

Five Digital Marketing Trends That Will Dominate In The UAE In 2019

Unlike other regions in the world, where marketers focus on formulating and executing campaigns, plugging in core factors such as discounts, deals, coupons, etc., the Dubai market has a different marketing dynamic that gyrates around customer journeys and experiences.

Here are five Digital Marketing trends that are expected to take centre-stage and dominate the market in 2019.

Snack ads

Snack ads are video ads that are less than 10 seconds long. With the abundance of video content available, we have developed a much shorter attention span, which is why 60-second videos will lose their relevance and effectiveness.

As a solution, snack ads will be increasingly used in 2019 to cater to the audience's needs. Even when your video needs to be longer, make sure that the key message is delivered within the first 10 seconds.

Chatbot

Chatbots are essentially Software Programs that act as a virtual "concierge," communicating with users and assisting them in completing their goals. AI-powered chatbots residing inside a website or an app at all hours of the day is almost the new norm, where a virtual customer service representative is working 24/7, sharing instant, personalized and focused solutions to every customer query.

Voice interaction

Thanks to Siri, Google, Alexa and a host of other smart devices, verbal interaction with devices is continuing to rise. The real takeaway is that talking is simply a preferred way of interacting, as compared to typing. And now technology is adapting to the way people want to search, shop and discover new things.

Start thinking about voice search now, because if you wait until this time next year, you may find that you have a steep hill to climb if you want to rank with the marketers who recognized this emerging trend.

Live videos

Video is still at the top of content marketing. The only thing better is live video. Live Videos are especially big for digital marketing when combined with influencer marketing. Whether it's the new generation of social media influencers or traditional sources, such as celebrities, athletes and musicians, having a live stream with an influencer who is

interacting directly with comments is a huge draw for an audience. The spontaneity and interactivity of live streaming can undoubtedly be a big draw when done right, with a well-chosen personality.

Micro and local influencer marketing

While influencer marketing is not a new topic, the focus on local and micro influencers is. While it's "cool" for a famous influencer or celebrity to endorse your product or service to their millions of social fans, it can be short-lived. Micro and local Influencers on the other hand can offer a long-term brand association and partnership, which creates a more effective reach and impact.

Digital is here and it's here to stay. Technology will continue to create rapid changes in the way that we live and work. The only way to stay ahead of the game is to continuously evolve and adapt. A winning digital marketing strategy in 2019 will be a combination of quality content and agile technologies, which are relevant for the audiences.

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