

# ““ DIGITAL TRENDS FOR 2020 - ARE YOU PREPARED? ””



By :

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(Among India's Top 20 Consulting Companies for Startups)



Times are changing and surely, for good. The last month of the year has started and we are at the cusp of extremely dynamic times. 2020 is going to bring a lot of new trends and digital marketing is going to have its own pitfalls and high points. With Instagram removing public visibility of Likes, and TikTok gaining popularity, with email marketing gaining more importance and Instagram Stories at an all-time high, 2020 is surely going to be a time to watch out for.

The most important bit during this time is to be prepared in advance and have your marketing strategies in place. It's all about going high or going out, and trust me, you don't want to become obsolete and go out. Here are a few trends that I believe are going to mark out 2020 for all of us.



A grayscale background image showing a person's hand interacting with a tablet computer. The tablet is propped up on a stand, and the hand is pointing at the screen. The image is slightly blurred, giving it a professional, modern feel.

# THE ERA AND YEAR OF DIGITAL DETOX

While the overall number of users on Social Media has been ever increasing, there has also been a parallel trend rising gradually where people have been deleting apps and social media accounts permanently and taking off from their digital lives. 29% of the people who have deleted their social media accounts say that the reason was because they felt overloaded.

One of the major sufferers of this trend has been the social media giant Facebook, but interestingly at the same time, Instagram user base has seen a steep rise.

This trend is going to grow further in 2020, with more people taking off from social media. With this in mind, brands need to start thinking of digital marketing and online strategies a lot beyond social media as well. Plus a lot of brand campaigns and launch plans have to be altered accordingly, keeping in mind the fact that you can no longer put all your eggs in a single basket.

As I pointed out, younger people have been constantly opting out of Facebook, looking at other social media platforms. Thus alternative consumer touchpoints on digital media have to be explored by brands. Brand Managers and Marketers have to be completely updated with other digital channels of marketing such as EMailers and Search Engine.


I have repeatedly focussed on the importance of email marketing, which is far from being out of fashion and in fact has become more and more competitive and creative. Brands like Swiggy and Zomato have become genuine case studies on cracking email marketing.

At the same time, for product based e-commerce companies, Amazon Advertising will become more relevant than Google Ads and Social Media ads with better targeting and improved RoI. Mobile and Web Push Notifications are going to have bigger impact and brands need to get super active on this asset of marketing for faster conversions and more direct communication.

Brands also need to start finding users and millenials on other platforms such as Saavn, Hotstar etc. where they spend a considerable time of their day, and maybe a lot more attention span than social media.

**INCREASED FOCUS  
ON OTHER TOUCHPOINTS**



A black and white photograph showing a person's hands typing on a laptop keyboard. The laptop is open, and a smartphone is visible on the desk next to it. The background is blurred, showing other people in an office setting.

# REAL INTERACTIONS THROUGH SOCIAL MEDIA COMMUNITIES

Brands need to start focussing on being more real with genuine conversations with the customer groups. In 2020, brand loyalty is obviously going to decline with more and more competition among brands to get eyeballs.

In light of this situation, brands need to create communities and establish themselves as thought leaders and industry influencers, instead of just directly promoting their products all the time. The entire focus should be on creating a riveting and friendly image, and making people connect and relate with you on a personal level

Facebook, Instagram, Twitter and LinkedIn will surely keep ruling social media in 2020 as well. However, to keep a wider perspective and a long term vision, it is also important to work on other social media channels in parallel and start using them. This not only creates a brand recall among the same user base who interacts with the brand on different platforms, but also helps in reaching out to a new customer base.

