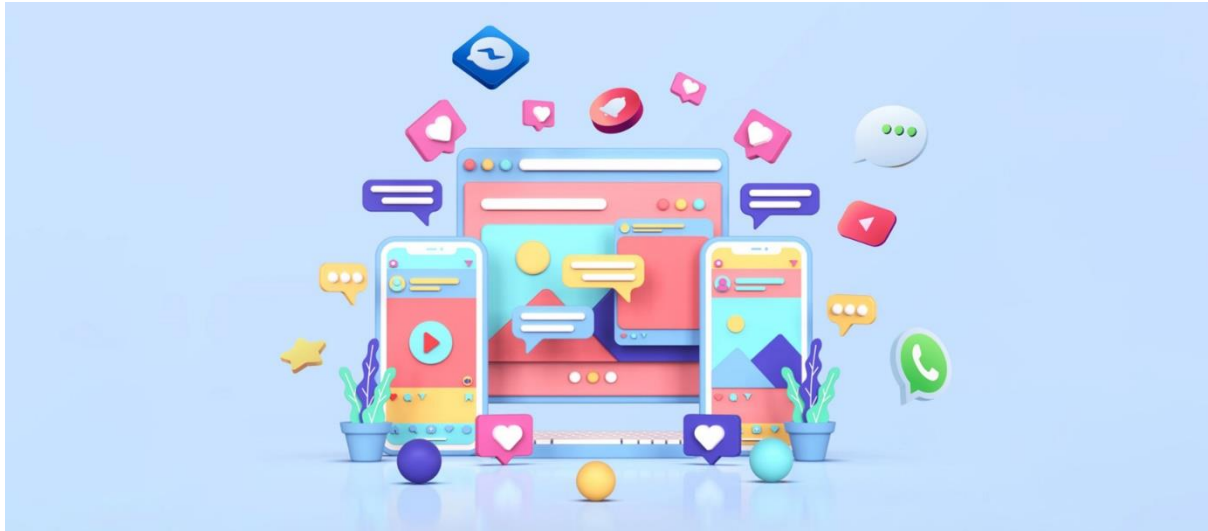


## Digital Marketing Trends in the 'New Normal' (2022)



Along with a lifestyle change after the pandemic, let's get to know its impact on Digital Marketing as well. We can't predict the future, but we can certainly discuss what is yet to come and adjust our Digital Marketing strategies accordingly. Here are some important emerging **Digital Marketing trends for 2022** that will help boost your business.

# Metaverse Decoded

The Metaverse is a virtual reality that allows people from all over the world to interact, both with each other and with the metaverse itself. It provides creators with a whole new aspect of interaction and communication, not only with their fans but also with their fellow influencer peers. Food influencers can cook together; travel influencers can share experiences together; sport influencers will have their fan base in the crowd, and much more. It's a playground

that practically has no limits at this point and allows all players, be it influencers or businesses, to be pioneers, innovators, and creative geniuses.

## **Programmatic Advertising: Automatic Media Spends**

Programmatic advertising is a fast-growing technology that helps put control of media-spend back into the hands of the marketer. It is being driven by growing demand for transparency, the need to counter rising ad fraud, the benefits of automation, and the ability to measure return on ad spend accurately. **Digital marketers can buy more media with every penny of media money, safeguard against ad fraud and enable more data-driven automation.**

## **Voice Search Might Catch On, Finally**

The inception of voice technology goes back to the 1950s, but in the last few years, it has progressed in leaps and bounds. One of the main reasons for these changes is the fact that people interact with search queries differently when they're posed vocally rather than textually. For one thing, **voice queries tend to be slightly longer than text searches**. It can help you improve the customer experience and drive more traffic to your site, and help you stay ahead of the competition.

## **The Digital Storytelling Effect**

There has been a large focus over the past year on digital storytelling. However, many companies are still struggling to get that right. **Instead of making the stories about themselves, stories**

**need to be about how clients can find success with the help of the company's products and services.** Companies who can leverage persuasive storytelling will have their digital content create value and relatability and not just be content for content's sake.

