Digital Marketing Trends and Requirements for Future Success

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Abstract:

In today's age, the world of digital marketing is continually evolving, due to increased technologies and trend s. And digital marketing brings many impacts on people's life. Consequently, customer behavior has experienced a big change, and it is important to businesses to understand and harness these changes in order to maintaining competitiveness. This review research paper provides a detailed examination of the relationship between the implications of the appearing trends and changing businesses strategies. The paper begins by illustrating the overview of current digital marketing landscape, including social media advertising, influencer marketing, SEO, content marketing, email automation. It then introduces the trends and technologies in the recent year that continue to influence consumer preference and businesses decisions, such as AI and machine learning in personalization, the rise of privacy regulation and tracking, voice and visual search, the growth of influencer and creator economies. The study highlights how they have reconstructed the digital marketing and brought benefits and challenges to businesses. Moreover, the research explores the actions businesses have been doing to get success in the next a few years. The conclusion defines the digital marketing success five years from now.

Keywords: Digital marketing; social media advertisement; influencer marketing; AI personalization; privacy regulation.

1. Introduction

In digital marketing world, a profound transformation has been observed. The rapid proliferation of digital technology and the internet has revolutionized the way businesses engage with consumers. As a result, the field of marketing has undergone a profound transformation in recent years, shifting from traditional methods to a dynamic and multifaceted domain known as digital marketing. Within this sphere, marketers leverage various online platforms, tools, and strategies to connect with their target audiences [1].

In current market, digital marketing is not just selling

product. They want to Increase users' dependence on them and set up a long-term relationship with customer. Therefore, they create a lot of channels and platforms to draw customers' attention and increase revenue. These channels include social media advertising, influencer marketing, SEO, content marketing, email automation and so forth. Social media advertising refers to the paid promotional content placed by enterprises or individuals through social media platforms (such as Facebook, Instagram, Weibo, wechat, Douyin, etc.), aiming to convey brand information, products or services to specific target audiences. The influencer marketing is a marketing strategy that promotes brands, products or services through individuals or groups with social influence. "Social media influencers have become powerful intermediaries, capable of significantly impacting consumer decisions and brand perceptions" [1]. Moreover, SEO is a process of optimizing a website to help it rank as high as possible in the search engine rankings of organic search engines. This makes the website more expressive to searchers, as it may rank first in the list, which means it is easier to be discovered [2]. Content marketing is a marketing strategy that creates and distributes valuable, relevant and continuous content to attract and retain a clear target audience, ultimately driving user behavior conversion (such as purchase, subscription, sharing, etc.). The core lies in taking content as the core carrier rather than direct promotion. Meanwhile, email automation refers to the process of using technology to execute automated, personalized, and contextual email campaigns to targeted recipients based on predefined triggers, conditions, or schedules, in order to improve accuracy and save time.

2. Emerging Trends and Technologies

2.1 AI Big Data

The development of social media completely changes the human interaction. The exponential growth of web-based platforms that enable online social behavior has profoundly altered the nature of human activities, environments, and interactions. Traditional face-to-face social relationships have increasingly shifted to the virtual realm, leading to the formation of online communities that connect individuals globally. This transition into the digital domain facilitates knowledge sharing, cultural exchange, and fosters dialogue among diverse populations [3]. The success of social media is closely related to AI (artificial intelligence). The social media platform relies on the algorithm of ai to analyze the customer behavior (Likes, dwell time, interaction, etc.), achieving accurate content recommendation, and that is more likely to convert into sales. AI is expected to be critical for developing future digital products, particularly in digital marketing. Based

on Juniper Research, in 2018, retailer spending on AI was 2 billion and is set to rise to $7.3 billion by 2022 [4].

2.2 Privacy Regulation

The wide use of AI will lead to another trend which is the rise of privacy regulation and tracking. Data privacy is rights individual or organization must control over their own data, and make sure it's collected properly based on sensitivity and importance. "With customer data, businesses can improve customer experiences, improve marketing strategies, drive targeted advertising, and (if enough is collected) generate new revenue streams by selling data to data companies" [5]. Every businesses have their own way to treat big data. Some of businesses use them to predict customer preference and behavior, while others abuse data for profit. The increased reliance on consumer data has brought privacy concerns to the forefront, prompting governments worldwide to implement stringent data privacy regulations. Laws such as the GDPR, CCPA, and Brazil's LGPD aim to protect consumers' rights by regulating data collection, processing, and sharing practices [6].