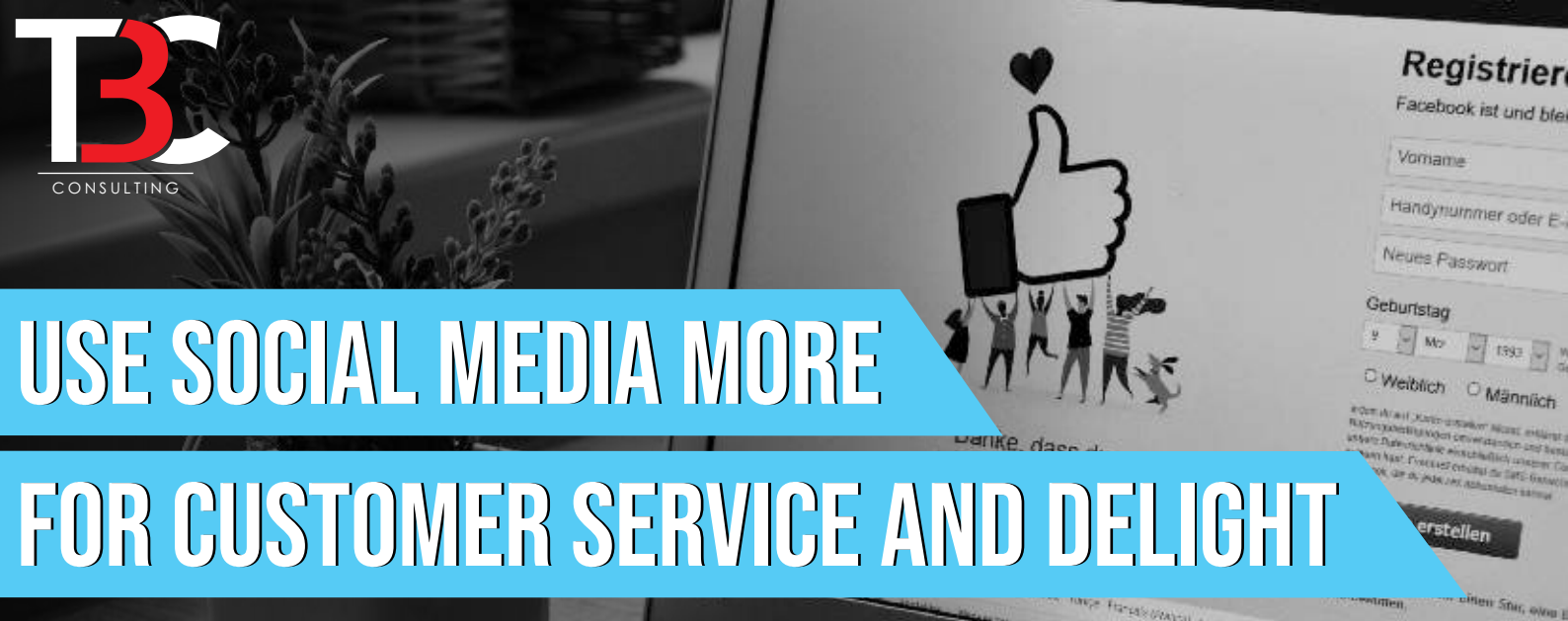
Platforms worth spending efforts in 2020 would be Pinterest, Reddit, Quora and Medium. The importance of a website integrated blog on brand's own website cannot be undermined even during 2020. In fact, 75% of Pinterest users say they are "very interested" in new products compared to just 55% of people on other social media platforms.

Platforms such as TikTok have also taken over a large chunk of users. It now has around 500 million monthly active users worldwide and registered more than 1.1 billion installs as of March 2019.

## ALTERNATIVE SOCIAL MEDIA CHANNELS





The background of the header section shows a blurred laptop screen. On the right side of the screen, a registration form is visible with fields for 'Vorname', 'Handynummer oder E-Mail', 'Neues Passwort', 'Geburtsdag' (with dropdowns for day, month, and year), and gender selection ('Weiblich' and 'Männlich'). Above the form is a large thumbs-up icon with a heart above it, and below it is a small illustration of a group of people. The text 'danke, dass...' is partially visible below the illustration.

# USE SOCIAL MEDIA MORE FOR CUSTOMER SERVICE AND DELIGHT

Brands have already started using social media for customer service and improved resolution of complaints and queries. Today, a regular Tier II user can no longer feel that an MNC brand is beyond their reach and will not listen to them. In fact, brands as big as McDonalds, Zara, ITC, BMW are a tweet away.

Social media is a goldmine for data and insights that businesses can use to refine their social strategies. And, with the launch of so many social listening tools, it has become very easy for anyone to access these insights.

Given the ease with which you can tap into social conversations to draw meaningful insights, social listening has made its way into every marketer's strategy.

Over a quarter (28%) of consumers have used social media to communicate with a company in the last year, a trend that is likely to increase due to the fact that more than 30% said it is a convenient contact method and around 23% believe it is a good way to get 24-hour service.

Brands need to be extremely aggressive and pep up their audience interactions and feedback mechanisms by listening to people through social media channels.

“WE HAVE OUR CUSTOMER SUPPORT TEAM CONSTANTLY ACTIVE ON ALL SOCIAL MEDIA PLATFORMS. WE ARE AVAILABLE 24 HOURS ON INSTAGRAM DMS, TWITTER AND EVEN WHATSAPP FOR BUSINESS. INTERESTINGLY, WE RECEIVE MAXIMUM ENQUIRIES AS WELL AS EVEN COMPLAINTS / FEEDBACKS THROUGH THESE MEDIA. IT IS TRULY OVERWHELMING FOR US AND EVEN INTERESTING, AS IT COMPLETELY CHANGES THE WAY WE INTERACT WITH OUR CUSTOMERS.

