



**WE DESIGN & DELIVER  
MARKETING CAMPAIGNS IN  
THE WORLD OF BUSINESS,  
HELPING ORGANISATIONS  
ACHIEVE A WORLD-CLASS  
ONLINE PRESENCE.**

These trends report showcases our consolidated research adjusted for the date ended 15th July 2021

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To learn more see [www.metamash.co](http://www.metamash.co)

## AGENDA

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### CONTACT

Next Steps  
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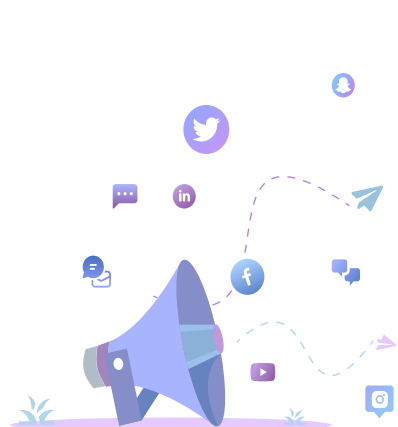
# INTRODUCTION

## Will today's biggest trends collide and reposition everything?



At the beginning of the year, people have been very interested in digital marketing trends and marketing innovations. So 2021 will be no exception. But when we get to the middle of the year, don't let this obsession disappear!

The best marketers are constantly looking for new trends, technologies, digital marketing platforms to quickly identify new opportunities that agile companies and marketers can take advantage of...! Only when they are looking in the right place and they know the right question to ask...!



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Every serious company that wants to generate potential customers and revenue should have a marketing strategy to help them pursue profits.

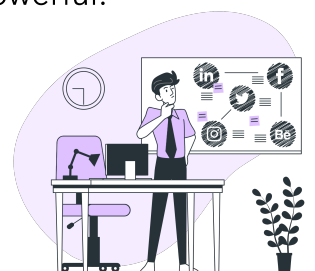
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# PROBLEMS IN MARKETING

All marketers are always thinking about facilitating their business to grow bigger. In any case, there is always one area for improvement to turn marketing into a more effective revenue stream. However, since marketing is always a vast area, it is difficult to determine which areas need to be developed to become more powerful.

## So... What is happening in 2021?

Below are some of the challenges faced in digital marketing.



It is important to pause for a moment and think about the biggest challenges marketers will face in the future. Because this gives you a solution to a problem of a problem. That eventually helps you identify the business stopping problem and solve it.

## Generating Traffic and Leads:

Studies show that generating sufficient traffic and leads is the biggest global marketing challenge for 2021. In peer networks and consumer insights reports it is noted that many would like shorter videos, primarily influenced by the generation Z & and the up and coming fast, generation alpha.

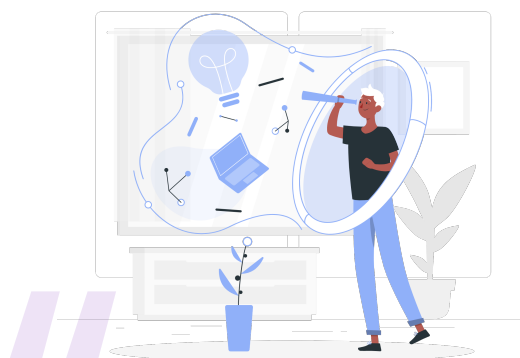
“79% said they would like to see a short video”



# PROBLEMS IN MARKETING

## Technology:

- Technology is an important and strategic tool to increase your overall efficiency and stay on top of your competitors.
- One of the main challenges marketers are facing is trying to figure out the solutions that their businesses need and integrating the technology and ideas into their strategies.
- All industry giants are investing billions into marketing technology integrations to help build a compelling all-in-one marketing solution in the cloud.
- Start-up organizations are developing an ecosystem that will help to produce a steady stream of products that are solving the marketing problems.



Without the right technology, it's unlikely you will see success from your efforts

## Budget Drafting:



Marketing Budget is like an empowering tool to your goal.