## **Personalise Your Message**

Consumers see a countless number of ads daily. The biggest challenge is to stand out among them. Personalisation improves sender reputation, has a positive impact on the email deliverability and **ensures a better sender reputation**. Moreover, it motivates the target audience to share personal data. According to a study in 2021, 83% of consumers are willing to share their data with brands if that enables personalization.

## **Augmented Reality: A Vision of Immersion**

Augmented reality is the integration of digital information (e.g., computer-generated display, sound, text and effects) to enhance or 'augment' the user's real-world experience in real-time. The AR technology is used to create virtual product models, address the inherent difficulties with the delivery of physical models and also facilitate sharing feedback with all constituents involved in the design process. Augmented Reality technology into the product design process may offer a viable solution for working in the globalized, data driven design environment.

## **Growth in Social Commerce**

Don't you agree that the future of shopping is set for a social revolution? Social Commerce is the integration of social experiences and e-commerce transactions in a single path to purchase, enabled by a platform. Social commerce engages in three principal ways:

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- **1. Content-driven:** Unique content created by brands, influencers or individuals drives authentic discovery, engagement, and action.
- **2. Experience-driven:** Most commonly livestreaming, but could also include AR / VR experiences or gaming.
- **3. Network-driven:** Getting together to procure bulk discounts or individuals using their influence and network to drive sales and earn commissions.

## **Conversational Marketing: Closer to Consumers**

Simply put, talking to consumers means it's more likely they will buy from you. It neatly combines the benefits of in-store experience and knowledgeable call centre staff with the benefits of **online marketing** technologies. Conversational Marketing is proven to increase conversion rates from web visits, increase cross-selling and up-selling and improves customer experience.

## **Digital Protection: Necessity of Today**

As more people become concerned that digital marketers are using personal information in an improper way, more online advertisers need to be aware of what they can and cannot do in terms of personal privacy. Instead of just trying to meet the messaging for a

lot of smaller demographics, you need to have ads and creative media that meet the needs of many, all at one time. You might also have to increase the number of times you connect with an audience to increase brand recognition. Also, you need to start to consistently evaluate all aspects of your marketing; and not individual campaigns (The more you can look at the bigger picture, the easier it will be to improve your overall message at a high level).

## Geofencing Alert

The Geofencing technology available today presents many opportunities for marketers looking to boost their return on investment. Most people spend their time in mobile apps, presenting another potential source of engagement. Here are the 4 main ways to use Geofencing:

- **1. Drive visitors to your locations:** It can be done by adding geofences in POIs (Points of Interest) like airports, Hotels or touristic locations and send them engaging notifications that create urgency to convince them to visit your business.
- **2. Survey customers when they leave:** Getting feedback will enable you to have better knowledge about your business and the in-store experience.
- **3. Intercept customers at competitors locations:** This way, you can influence consumer behavior by delivering a better offer if they visit you.
- **4. Retarget customers:** Those who have engaged with your campaigns can be delivered a special offer.

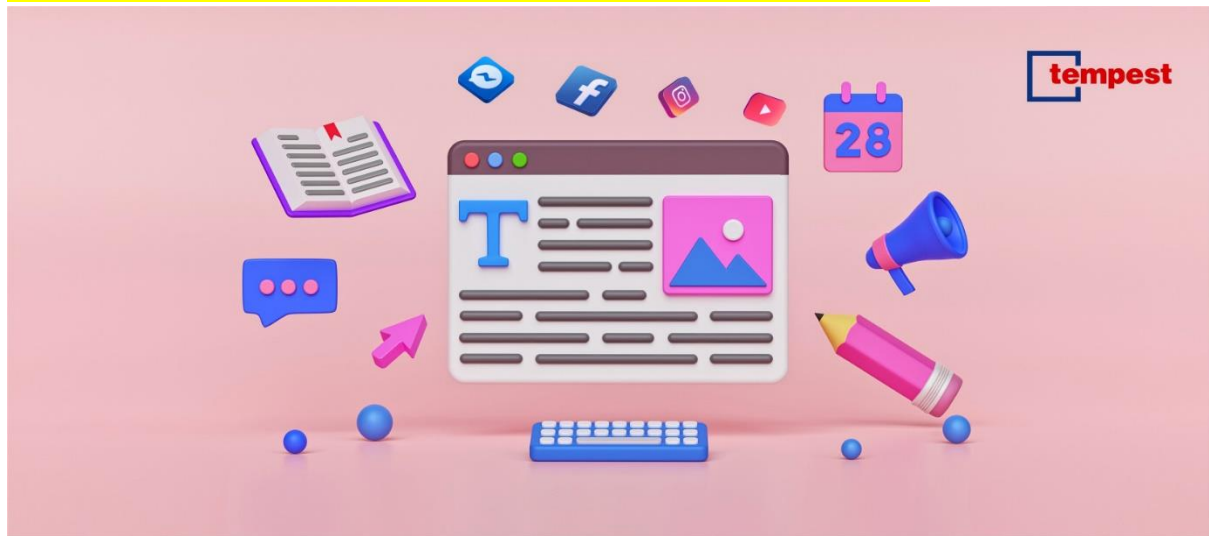
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## Blog 2