IT HELPS IN BUILDING A BETTER BOND, ENGAGING WITH THEM THROUGH CONTENT AND CREATING A LONG LASTING RELATIONSHIP WHICH CAN POSSIBLY CONVERT IN REPEAT SALES.”

GUNJAN TANEJA  
Co-founder and CMO of UClean



Short lived content which makes a deeper impact and prompts a call to action is going to be the rising trend of 2020. The strength of Instagram Stories and platforms like SnapChat has already been increasing.

Telling better stories, creating more engagement through the features of Stories, having people respond, poll, vote and answer questions will increase further in 2020. Use of short, illustrative and impactful videos for ephemeral content is going to be the gamechanger for the year ahead.

According to Hootsuite's 2019 Social Trends Survey, 64% of marketers have either already implanted Instagram Stories into their social media strategy or are aiming to do so in the next 12 months.

## EPHEMERAL CONTENT



A grayscale photograph of a laptop on a desk. The laptop screen shows a grid of various images, likely from a social media platform. A person's hand is visible on the left, typing on the keyboard. The background is blurred, showing a desk with some papers and a lamp.

# SOCIAL COMMERCE

Selling through social media is going to take over further in 2020. With numerous ecommerce websites and ever increasing competition among newer ecommerce players to grab attention through social media ads, the trend of direct buying and selling, as well as sharing of products and services among friends and family through social media will rise further.

Social Commerce has come up as a whole new industry with startups enabling selling of products using social media, video content and enabling every person to be a seller and earn commissions through this model. This is further going to increase as people start looking at the returns from the time they spend on social media.



“ WE ARE A **FINTECH COMPANY**, ENABLING PEOPLE TO SELL LOAN OPTIONS AMONG THEIR SOCIAL CIRCLES THROUGH SOCIAL MEDIA AND **EARN ADDITIONAL INCOME**. THE IDEA HAS RECEIVED MASSIVE ATTENTION FROM TIER II AND III CITIES WITH OVER **10,000 PEOPLE ON BOARD IN LESS THAN 5 MONTHS**. WE BELIEVE IN THE **POWER OF SOCIAL MEDIA STRONGLY FOR SELLING AND AS A COMMERCE PLATFORM**. IT ESTABLISHES CREDIBILITY, AS THE PEOPLE YOU ARE SELLING OR RECOMMENDING TO, ALREADY KNOW YOU AND **INTERACT WITH YOU**.

IT IS AN EXCITING TIME AND WE ARE GOING TO SEE A LOT OF EXCITING THINGS HAPPENING IN SOCIAL COMMERCE WHICH WE COULD NOT HAVE IMAGINED EVEN **12 MONTHS BACK**. ”

**ARPIT KHANDELWAL**  
Co-Founder of GroMo



27 years old Chartered Accountant from Jaipur, Rajasthan, Pawas Jain founded one of the most successful and popular startups of Rajasthan **Blue Box Media Pvt. Ltd.** backed by Angel funds back in 2013. The digital media company worked on **The Tech Portal** ([www.thetechportal.com](http://www.thetechportal.com)) which was a technology tabloid with comprehensive coverage of Global tech and startup updates and had an international reach in over 50 countries.

Pawas Jain has been a Pioneer in Digital Content space in India, and started his first content venture back in 2010 with **SpringTide**, which gained mass following over the years.

Pawas then took an exit from The Tech Portal and founded his own **Content and Marketing Consulting company**, which is working on content and media products enabled with technology. His aim was to take vernacular content and Storytelling to the next level with integration of technology. **TBC Consulting** works with leading brands and startups across the country on brand building, marketing and content production. TBC Consulting has consulted over 50 brands over a period of 3 years on marketing, content, India Entry and Expansion and Business. It was recently awarded as **Top 20 Startup Consultancy Companies of 2018** by **Silicon India Magazine**

The company owns multiple content platforms such as **TechSamvad**, **NitiSamvad**, **Where India Connects** and **BingeTales**, across different domains and sectors. The company is wholly owned by **OneH Media Pvt. Ltd.** ([onehmedia.com](http://onehmedia.com))

He is an Investor in **Wired Hub**, which is Rajasthan's first of its kind startup club, an initiative to build a stronger and more closely knit community of startup ecosystem, and provide end to end mentorship and guidance for young entrepreneurs to help them launch their startups.

Pawas also invested in an online incubation platform **Startify**, in personal capacity which was co-founded by IIT Jodhpur students and aims to build India's largest online incubation / virtual co- working space for startups. **He has recently invested in another content and product startup from Delhi.**

Pawas currently mentors over 15 startups in VR / AR, Education, Finance and Media domains, and specifically guides them on revenue models, building sustainable businesses and tapping global markets.

 /in/pawasjain