

CICO: Get Ready for these 15 Communications Industry Trends In 2020



New Communications and Marketing Trends are constantly popping up and evolving, changing the way we work. It's important to stay on top of the Trend - and know which ones will work - so you can make sure you're **effectively reaching your audience**.

To keep ahead of the curve, the Experts of CICO Global are constantly **researching and analyzing various Trends** to understand which ones will be most successful in the near future. Below, 15 of them share the Trends they predict will take over the Communications and Marketing Industry in 2020.

1. Movement: Individuality will decrease and the urge to enforce a togetherness will increase. People want true **Progress**; what makes them and others happy. This must be felt.

2. Trend: Visual, Conversion-Focused Campaigns

In our digital-first world, it's becoming increasingly difficult to stand out among competitors. Marketing has always been cyclical, and more organizations will go back to the golden age of Advertising. Clever Ads, catchy Taglines, vibrant Visuals - Marketers need to make a statement in the blink of an eye. We'll see **less content and more campaigns** to drive conversions and build audiences.

3. Trend: The Globalization of Local Talent

One Marketing Trend with staying power is the pairing of a **national or global corporation with a local business**. Sneakers are adorned with designs from unknown artists. Brands are tapping lettering masters to draw their in-store signs. The **mixture of big and small adds** authenticity where corporate stagnation could reign, imbuing new life to the marketing of products that feels fresh and alive.

4. Trend: Brand Activism

Given 2020 is an election year in the USA, we predict that we will see more Brands **take a stand on issues that impact their brand purpose and audiences**. Research has shown that **trust** among government is down, and more people are looking to their workplace and Brands that emulate their personality and beliefs to **drive change**. For Brands, it's an opportunity to demonstrate their **cultural relevance**.

5. Trend: AI Advancements

Artificial intelligence (AI) is only going to strengthen and evolve at a breakneck pace. It's all about the consumer, and the consumer not only demands, but also expects to receive relevant, personalized content at the right time and in the right place. With that, they expect **response times** from Brands **immediately**. AI can work faster and smarter and can react 24 hours a day, 365 days a year.

6. Trend: Influencers

We think the influencer and influencer agencies Trend will continue to grow. Companies will also increasingly bring **influencer management in house**. This strategy should succeed in terms of general Brand awareness, but it will most likely be difficult to measure direct ROI and justify high cost per CPA/CAC.

7. Trend: Live Video

Live video in 2019 has been the domain of influencers and personalities. **Live video in 2020 will be the domain of companies and Brands**. With Instagram, Facebook and Twitch already well-placed, and LinkedIn on their heels, Brands and companies will turn to live video as a more authentic way to share their story, as consumers will grow increasingly skeptical of overly polished, corporatized videos.

8. Trend: Podcasting

Podcasting is going through the same momentum blogs went through 10 years ago. **Everyone is jumping into this channel** as yet another way of self-publishing content, but few are doing it really well. There's no highly accessible way to measure success clearly today, and we're seeing lots of experimentation in format and content - from editorial to Branded, episodic content.

9. Trend: Longer Content for SEO And Lead Generation

The Trend has been to create bite-sized content pieces super focused with a "read more" call to action. Even though gated content is effective at driving leads, it doesn't help when it comes to SEO, keywords and site rankings. In the future, we will see **longer content freely given on landing pages with anchor texts and multiple calls to action** throughout pages - driving better SEO and leads.

10. Trend: Local SEO

A growing ecosystem already targets local search results, showing first for common phrases and a locale, or on Google Maps. Since 2020 is a political election year in the USA, **local broadcast media in many markets will be increasingly saturated with political ads** - and increasingly expensive. Don't be surprised if this drives even more competitors to invest in local search!

11. Trend: Microtargeting And Conversion

Brands have already started moving in this direction and will continue to execute campaigns that specifically target a dedicated group of customers or a niche audience. The more advanced technology gets, the more targeted we become. **Conversion will also continue to be a priority, particularly in ways to measure ROI resulting from influencer collaborations and PR campaigns versus impressions.**

12. Trend: Interactive Audio

With the popularity of podcasts, audiobooks and other aural content growing alongside natural language processing and voice control, it seems likely that we'll see **more audio games, interactive storytelling** and other responsive, dynamic **audio products** and services entering the market. Within this new Communications paradigm, new approaches to engagement, marketing and influence will follow.

13. Trend: Chatbots

We believe in the next year chatbots will come much more into play as an engagement tool and succeed by helping marketing professionals be even more efficient. By answering repeated questions and **making targeted product suggestions**, chatbots allow Brands to both improve and streamline their customer service. The full extent of what they can do has really not been tapped into yet but will be.

14. Trend: Increasingly Granular Personalization

Personalization is key. As message clutter grows across digital channels, companies need to capture and keep customer attention. They're leveraging **master data** to build more complete profiles of customers' needs, wants and preferences, and matching profiles with appropriate ads and content. These efforts can increase website traffic and even entice customers to come in store for exclusive deals.

15. Movement: Global Values: Global Responsibilities, an Inclusion and Diversity Voice

A Global Voice: The world is getting more and more conscious of the importance that we are all **One Nation**. This form of togetherness and awareness will be more included in the way we Communicate with each other: audiences are more receptive for **Global Values** and **Planetarian Responsibilities**. This will be an Imperative **Movement** and a **New Trend of Communication** in all commercial and non-commercial domains.