



# DIGITAL MARKETING

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# LEARNING OBJECTIVES

- Identify key digital marketing trends driving today's marketplace.
- Analyze how each trend transforms marketing strategy and consumer behavior.
- Evaluate the relevance of trends to various industries or brands.
- Apply trends to create strategic marketing ideas and campaigns.
- Design innovative solutions using AI, social commerce, and data-driven marketing.
- Reflect on ethical and privacy considerations in modern marketing.

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# DIGITAL MARKETING TRENDS



Digital marketing trends are driven by the rapidly changing intersection of technology, consumers, and online platforms. Organizations must understand new digital behaviors to design strategies that address both customer experience (CX) and business growth. Marketing is no longer just about communication or advertising, but rather about building a "digital ecosystem" that connects data, interactions, and value delivered to consumers throughout their journey.

# **DIGITAL REVOLUTION**

**01**

**MAJOR DIGITAL  
MARKETING TRENDS**

**02**

**THE IMPACT OF TRENDS  
ON MARKETING  
STRATEGIES**

**01**

**MAJOR DIGITAL  
MARKETING  
TRENDS**

# **TREND 1: GENERATIVE AI & CREATIVE AUTOMATION**

In this new era, AI has evolved beyond just an analytics tool to a generative AI tool, such as ChatGPT, Midjourney, Gemini, and Runway, which can help marketing efforts from:

- creating content in multiple formats (text, video, images, and ads)
- automating campaign design
- writing multiple creatives for A/B testing
- creating personalized customer journeys

## **SIGNIFICANT IMPACTS**

- Reduce content production costs by 40–70%.
- Increase campaign creation speed from weeks to hours.
- Make real-time personalization of marketing possible.

# TREND 2: HYPER-PERSONALIZATION WITH BIG DATA AND PREDICTIVE ANALYTICS

Personalization of experiences is shifting from  
Personalization  Hyper-personalization by using data-driven insights

## CORE TECHNOLOGY

- Customer Data Platform (CDP)
- Predictive scoring
- Lookalike Modeling

# TREND 3: CREATOR ECONOMY 3.0 & AUTHENTIC INFLUENCE

Brands must shift from  
“renting celebrity voices”



“building their own communities”.

## FASTEST GROWING PLATFORMS IN 2025

- TikTok Shop & Live
- YouTube Shopping
- Instagram Collab Ads



# **TREND 4: AI-ASSISTED SHORT-FORM VIDEO MARKETING**

Short-form video content dominates other platforms (TikTok, Reels, Shorts).  
New trends include:

- Auto-captioning & Auto-video editing
- AI video repurposing (automatically trimming long-form clips)
- Vertical-first creative design

## **KEY STATISTICS**

- Users make purchase decisions after watching short videos of just 8–12 seconds.
- Short videos increase engagement 10 times more than photo posts.

# **TREND 5: CONVERSATIONAL COMMERCE & VOICE/CHAT SEARCH**

Consumers are increasingly using voice and chat for search.

- Voice Search
- Chat-based search (e.g., Google SGE, ChatGPT Search Assist)
- AI chatbots that respond like humans

## **IMPACT**

- SEO needs to evolve into conversational SEO.
- Focuses on spoken language questions such as "Why...", "What is...", "Which one should I choose?"

# **TREND 6: PRIVACY-FIRST ERA & FIRST-PARTY DATA STRATEGY**

The world is moving towards an era where brands can no longer rely on third-party data.(Cookies disabled)

Businesses must develop a first-party data ecosystem.

- Membership system
- Register for privileges
- Data collection through gamification activities
- Loyalty program

# **TREND 7: OMNICHANNEL EXPERIENCE & HYBRID COMMERCE**

Customers seamlessly connect online and offline experiences, such as:

- Buy online, pick up in store (Click & Collect)
- Scan products in-store and forward them to their mobile devices
- In-store experiences enhanced with AR/VR

## **KEY TRENDS FOR 2024-2025**

- Using AR for Product Try-On
- Cross-touchpoint Customer Journey Tracking
- Unified Loyalty Program

# **TREND 8: DATA-DRIVEN EVERYTHING & REAL-TIME ANALYTICS**

Modern businesses need to make decisions based on real-time data, such as:

- Dashboards with second-by-second reporting
- Real-time content adjustment
- AI-based bidding optimization

## **KEY SKILLS FOR MODERN MARKETERS**

- Data Literacy
- Dashboard Reading
- Experiment-Driven Thinking (A/B Testing Culture)

# **TREND 9: SUSTAINABLE MARKETING & ETHICAL BRANDING**

New-generation consumers (Gen Z / Gen Alpha) prioritize:

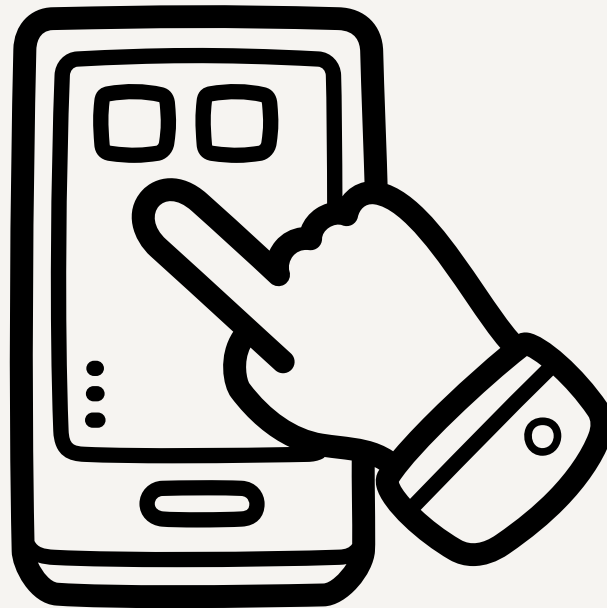
- Sustainability
- ESG (Environment, Social, Governance)
- Brand Transparency
- Eco-friendly Materials / Eco-friendly Packaging

## **MARKETING IMPACT**

- Brands must create "value" beyond selling products. They must be able to demonstrate that their sustainability claims are supported by evidence (no greenwashing).



# **TREND 11: ZERO-CLICK CONTENT & PLATFORM-CENTRIC MARKETING**



Platforms don't want users to click off the platform. This necessitates the development of new content formats.

**THE TREND IS "CONTENT THAT PROVIDES COMPLETE INFORMATION WITHOUT LEAVING THE PLATFORM."**

# ICE-BREAKING ACTIVITY

## DEBATE

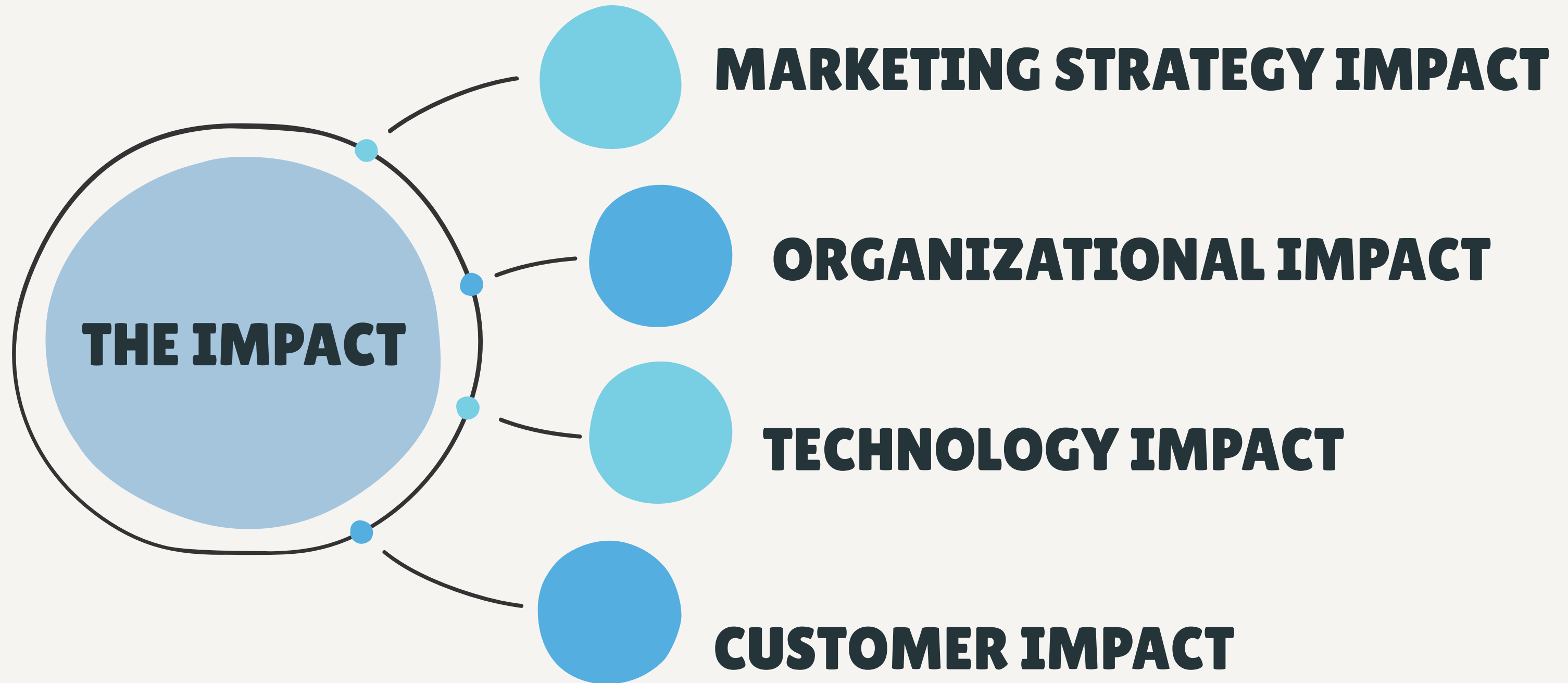
WILL AI REALLY REPLACE MARKETERS?



