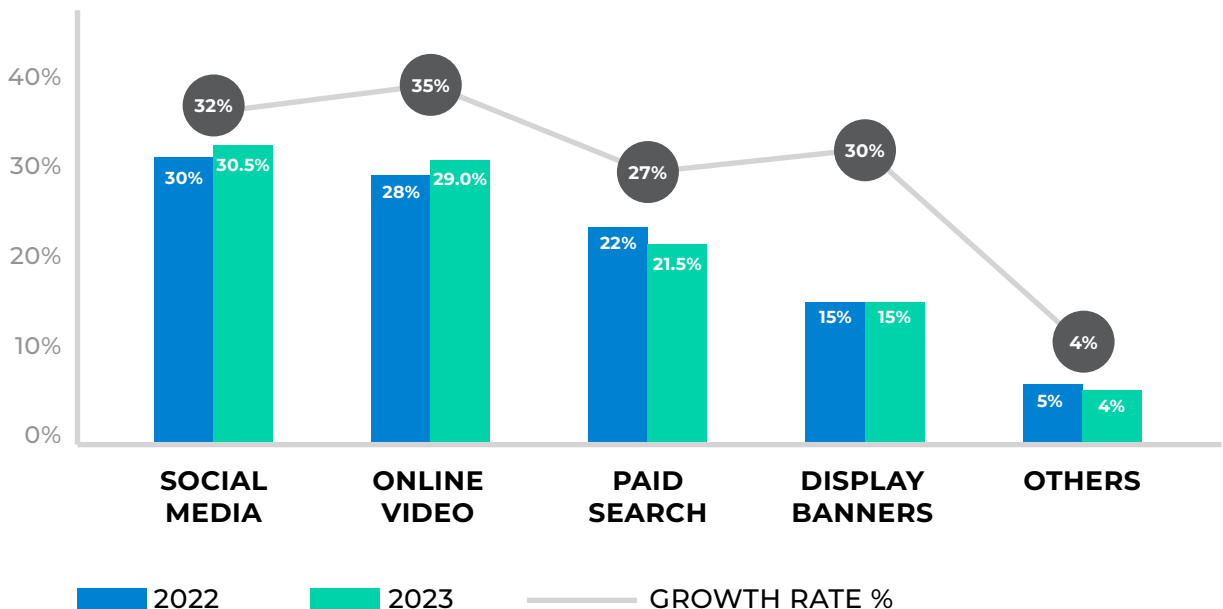
DIGITAL SPENDS SHARE BY SEGMENTS (INR 31,500 CRS)

In FY 23, the FMCG sector maintained a predominant position with an absolute share of 34.9%, while E-commerce closely followed at 25.6%.



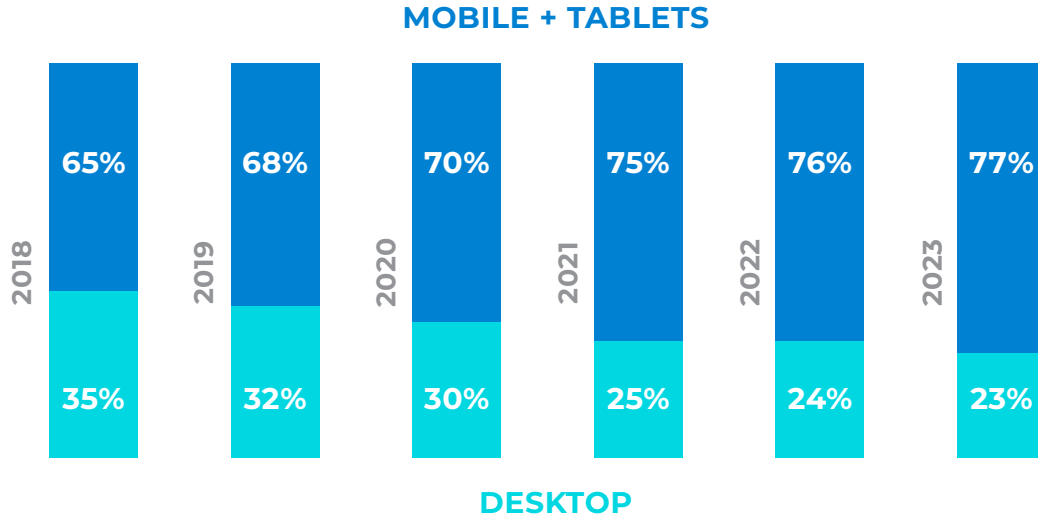
DIGITAL SPENDS BY FORMATS

Social media claimed the top spot in FY23, making the most substantial contribution at 30.5%, closely trailed by online video, the rapidly expanding format with a 29% share and a remarkable 35% growth.