2.3 Creator and Influencer Economy

The creator and influencer economy are a new economic form in which individuals create and distribute content on Internet platforms, reach audiences directly, and achieve economic benefits through many income models (advertising revenue sharing, fan economy, brand sponsorship, knowledge payment) . Since creators no longer rely on traditional media, everyone is capable to become a creator, whatever for single person to share their personal life or for business to promote their services or products. "The scale and scope of Creators and the Creator Economy is large, and it is growing. Creators number more than 300 million people across nine large nations, including more than 85 million Americans, according to a 2022 survey. And the overall economic size of the Creator Economy was estimated to be more than $100 billion as of 2020" [7].

2.4 Voice and Visual Search

With the development of AI, Voice and Visual search have integrated into people's life. Voice search is transferring users' voice signal to text through voice system and providing relative result through search engine. With the development of AI and machine-study, voice search can understand users' intention in natural language expression, while they can provide more accurate search results. When being ask, what is a good restaurant nearby, it provides location-based search rather than just matching keywords. Voice assistants (VAs), such as Amazon's Alexa, Google Assistant by Google, Apple's Siri, and Microsoft's Cortana, are computer programs that aid users by answering queries and carrying out tasks. When compared

to text, voice appears to be more natural, faster, and better positioned to take over the internet from within people's personal space [8, 9].

3. Strategic Implications for Businesses

These emerging trend and technologies will impact marketing strategy, including challenges and opportunities for companies.

3.1 The Impact of AI

"According to domo.com, internet users daily generate 2.5 quintillion bytes of data. Since customers attention is distracted by the huge volume of advertisements and data across the marketing channels there must be a way to personalize data and target audiences to increase conversions and revenues. Companies manage to increase their revenues by optimizing the digital marketing campaigns, channels, audiences and markets performances, measuring the impact to customers, revenues and improving customers satisfaction creating personalized content. AI, data mining, predictive modeling and machine learning tend to satisfy marketers by helping them identify strengths, weaknesses, opportunities, threads, market needs, analyze users and target audiences" [10]. This means AI helps businesses to analysis available data and divides customers into different groups. Thus, businesses can increase their ROI (return on investment), customer satisfaction and driving growth by effective understanding their customers and accurate delivering the content that customers prefer.

Although AI is important for businesses, it still brings some potential challenges to businesses. For example, Lin et al. (2020) content that investment in AIM resources and capability can be duplicated by competitors without difficulty" [11]. This example emphasizes hat businesses may not show as good advantages or performances as they invest in AIM. Therefore, if businesses want to maintain good competitiveness, "it is important how business enterprises take advantage of their investments in AIM to develop distinct AIM resources and competences that establish the general accomplishment of an organization" [12]. Although ai has got a massive progression, it still needs proper decision-maker. While AI can handle vast amounts of data and perform standardized tasks, humans still have a unique advantage in jobs that require strategic planning, innovative thinking, and cross-disciplinary integration.

However, research findings show that in risky decision-making, a human decision-maker is susceptible to cognitive biases when deciding the possible results of a risky event, whereas an AI-enabled collaborative decision-making system cannot handle new and dynamic contexts with insufficient data or information properly [13]. Therefore, businesses must make decision cautiously and make sure AI get sufficient and precise data.

3.2 The Impact of Privacy Regulation

"Customer privacy concerns have increasingly grown over the last decade which can be attributed to a variety of internal company factors as well as external ones. Internal drivers of customer privacy concerns can be defined as the following: Collection, Control, Awareness, Errors, Improper Access, and Unauthorized Secondary Use" [14]. It explains the structural contradictions that are widespread in current business practices. Enterprises need user data to optimize services, but they inevitably face the moral hazard of data abuse.

The increasing amount of social and economic interaction taking place online, results in the generation of vast quantities of data. While these data are utilized to enhance the products and services provided to consumers, they also lead to various negative outcomes. For instance, companies such as Cambridge Analytica have leveraged Facebook data to influence election results and shape public opinion, while health insurance providers have predicted the medical requirements of potential clients based on undisclosed personal information [15]. Such instances highlight the widespread potential for misuse of user data. Additionally, numerous privacy controversies and data breaches in recent years have heightened consumer concerns regarding privacy. Data privacy has become one of the most significant challenges confronting the digital economy.

The example Emphasizes the requirements of enterprises for privacy supervision are far more than simply complying with legal provisions. Although the law has increased the cost of breaking the law, it has failed to fundamentally solve the ethical issue of data usage. Although legal compliance is the foundation, enterprises need to comprehensively address privacy protection challenges from multiple dimensions such as legal bottom lines, technical protection, social responsibility, and user trust.

In a large, natural experiment, Tucker found that people responded favorably to more personalized and targeted advertisements when they had greater ability to control their personal privacy settings. This result echoes similar ones that suggest people are more receptive to highly customized marketing communications, of which firms are now capable, when they have some control over the information dis-closure process [16].