**02**

**THE IMPACT OF  
TRENDS ON  
MARKETING  
STRATEGIES**

# THE IMPACT OF TRENDS ON MARKETING STRATEGY

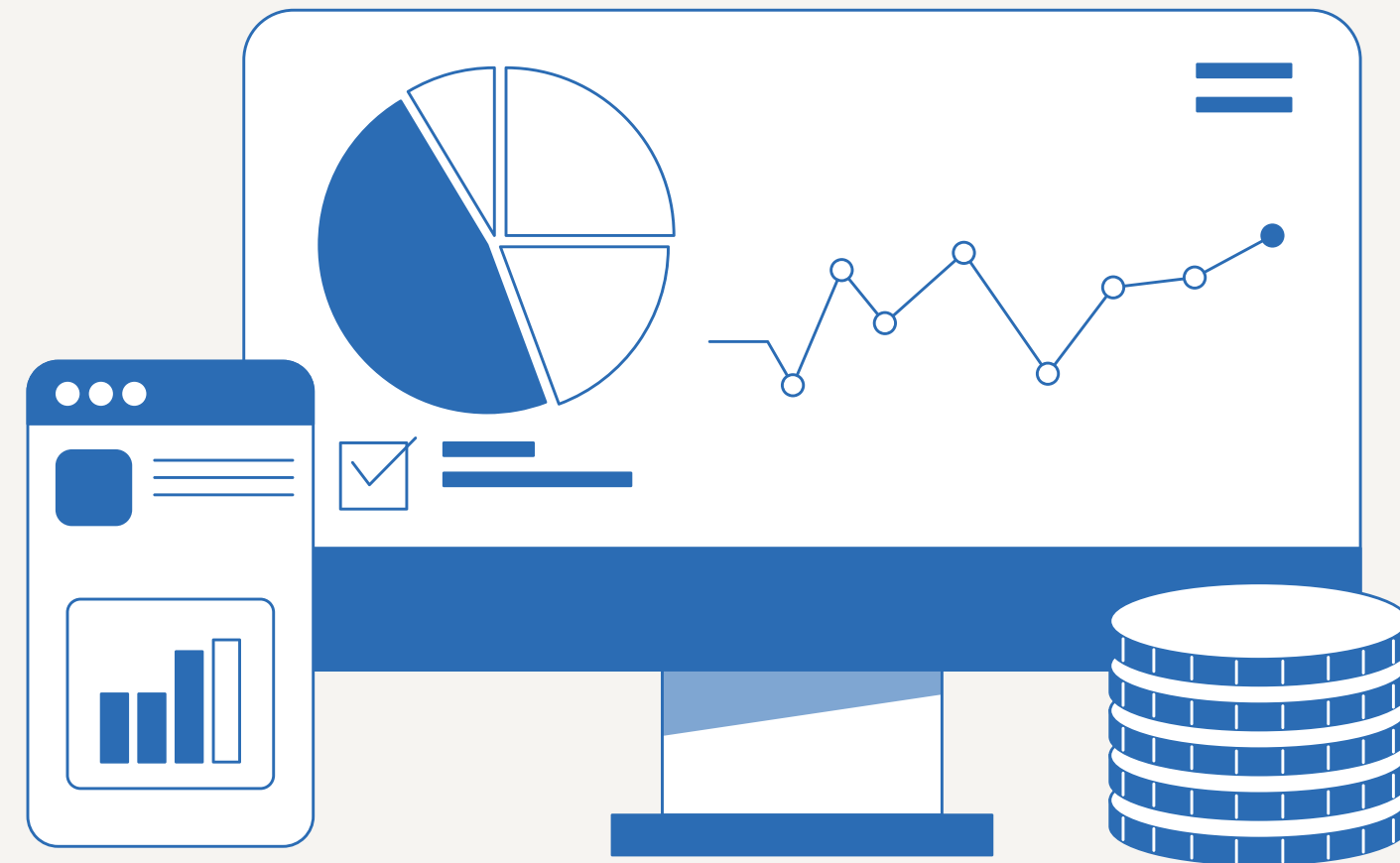


# 1. MARKETING STRATEGY IMPACT

## 1. Strategy must be data-driven (Data-led Strategy)

Following trends in data-driven, predictive analytics, and AI,  
>>>>Marketing decisions must be based on real-time data instead of guesswork.  