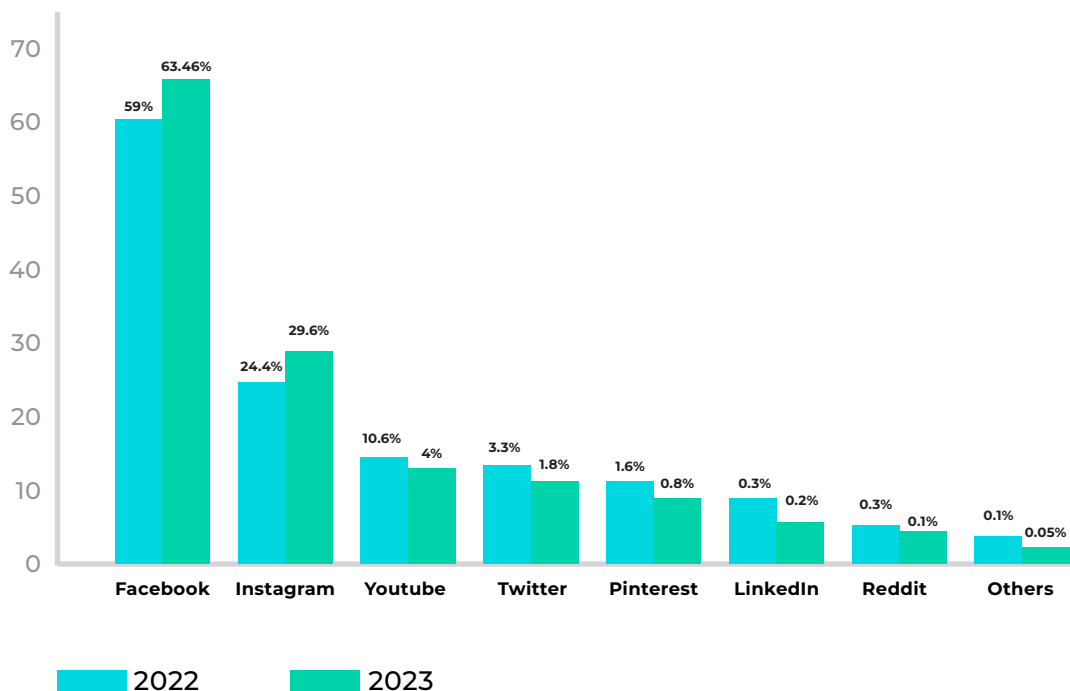
DIGITAL MEDIA SPEND: SHARE OF MOBILE

In FY23, mobile and tablet dominated digital media spending with an impressive 77% share, while desktop witnessed a decline, accounting for 23% of the total digital media spend.