- How can you create a winning marketing campaign without a budget? The truth is, it's pretty hard. But, even when you have a great, revenue-generating idea, you still usually need to get your budget approved by a higher-up.
- If a business views marketing as an expense rather than a revenue generator for the company, then it is a problem that businesses will always face, that leads to sales becoming stagnant.

# BUILDING A COMPANY'S FUTURE VISION

The goal of digital marketing for entrepreneurs is to empower them and optimize their startups in the fastest and most cost-effective way possible. The future of digital marketing will be more inclusive in 2030. Without a doubt, it is undeniable that digital marketing has a large scope.

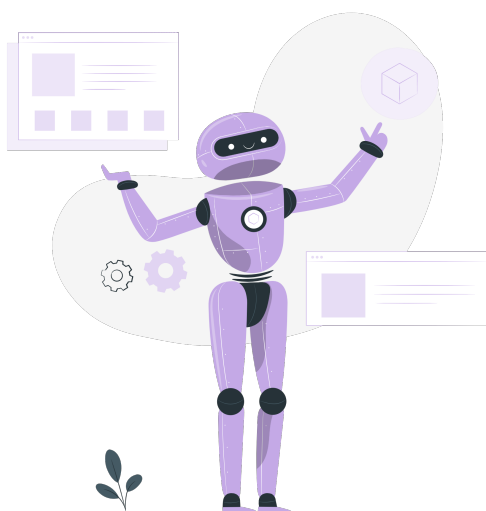
## Strategic Plans for the future:

Aside from having a creative and analytical mind, marketers must always be up to date with the ever-changing marketing landscape.



It's a complex process that comes to consumers today and you need to adapt your efforts to new trends. Being the first or being the first one, gives you a competitive advantage.

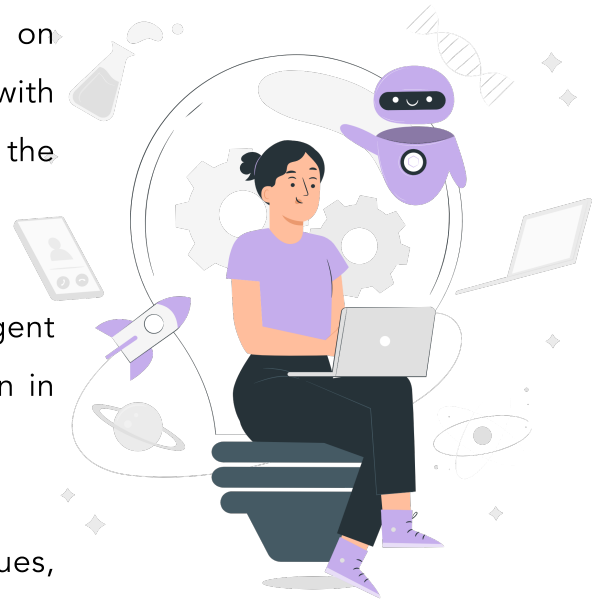
## Artificial intelligence and machine learning are becoming the growth drivers



1. By 2022, 30% of AI/ML projects will be implemented in production on DACH. The days of failed pilots and MVPs are a thing of the past. This recruitment spans all areas of B2B and B2C.
2. By 2025, disruptive business models present opportunities and threats with long-term implications.
3. The simultaneous use of private and public clouds or multiple public clouds for application environments have been the subject of much debate, but an operational exception.

## Far into the future: Robotics in marketing

- As marketing strategies of enterprises evolve to become more data-driven, analytical and focused on engagement, the worldwide use of robots armed with artificial intelligence seems naturally imminent in the future of interactive marketing.
- Major organizations like Nestlé plan to use intelligent robots to increase product notification participation in a way that appeals to customers.
- Society has not been stable for a long time. Values, norms and standards change. Continuous human progress solves the old problem and creates new ones. Experience and expectations evolve over generations.