### Use Digital Storytelling in your Marketing



**Use Digital Storytelling in your Marketing** Presently, consumers not only desire great products to purchase, but also services that offer them convenience. The personal connection to the brands is of utmost importance. Smooth storytelling is a way the brand can communicate with the customers. Digital storytelling brings together this intelligent story and the flawless brand message to reach its target audience perfectly. Before we begin, let's find out what Digital Storytelling is. Traditional storytelling, which has existed for years, uses physical tools and materials like pens, pencils, paper, records, tapes, physical film, original artwork, and so forth. Digital storytelling is an art that accomplishes the same thing, only via digital tools, materials, and **communication** methods. Many digital storytelling methods use common elements like video, images, text, and audio. However, they may also include **social media** tools like tweets or Instagram, or any other type of interactive content. In short, it is the immersive and interactive content published on the

web. It caters to the need of today's fast-moving audience to cut through what is futile and highlight what is important. It's been called the most valuable addition to your business. It's a scientifically-proven process to enthrall audiences and get them to do what you want. Simply put, it helps brands to impress the brand message upon their customers

## **Here are 5 simple types of stories you can use in your marketing:**

### **1. Brand History**

Every business has a founding story explaining how it began. These are also known as 'origin stories'. For instance, a short two-to-three-minute video of the founder talking about how the company started. In this way, the brand can share the founder's experience. This is an interesting and compelling strategy. Videos seem to be the easiest option, however, the founder might not be accessible. The brand can gather photographs that represent its journey. They give a personalized effect to the company. As they are a part of the company's story, they shape its vision.

### **2. Customer Stories**

They vividly demonstrate the ways in which the products or services offered have helped real consumers. If the brand doesn't have them ready, it's time to get some. Here are things to consider while getting them:

- Create a list of around 5 to 6 customers or clients who've benefitted greatly from working with the brand. These should be people the brand has almost become friends with – customers who are happy and probably willing to help.
- Get very specific about what the brand wants the case study to cover – like the number of words, quotes, photographs, etc.

### **3. Content Customers**

UGC or User-Generated Content is any content—text, videos, images, reviews, etc.—created by people, rather than brands. It is currently trending in the market right now. It gives the brand more authenticity than self-created content.

### **4. Happy Employees**

'People do business with people.' Use the stories of how the brand does business to show its culture. Statements like "We encourage our employees to take risks," the brand can actually narrate the stories of how employees took risks. This strategy is a boon for HR as it makes the company attractive to those looking for a job.

### **5. News Story**

The company's latest products, or a new location, can find a way into a news article. Also a new executive's project. Simply a few details about the important employees need to be mentioned. A brief description of the challenges they faced or some specifics about key turning points or evolutions of the project can make a story. Such information is valued by the editors and journalists.

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## Blog 3

# The Role of Artificial Intelligence in Digital Marketing



*"Everything we love about civilization is a product of intelligence, so amplifying our human intelligence with artificial intelligence has the potential of helping civilization flourish like never before - as long as we manage to keep the technology beneficial."*

### - Kechit Goyal

(Experienced Developer, Team Player, and Leader with a demonstrated history of working in startups).