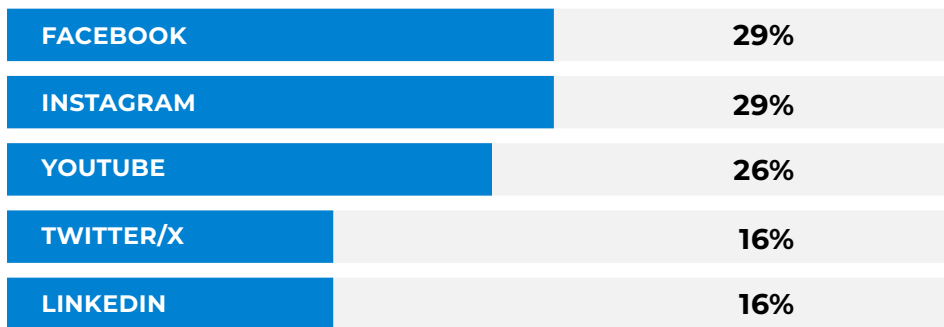


SOCIAL MEDIA USER BY PLATFORM

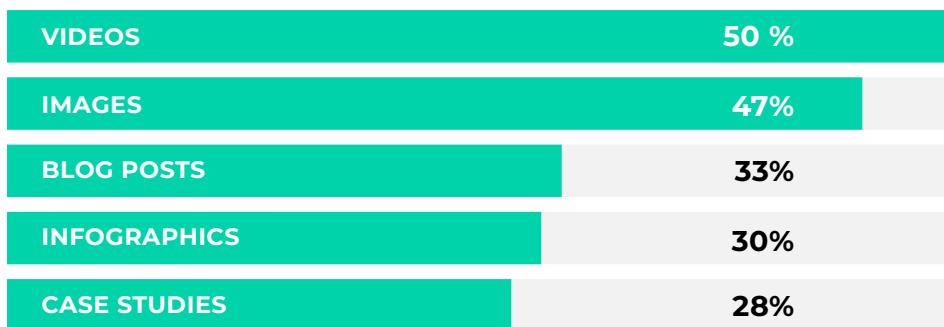
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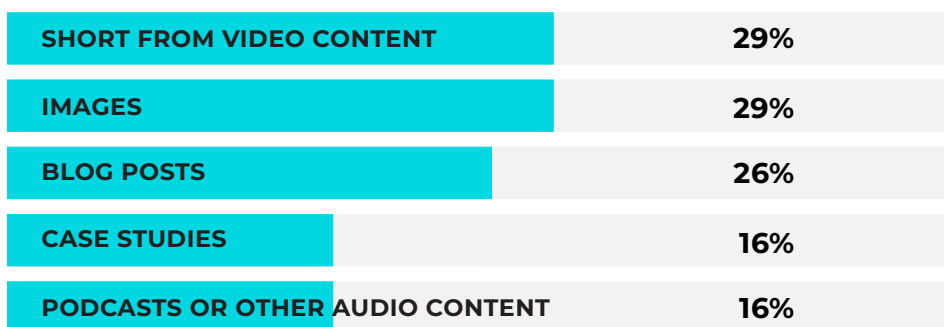
WHICH SOCIAL MEDIA PLATFORMS OFFER MARKETERS THE HIGHEST ROI?



WHICH MEDIA FORMATS ARE MARKETERS LEVERAGING?



WHICH MARKETING TREND HAS HAD THE HIGHEST ROI IN 2023?



GROWTH DRIVERS OF DIGITAL ADVERTISING

**SURGE IN
CONSUMER UPTAKE OF
DIGITAL PLATFORMS**



**ANALYZABLE
DATA BECOMES
MORE ACCESSIBLE**



**TECHNOLOGICAL
ADVANCEMENTS
REACHES NEW HEIGHTS**



DIGITAL MARKETING STATS/TRENDS - REAL ESTATE

Stats

Real estate firms spend around Rs. 2,500 crore annually on advertisements and marketing, with 25 percent allocated to digital marketing.

Strategies for boosting online sales in the real estate industry in India:

1. Utilize blogs to provide in-depth information, answer FAQs, and address trending topics in the real estate market.
2. Develop marketing strategies and campaigns with a focus on conversion, incorporating effective calls to action and customer profiling.
3. Engage customers through various channels such as email, blogs, social media, forums, and communities to build trust and loyalty.
4. Properly market on vertical search engines like 99acres, Makkan, and IndiaProperty to reach a loyal audience actively searching for real estate.
5. Improve advertising and Search Engine Marketing (SEM) by focusing on targeting, budgeting, and Return on Investment (ROI).
6. Implement second screen marketing strategies, investing in responsive websites and mobile content to target the growing population of mobile internet users.
7. Leverage video marketing to provide tangibility to real estate properties, keeping videos short and creative, covering related topics for virality.
8. Humanize digital marketing by engaging directly with the audience on blogs and social media to build reliability and brand identity.



DIGITAL MARKETING STATS/TRENDS - HEALTHCARE



1. Reputation Management:

- 85% of consumers rely on online reviews.
- 59% of prospective patients consider reviews when choosing a healthcare provider.
- Reviews are the third most important factor in local SEO.