>>>>KPIs are shifting from total sales figures to journey-based metrics such as:

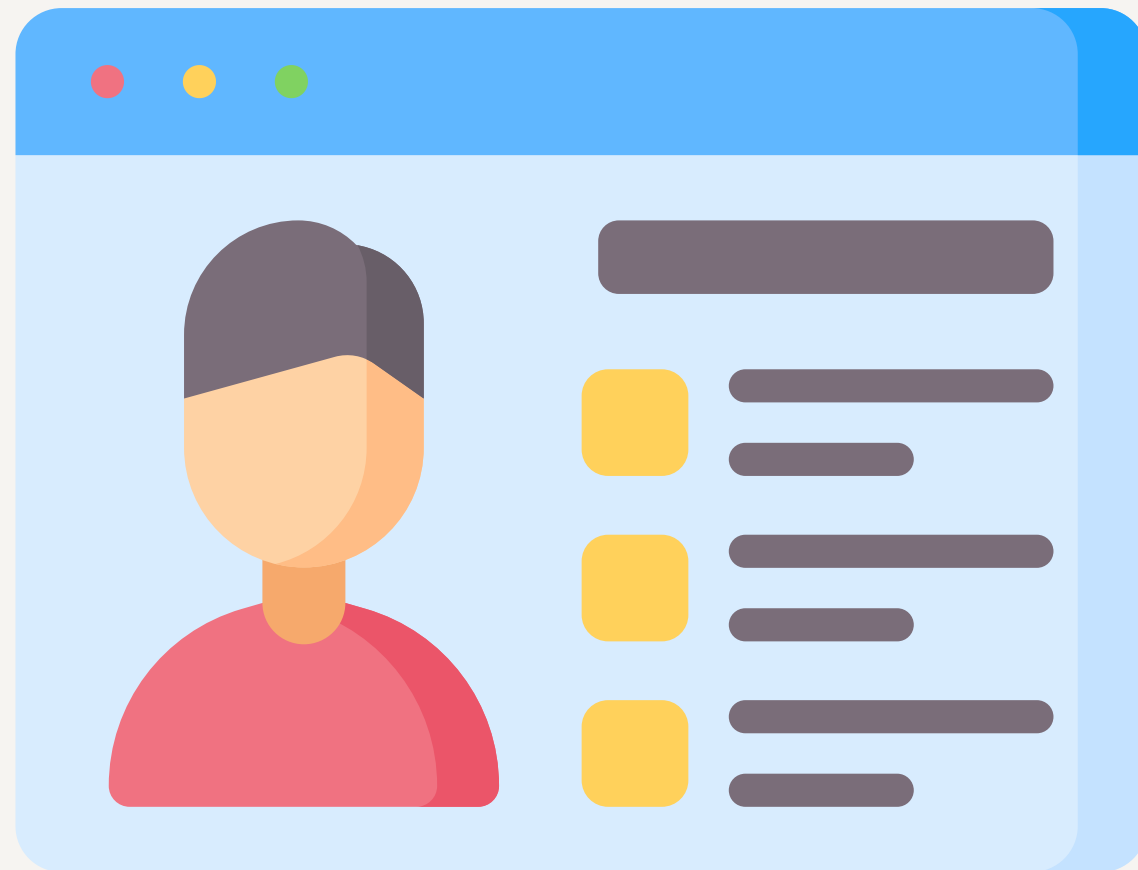
- View-through conversion
- Session value
- Customer lifetime value (CLV)
- Engagement depth



# 1. MARKETING STRATEGY IMPACT

2. Media strategies shift from Mass → Precision → Hyper-personalization

AI technology enables automated, personalized messaging for each individual.