For marketing practitioners, this means a shift at the strategic level: First, integrate privacy protection into the customer experience design framework rather than regarding it as a legal compliance cost; Second, develop data minimization collection technology and establish a context-based dynamic authorization mechanism. When enterprises can prove that their data usage is always in harmony with the interests of users, they can not only avoid regulatory risks but also establish a unique brand

reputation in an increasingly cautious consumer market.

3.3 The Impact of Creator and Influencer Economy

The economic value of the Creator Economy was estimated to be around $104 billion in 2021, based on revenues generated by Creators plus money invested in Creator Economy startups, according to a study by NeoReach and Influencer Marketing Hub [17]. YouTube's Creator ecosystem alone contributed more than $25 billion in economic output in the U.S. in 2021 via its direct and indirect impacts and is responsible for the equivalent of some 425,000 full-time jobs, according to an Oxford Economics study [18]. This part highlights the potential of the creator economy as an emerging economic form and confirms that the creator economy has shifted from a marginal auxiliary role to a core track that marketing enterprises must deeply participate in.
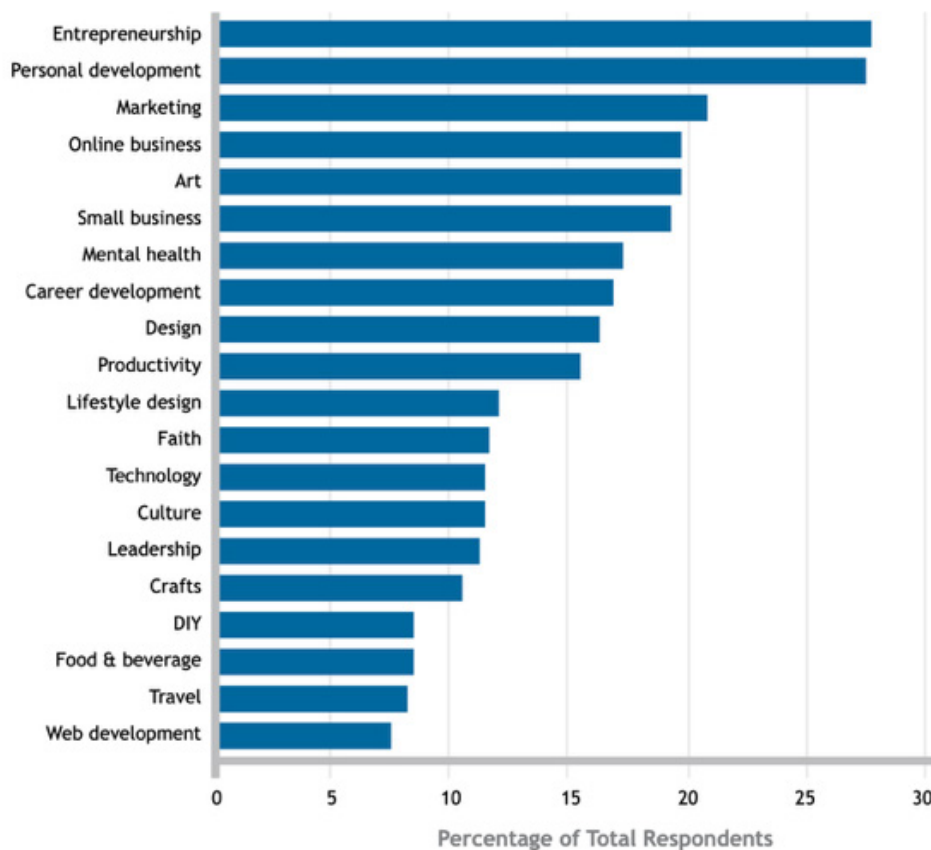

Fig. 1 Percentage of Total Respondents

Figure 1 shows the top 20 leading topics addressed by creators, and many of them are business oriented: Entrepreneurship was on the top; Marketing, online business and small business ranks highly as well. These means business has a high involvement in creator and influencer this field. Content creators do take an increasing economic role in creating new possibilities to advertise products and create fruitful relationships with companies. However, content creators also develop a sense of entrepreneurship by deciding on a topic they serve. With their expertise, they often focus on specific niches, catering to their target audience's unique interests and preferences [19]. On the one hand, creator directly promote product sales by establishing advertising partnerships with brands (such as customizing content for specific products). On the other hand, they build audience trust by delving deeply into vertical fields such as news, technology, and business with professional content.

Content creators who focus on subjects like news, politics, business, management, and science topics aim to offer informative and unbiased information. They present facts, statistics, or news content to educate and raise awareness mainly without taking sides or passing judgment. These creators are typically more professional. They have extensive knowledge and expertise in specific areas, making them trusted experts. When companies collaborate

with such creators, they can be more confident that their campaign's message will be clear and aligned with their goals, leaving little room for confusion or conflicting interpretations [19]. When enterprises choose to collaborate with such creators, the accuracy and credibility of their information transmission will be enhanced simultaneously. Meanwhile, creators' innovative exploration of content forms has also forced enterprises to rethink their communication strategies.