Countless definitions of AI have surfaced over the past few decades. In simple terms, Artificial Intelligence (AI) uses computers to understand human intelligence. AI is transforming the face of marketing and has tremendous potential for more. AI enables us to predict analysis and enhance customer experiences. It undoubtedly results in a higher return on investment for businesses. The widespread reach of AI in **digital marketing** proves the importance of this technology in today's digital landscape. AI is greatly pacing

towards market penetration and will continue to do so in the years ahead. All of us know that the digital marketing industry is endlessly evolving as new technology comes to play every day. AI is one of those technologies which is changing our understanding of the online consumer journey completely. AI is becoming even more advanced now. This trend is surely going to continue. Many industries use machine-assistance algorithms to facilitate small tasks. A large company like Netflix uses it to directly interact with consumers daily. Here's how they do it. Netflix takes into account the watching history of other users who have similar tastes to rightly suggest what the consumer may be most interested in watching next. In this way, it ensures that you stay engaged and continue your subscription. Artificial intelligence is gaining popularity mostly due to these two factors: **a) Zero Scopes of Error:** It is more precision-oriented and accounts for more accuracy and fewer errors, resulting in increased work efficiency **b) Advanced Algorithms:** It enhances the capabilities of a variety of gadgets. GPS trackers, voice assistants, and home automation systems are a few examples. On one hand, some people are scared that AI might replace humans. On the other hand, some believe that AI works for humans and not 'instead of' humans. Here are its benefits in digital marketing:

## **Valuable Insights**

The behaviour of the target audience can be predicted by AI. AI can comb through data and produce interesting information on its own. It can also be done by analyzing the customer's buying patterns

and decisions to improve the brand's experience. In this way, consumers can be provided with exactly what they desire.

## **Personalization**

A brand that provides a personalized experience is more likely to continue doing business with customers. Because of the AI-driven insights, which are a result of collecting and analyzing user data while taking into consideration physiographic, demographics, devices, geographical location, and others.

## **Chatbots in Digital Marketing**

Chatbots offer immediate assistance to customers with their queries or grievances in real-time. Unlike humans, machines never have a bad day. So, they can be relied upon to always be polite, engaging, and likeable. Chatbots can be set to provide replies to frequently asked questions. Also, to direct the conversation to a human agent if the question is too complex.

## **Smart Digital Assistants**

Think of Siri, Alexa, Cortana, and Google Assistant – we've all used them at some point or the other. They are designed to interact with customers just like another human being would. These smart digital assistants can be more efficient and sometimes even more 'human'.

## **Marketing Automation**

Marketing automation, MA, uses AI to automate marketing tasks and workflows. Marketers use AI for marketing automation in order to be more efficient and effective while executing marketing strategies. Commonly, such tasks include managing pre-scheduled campaigns via channels such as email, **social media** and SMS.

## **Email Marketing**

In this age of auto-generated emails, people prefer personalized emails that are relevant to them. By evaluating user behaviour and preferences, AI can help you in following up on leads and communicating directly with customers, sending a personalized email for your email marketing campaigns, perform repetitive tasks.

## **Programmatic Advertising**

Programmatic Advertising deals with automation in the buying and selling of advertising spaces. The desired target group is reached with this method of ad display is a certainty given by AI. Whether a target group or individuals are in retargeting – to make sure your ads are displayed to the people you want to reach, AI delivers the data you need.

## **Content Creation**

All of us are aware that **content marketing** provides the highest return on investment of any marketing strategy. AI can not only create content for your website, product, or service but can also write content for a news website. And it can do so by processing several terabytes of data and analyzing thousands of pieces of content.

can also be used to find relevant content on a chosen topic.

## Ecommerce

AI has a huge impact on e-commerce business owners. From creating websites and content to providing product suggestions, managing inventory, and providing customer service, AI can do it all. That's not all, AI can also make predictions about e-commerce sales, perform competitive market research, identify customer search trends, and more.

## Search Engine Optimization/Voice search optimization

Voice searches account for 1 in every 4 Google searches. Google's RankBrain is the biggest example that shows you how you can be assisted by AI in order to optimise your website for voice search. Moreover, it can help you to increase organic traffic from search engines. Artificial intelligence is not a replacement for humanity. Instead, it elevates our abilities and helps us to perform better. It is so because AI learns and looks at things differently. Things that we are most likely to ignore. The partnership between humans and AI gives rise to many opportunities.

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