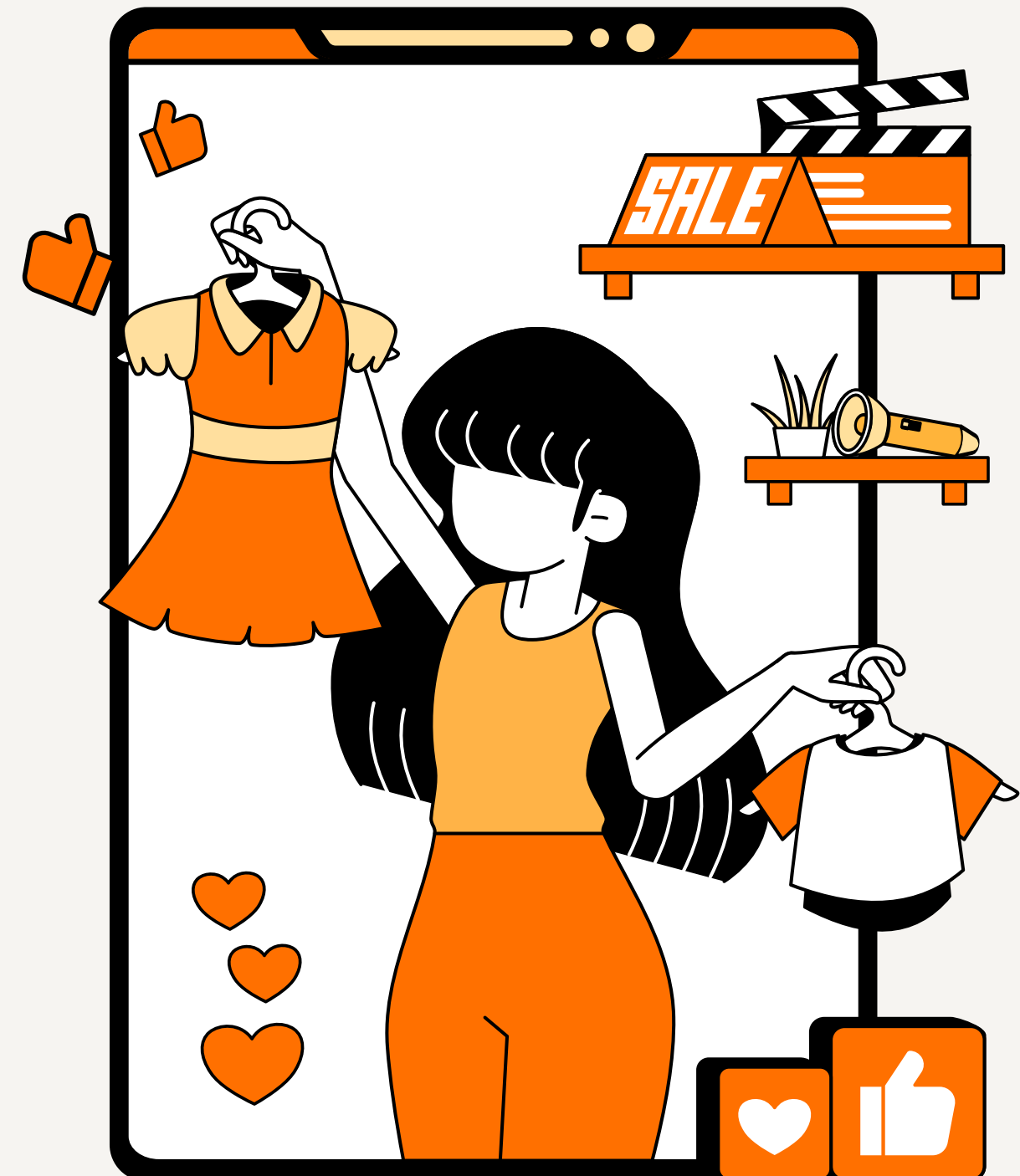


# 1. MARKETING STRATEGY IMPACT

3. Content strategy must be short, fast, and interactive.

Because consumer behavior has changed:

- ✔ Watching short videos
- ✔ Decision-making quickly
- ✔ Needing summary information



# 1. MARKETING STRATEGY IMPACT

4. Brand strategies must emphasize authenticity and transparency (Authenticity & Trust)

Following the trends of privacy-first and sustainable branding,  
→ Consumers are asking,

"Is a brand real  
or  
just advertising?"