2. Personalization:

- In 2020, 71% of healthcare providers lacked smooth patient interactions.
- Personalization techniques enhance patient satisfaction.
- Tailor content and channels to meet individual needs at every stage.

3. Privacy Protection:

- Compliance with privacy laws, including HIPAA and HITECH, is crucial.
- New iOS privacy protections impact healthcare marketing.
- Full compliance may require data encryption and security audits.

4. Omnichannel Marketing:

- Patient journeys are multifaceted, requiring consistent messaging across diverse channels.
- Optimal omnichannel experience includes social media, long-form content, email automation, PPC ads, informative video, and SEO.

5. Telehealth Growth:

- Telehealth utilization is 38 times higher than pre-COVID levels.
- Marketing should focus on unique value propositions, accessible website representation, and comprehensive inbound and outbound strategies.
- Integration with telemedicine platforms is crucial for performance tracking.

6. Digital Transformation:

- Healthcare marketing teams need seamless CRM, EHR access, appointment booking, and call tracking analytics.
- Digital transformation is essential for effective communication, data transmission, and engagement data synthesis.
- 42% of prospective patients prefer digital booking.

7. Search Engine Optimization (SEO):

- SEO is critical in a digital-centric world.
- 2024 SEO focuses on local direction and community-specific keyword strategies.
- Online reviews, higher word counts, and a streamlined user experience improve search engine rankings.

DIGITAL MARKETING STATS/TRENDS - ECOMMERCE

1. Augmented Reality Shopping:

AR headset shipments expected to reach 8.5 million by 2023.
Google enables AR-powered ads for virtual product try-ons.

2. AI in eCommerce:

AI used for personalized product descriptions, ad copy, inventory management, and customer service.

Shift from mass marketing to personalized customer engagement.

3. Social Commerce Surge:

Shoppable posts and influencer marketing drive social commerce.

Instagram and Pinterest collaborate with eCommerce, blurring lines between browsing and buying.

4. AI-Powered Customer Service:

AI-driven chatbots offer prompt and intelligent customer assistance.

Elevates customer service by exceeding expectations.

5. Evolution of Influencer Marketing:

Market value of influencer marketing projected to skyrocket.

Authenticity crucial; influencers align with brand values for genuine connections.





6. Convenient Payment Options:

Diverse payment options crucial for seamless checkout.
Digital wallets and Buy Now, Pay Later (BNPL) options gain popularity.

7. eCommerce Subscriptions Growth:

Subscription model provides consistent revenue.
Replenishment subscriptions gain traction, fostering customer retention.

8. Mobile Commerce Impact:

Significant portion of retail eCommerce sales expected from mobile devices.
Mobile-optimized sites and apps crucial for user-friendly experiences.

9. Quick Commerce Revolution (Q-Commerce):

Focus on ultra-fast delivery times and dark stores for same-day deliveries.
Addresses consumer demand for speed and efficiency.

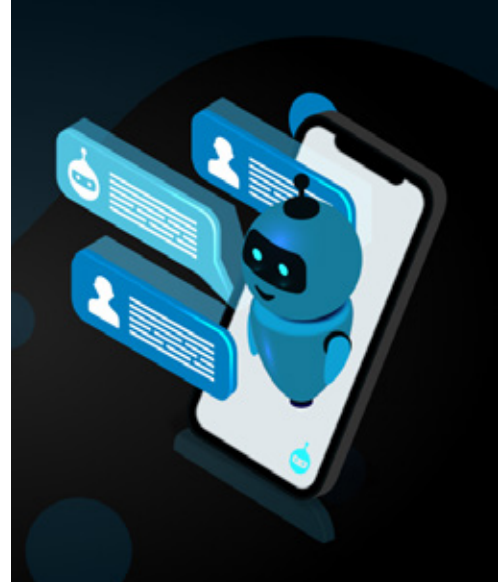
10. Live Shopping Potential:

Live shopping gaining popularity with interactive live video content.
Platforms like TikTok invest heavily in live shopping technology.