Companies should also be aware of the diversity in the formats of communication. The results showed that personal stories considering fashion, beauty, music, and art are presented visually. Different media types drive different engagement or interaction with the SMI, hence, the company. The different prevalences of formats per topic suggest that they differ in their effects within a certain content category. Obviously, it is not only important what kind of stories are told but also how the audience is engaged by the latter [19]. This means that enterprises need to establish an evaluation mechanism and flexibly adjust the placement form based on the preferences of the target audience and the characteristics of the content theme.

3.4 The Impact of Voice and Visual Research

By the year 2000, speech recognition reached 80% accuracy, then Google Voice became available to millions of users, collecting important data for Google. Siri was introduced in 2010, and Amazon released Alexa to compete with Google. Early voice recognition pioneers laid the groundwork for today's major speech recognition systems—Google Assistant, Amazon Alexa, and Apple's Siri [20]. By 2020, voice will account for 50% of all searches. Nevertheless, it is estimated that around 250 billion voice searches take place each year. It was discovered that the 50% represented visual search as well [21]. This transformation forces enterprises to reevaluate their content strategies, and voice and visual technologies has become mature since these years. For current companies, whether they can improve the context understanding ability of voice and visual search is crucial.

Google is becoming competent at evaluating the voice query context. It is essential that business content addresses inquiries about their objectives, challenges, and specific problems from their potential consumers. Additionally, voice search optimization enables businesses to acquire a better understanding of the purpose and motivation for a user's search query, which is essential for acquiring insight into the target demographic [21]. This highlights enterprise content must precisely match the actual demand scenarios of users. The content should simultaneously provide solutions and product recommendations, rather than simply piling up keywords. It is worth noting that the localized nature of voice search poses a particular challenge to enterprises.

Location is a significant element in voice search SEO. At least once a week, 76 % of smart speaker owners conduct a local voice search. Consumers utilize their voice assistants to learn about shop location, hours of operation, and product inventory. It is critical to optimize company content for both general query search results and local search results [21]. This means that enterprises should not only optimize knowledge-based content for general search (such as answering common industry questions) but also strengthen the structured presentation of localized information (such as embedding geographical location data on the official website and updating inventory information in real time).

It is totally different for small and big businesses to adapt above conditions. At present, big companies have higher engagement in the AI field than small businesses. Big companies generally have sufficient funds which can invest a lot of money in establishing AI infrastructures and training models. Some enterprises could independently develop models or customize deeply and adjust the layout of AI according to their personal demands. Conversely, small companies rely highly on open source and low-cost solutions. Medium to small-sized companies improve their effectiveness through accessing ready-made large models. This is why small companies face significant obstacles due to limited budgets and high costs of AI technologies.

Meanwhile, big companies deeply use AI to integrate their core business, exploring complex scenarios, such as intelligent customer service, driverless technology and chain forecasting. Small companies focus on vertical fields and optimize to concentrate on specific scenarios, such as network security and E-commerce design. Big companies and small companies will also meet distinct challenges and bottlenecks. Traditional IT system does not integrate well with AI, leading to expensive costs to fix that. And it is hard to establish a complete solution due to data silos. Besides, it is easy to use AI partly in some fields but difficult to implement scale. For small business, they lack knowledge and expertise, medium-small size businesses lack of professional teams and rely highly on support of external technologies. Finally, ROI assessment is complex and uncertain. Implementing AI into existing system for specific demand takes expertise and resources that small businesses do not have. It takes a long time to wait the ROI which is risky, and most of small businesses refuse to do that because they mostly pursue short-term profits.

4. Conclusion

The future success of digital marketing enterprises will hinge on balancing technological innovation with ethical accountability. As the global creator economy surpasses $100 billion, businesses must forge strategic alliances with niche experts—leveraging professional creators to

enhance information credibility while penetrating specialized markets. Technologically, success will manifest in AI-driven precision customer segmentation paired with unique, anti-replication data capabilities. Privacy protection must evolve beyond GDPR compliance into tangible user control systems—Tucker's experiment showing a 31% ad acceptance boost proves interactive privacy settings can simultaneously satisfy regulations and boost marketing efficiency. Voice search's hyperlocal nature (76% smart speaker users conduct local queries) demands real-time geolocation data integration. Ultimately, these interconnected strategies—synergizing creator ecosystems, human-AI decision fusion, and privacy-enhanced personalization—will form irreplicable competitive advantages in the digital age.

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