# 1. MARKETING STRATEGY IMPACT

5. The strategy must integrate sales across multiple channels (Omnichannel Strategy)

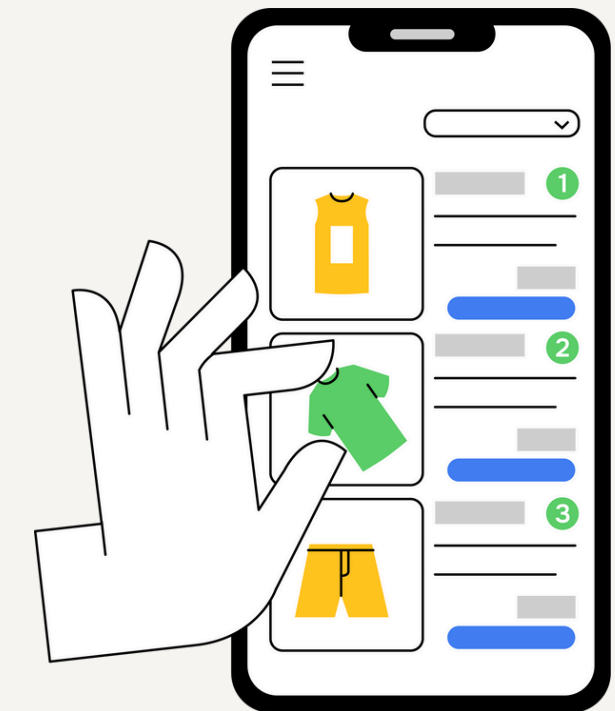
Because customers purchase products through a hybrid commerce model, such as:



**WATCH REVIEWS  
ON TIKTOK**



**TRY THE PRODUCT  
IN-STORE**



**BUY ONLINE DURING  
A PROMOTION**

# 2. ORGANIZATIONAL IMPACT

## 1. New Marketing Skillset

Key skills for the new era include:

- Data literacy
- AI prompt engineering
- Video-first content creation
- Performance optimization
- Marketing automation

Organizations must design a continuous learning culture.