EMERGING TRENDS FOR 2024

1. AI-Driven Conversational Marketing

In 2024, a prominent trend in the conversational marketing industry is the widespread adoption of AI-driven solutions. Businesses are increasingly leveraging artificial intelligence to enhance their conversational marketing strategies. AI facilitates personalized and context-aware interactions, improving customer engagement and satisfaction. As technology advances, AI-driven chatbots and virtual assistants play a pivotal role in providing real-time, efficient, and personalized communication. This trend reflects a shift towards more sophisticated and intelligent conversational marketing approaches, aligning with the growing demand for seamless and tailored customer experiences.



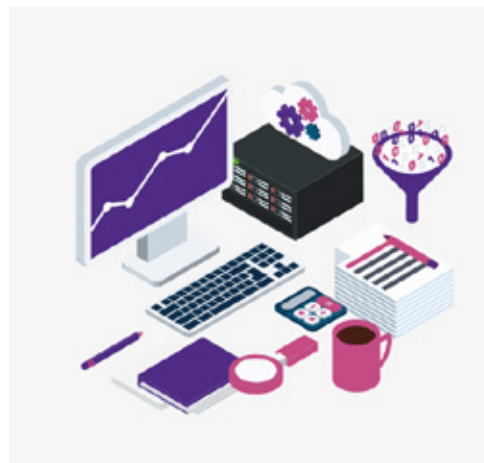
2. Augmented Reality



In 2024, a significant trend is the increasing integration of augmented reality (AR). Businesses are leveraging AR to create immersive and interactive marketing experiences for consumers. This technology allows users to engage with products or services in a virtual environment, enhancing the overall customer experience. From virtual try-on experiences to interactive product demonstrations, AR is reshaping how brands connect with their audience. This trend signifies a move toward more engaging and visually compelling marketing strategies, as businesses seek innovative ways to capture consumer attention and drive brand engagement.

3. Hyper-Personalization Through Big Data and Analytics

Businesses are increasingly harnessing the power of large datasets and advanced analytics to tailor marketing strategies on an individual level. This approach allows for highly targeted and personalized content, advertisements, and recommendations based on consumers' preferences, behaviors, and demographics. As technology evolves, the integration of big data enables marketers to gain deep insights into customer journeys, enabling them to deliver more relevant and timely messages. This trend reflects a move toward maximizing the potential of data-driven insights to create highly customized and effective digital marketing campaigns.



4. Google My Business Optimization

In 2024, a notable trend is the increased focus on Google My Business (GMB) optimization. Businesses are recognizing the importance of optimizing their GMB profiles to enhance local visibility and attract nearby customers. This includes regularly updating business information, responding to reviews, and utilizing new GMB features. As local search becomes more influential, businesses are placing a higher emphasis on ensuring accurate and up-to-date information on Google My Business.



5. Progressive Web Apps

Another significant trend is the increased adoption of Progressive Web Apps (PWAs). Businesses are recognizing the benefits of PWAs in providing users with a seamless and engaging experience across various devices. PWAs combine the best features of websites and mobile apps, offering fast loading times, offline functionality, and push notifications. This trend indicates a shift towards more user-centric digital marketing strategies, as PWAs enable businesses to deliver enhanced performance and user experience.





6. Focus on Retention Rate

In the evolving landscape of social media marketing, there has been a noticeable drop in the engagement rate for organic activities. Various factors such as content quality, posting time, and device usage contribute to this decline. However, a notable trend suggests that in 2024, there might be a shift from prioritizing engagement to emphasizing retention. To address this shift, brands are now crafting compelling social media campaigns that captivate, educate, and inform their audience. The crucial strategy lies in fostering engagement through a playful and creative approach.

7. Organic Engagement on LinkedIn

LinkedIn has recently reached an impressive milestone of one billion members globally, signifying a remarkable transformation from its initial role as a platform solely for resume uploading and job searches. Looking ahead to 2024, a substantial surge in organic engagement is anticipated on LinkedIn, a phenomenon currently uncommon on many social channels. Users are now more actively refreshing their LinkedIn profiles, expanding beyond work-related content to share insights on life skills, provide advice, offer support, discuss mental health issues, and share tips on leadership.



