

# Digital Marketing Technique for Business

In Year 2018 marketing styles and techniques are totally changes. Before Digital marketing technique people gain knowledge from morning newspaper and radio. As technology is changing with time, Digital Marketing trends are also changed.

In some area where a normal business not taking participate. These Digital marketing techniques are PPC, Social Media, Content, video marketing.

## CHAT TOOL

Chat Tool is way to connect with our clients and customers at any time. When calling with international clients, customer query can be solved instantly and can save customer cost. To meet the customer demands automatically response system is required. So chat tool is best digital marketing techniques.

### Advantages of Chat Tool -

- Save More Money in Businesses per annum.
- Providing accurate and quick answers to customers.
- Learn any products and services within second.
- Save information to not to ask the same thing again.
- Send Automatically to email address regarding details.

## VIDEO MARKETING

Today, technology has brought some changes in our lives and the major change is that we can now search for videos more than content and pictures. It is giving the industry a new direction.

You can refer the marketing stats –

Mostly Clients show interest in watching a movie for their query in comparison of any other way.

64% of the conversions happen after a customer watches the relative video. 94% Customers have admitted that they purchase product after engagement in video.

Although it is already in trend, not all businessmen are focusing towards having lots of videos on their page. By going through such stats, we can conclude that video marketing is another one of the latest digital marketing trends.

Not only YouTube but Facebook and Instagram have witnessed gain in popularity by the videos

## **ARTIFICIAL INTELLIGENCE (AI)**

Artificial intelligence plays a vital role in studying the customer behaviour over the web. To track the status of any business, you always need to calculate certain parameters such as – how customers react to your website and how much time do they spend on it. This can also be counted under customer required strategies for a deep understanding of its behaviour.

- It extracts all the data from blogs and social media, studies it carefully and analyses the behaviour of any customer.
- For the improvement and more engagement of customers, AI provides certain tips and tricks.
- Not only it will faster the growth but also save the money of any business.

## **MESSAGING APPS**

If you think, social messaging apps are just there to chat and exchange memes, then you need to have a look at the following stats

Mostly all messages are engaged on Facebook for business purposes or direct messages. Monthly, there are active users are there on What's app. What's app is also used on business and personal messages.

YouTube has monthly 1.8 billion users and the increase in customers is just not stopping.60 billion messages are sent over WhatsApp monthly.

These stats are there just to satisfy the statement which says that social media apps are very popular. Many of the money makers have focused their effort on social messaging apps where they can directly contact the customers and create new contacts. Many people nowadays prefer talking over the social media applications because it has become more reliable.

## **VOICE SEARCHES**

In today's world, where there is no room for errors, many search engines have improved a lot so that the searchers can get quick and accurate answers. Here, voice search plays a major role.

This Technology is so fast that voice searches will touch a count of 50% of the total searches in next few years.

In Today Life mostly mobile searches being done on mobile phones through voice process.