# BUILD SKILLS



# 2. ORGANIZATIONAL IMPACT

2. Work must change to Agile Marketing.



## 2. ORGANIZATIONAL IMPACT

3. Budgets and resources must be more flexible than before.



**FOLLOW THE TREND AND REAL INFORMATION**

# 3. TECHNOLOGY IMPACT

1. Businesses must build their own digital infrastructure.

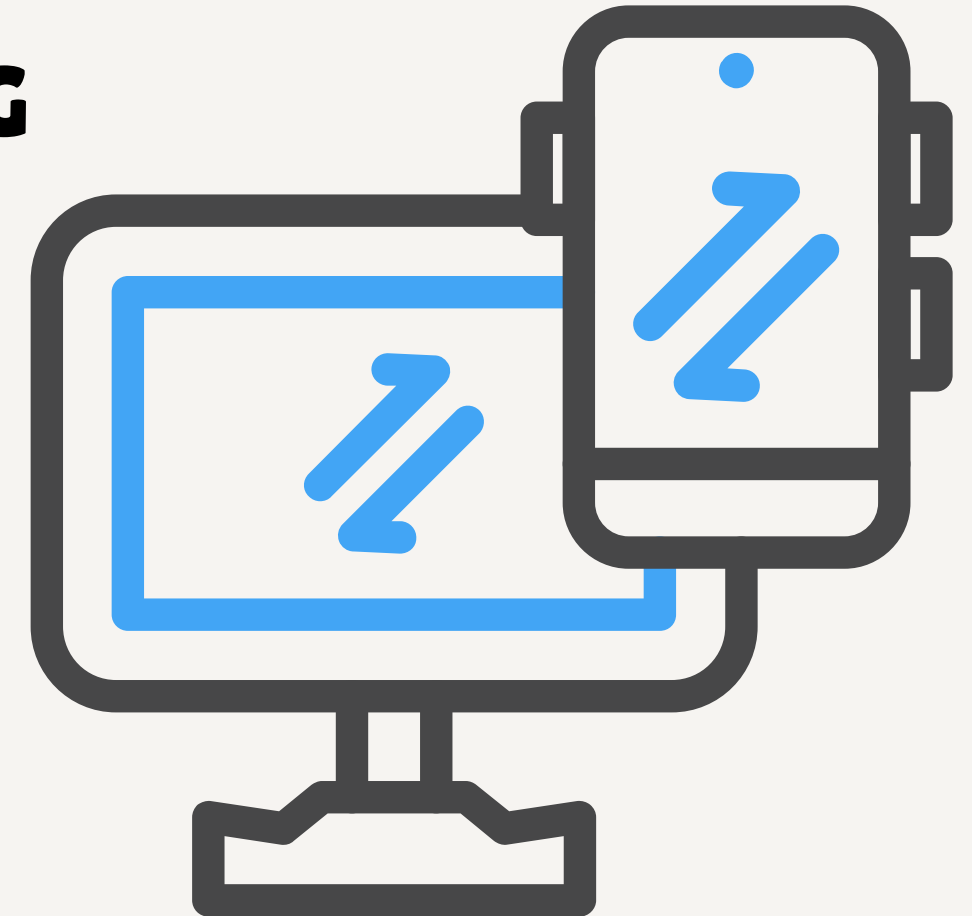
## **INCLUDES:**

**CRM + CDP**

**WEBSITE WITH ZERO-CLICK CONTENT SUPPORT**

**AUTOMATION AND TRIGGER-BASED MESSAGING**

**ANALYTICS SYSTEMS**

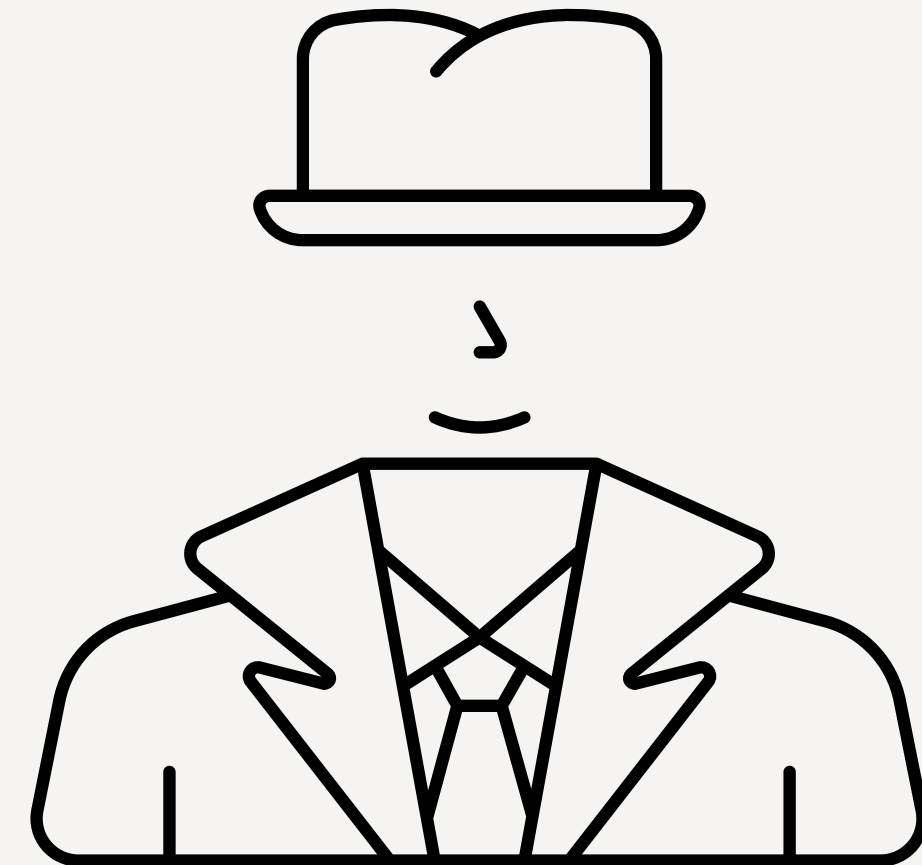


# 3. TECHNOLOGY IMPACT

## 2. Increased investment in AI and automation

Every department in the business needs AI, such as:

- Sales uses AI to analyze sales opportunities.
- 
- Customer service uses chatbots.
- 
- Advertising uses AI bidding.



**AI WILL BECOME AN "INVISIBLE WORKFORCE."**

# 4.IMPACT ON CONSUMERS AND CUSTOMER EXPERIENCE

1. Customers expect a seamless experience across channels.

Expectations are increasing, such as:

- Buy online and return items in-store.
- View information on your mobile phone and complete your purchase in-store.
- Real-time product status notifications.