## SOME STRATEGIES YOU CAN IMPLEMENT TODAY:

### Social Media Marketing

What do customers and clients do first, about the products and services you offer? They find out more about and evaluate using social media at the same time. If you can't find information about your business on social media, all of your offline sales efforts will be lost and clients and customers will be focusing on the competitors instead.

#### Steps to take today:



Business owners can communicate with customers through social media marketing for their business from a unique perspective. This helps increase traffic in your business and improve SEO.



## Website design and development

Turning casual online shoppers into loyal customers - that's what you want as an online retailer & the future is going to be omnichannel. Every business will have an online store & the businesses that start early will be the ones that have the first-mover advantage.

### Steps to take today:

Create an optimized online store using popular platforms and frameworks. Depending on your requirements, you can choose from various CMS options (Shopify, Big Commerce, Magento, Open Cart) or extensive user programming for shopping cart development



## E-commerce Ads Management

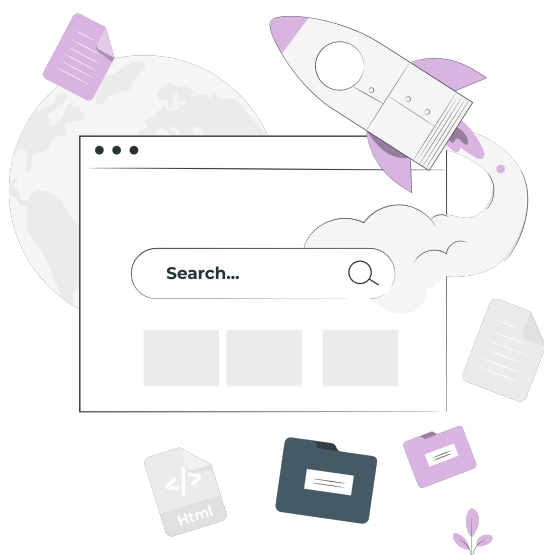
81% of shoppers conduct online research before making a large purchase. This means that the top spot in search engines is important. Only 22% of companies are satisfied with their conversion rate. That said, it is not a proven marketing strategy.

Imagine if your online store could convert the majority of these shoppers and increase sales. You can do this with us! As India's leading e-commerce marketing company, Leadgenics provides an essential comprehensive marketing approach to drive conversions.



### Steps to take today:

First, you need to understand that it's not just e-commerce marketing traffic or keywords. It is to meet the consumer's needs at every stage of the purchasing process and keep those customers after purchase urging them to place an order.



E-commerce marketing requires a fully integrated approach that combines search engine optimization (SEO), user research, customer profiling, content marketing, email marketing, paid and social media analytics conversion rate optimization, & testing at each stage. To effectively grow e-commerce, you need a thorough marketing plan that incorporates all of the above services.

#### Note:

Ads management is something we recommend you work with a marketing partner or if you have the time for in-house - hire a marketer within your company to lead the efforts.

## Amazon Marketing

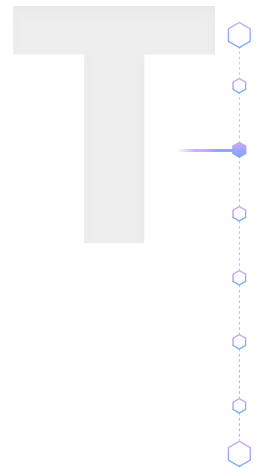
Many businesses today are not taking advantage of the Amazon marketing ecosystem. Even those that do, only use the basic PPC ad campaigns. However, the trend is going to become a larger part of the advertising budget for all companies & corporates are already taking advantage of Enhanced Brand Content, Amazon OTT Product Video ads, etc.



### Steps to take today:

Most important steps to successful selling on Amazon is to use the right pricing strategy to increase your ranking, conversions, and revenue. Marketing agencies analyze many variables when listing a new product. Success on Amazon includes extensive competitor analysis to find the best price for your product, the best messaging for marketing and so much more.

# Thank you!



Platform Marketing



Content Strategy



Funnel Mapping



Graphic Design

“Impressed Enough? We’d love to hop on a 15-minute call with you”



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