8. AI in Google Ads

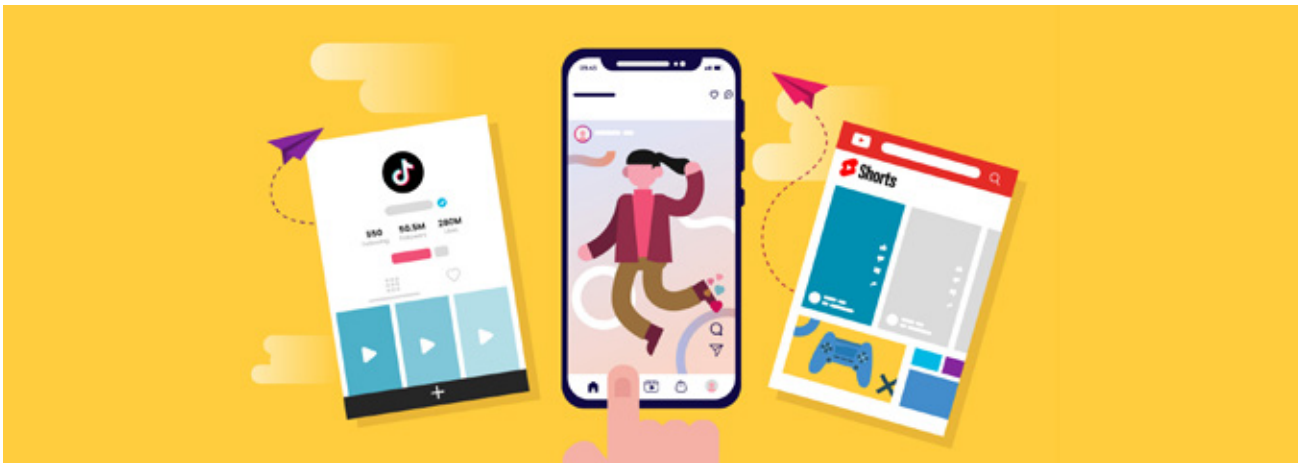
In the upcoming year, Google plans to introduce more generative AI tools within Google Ads, presenting both opportunities and concerns. While these tools can offer assistance, it's crucial to approach them with skepticism, given Google Ads' profit-driven nature. There's a risk that AI, through design engineering, may introduce biases into algorithms and ad layouts. The downside of relying solely on AI is the potential loss of control over Google Ad visibility and performance. AI, lacking human-like contextual understanding, may lead to over-optimization. In 2024, it's advisable to treat AI as a supportive tool in your strategy rather than relying on it exclusively.

9. Voice Search in SEO

As we enter 2024, voice search is positioned to revolutionize SEO significantly. The growing acceptance of voice-activated AI assistants like Siri, Alexa, and Google Assistant is evident, with consumers utilizing voice search through these digital platforms. Anticipating a global surge, the number of active voice assistant devices is set to double, reaching an impressive 8.4 billion units. This transformative shift indicates a changing landscape in how consumers engage with search engines, emphasizing the need for SEO strategies to adapt to the evolving dynamics of voice-activated search.



10. Video Marketing and Short-form Content



In 2024, a significant trend is the continued dominance of video marketing and short-form content. Businesses are increasingly recognizing the power of video in capturing audience attention and conveying messages effectively. Short-form content, especially on platforms like YouTube Shorts and Instagram Reels, has become a popular and engaging way to connect with audiences. This trend signifies a shift towards more visually appealing and easily consumable content. Marketers are prioritizing the creation of engaging videos to tell compelling stories, showcase products, and connect with their target audience. In 2024, businesses are likely to invest more in video marketing and short-form content strategies to stay relevant and connect with the fast-paced, visually-oriented preferences of online audiences.

11. Data Privacy

An essential trend revolves around heightened emphasis on data privacy. With increasing concerns and regulations surrounding the use of personal data, businesses are prioritizing robust data protection measures. This trend reflects a growing awareness among consumers regarding the importance of privacy and security in their online interactions. In response, marketers are adopting transparent practices, obtaining explicit consent for data usage, and ensuring compliance with evolving privacy regulations. As data breaches and privacy issues continue to make headlines, businesses are recognizing the significance of building trust with their audience by prioritizing and safeguarding their personal information. In 2024, the trend is toward more stringent data privacy practices as an integral part of digital marketing strategies.



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