**IF A BRAND FAILS TO RESPOND, CUSTOMERS IMMEDIATELY  
MOVE TO A COMPETITOR.**

# 4.IMPACT ON CONSUMERS AND CUSTOMER EXPERIENCE

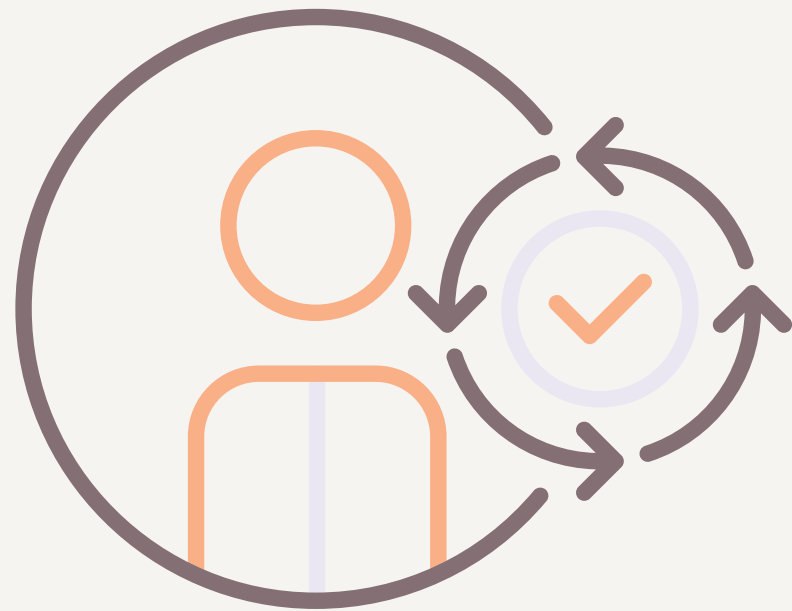
## 2. Empowered Customer



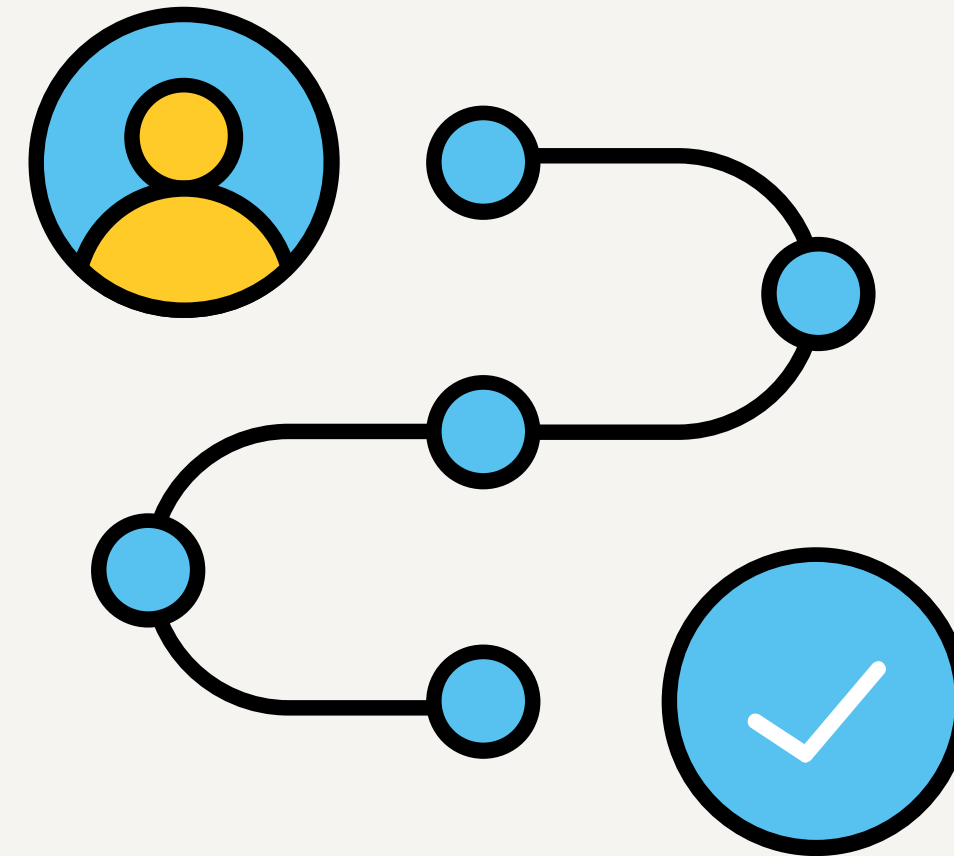
**CUSTOMERS DON'T BELIEVE IN ADVERTISING  
THEY BELIEVE IN "OTHER USERS LIKE THEMSELVES".**

# 4.IMPACT ON CONSUMERS AND CUSTOMER EXPERIENCE

## 3. Multi-touch Journey



**SEE THE AD → INTERESTED → BUY**



**SEEN ON TIKTOK → WATCH YOUTUBE REVIEWS → ASK FRIENDS → BUY IN APP → REVIEW STORE → REPEAT PURCHASE BY AUTOMATION**

# SUMMARY



Digital marketing trends are radically transforming the way marketers work, emphasizing speed, accuracy, and personalized experiences through advanced technologies like AI, automation, and data analytics. Organizations need to understand their customers deeply and design seamless, omnichannel experience journeys, while respecting privacy regulations and transparent data management.

Strategies that adapt to these trends will enable businesses to sustainably compete in a fully digital world.

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