



Unlike other sectors, digital marketing keeps on changing quickly. Earlier, the field saw some interesting changes which not just grabbed attention of digital marketers, but also attracted people who have even no interest in the digital marketing. Here are the stats to look out for:

More Young People Use Social Media

A report of Pew Research Center shows that around 86% people aging between 18 and 29 years use different social media platforms like Facebook, Twitter, Instagram and others. While the percentage has slipped to around 80% for 30- to 49-year olds and 64% for people between 50 and 64 years old.

YouTube ads

Ads during YouTube videos seem an interesting way to promote a brand, but many users choose to skip these commercials. A recent survey has found that more than half of YouTube users choose to skip ads as soon as possible. But there were 30% people in the survey who said they watch the ad when they found it interesting.



24-hour Video Stories On Instagram For Brand

The number of Instagram users is growing, and it is expected to grow more in future. This gives a great chance to brands to promote their businesses over the platform. To make promotion easier for them, Instagram has rolled out 24-hour video stories for brands.

Advertising Via FAN

FAN, known as Facebook Audience Network, currently has more than one billion users who are watching its cross-web advertising. The figure has been revealed by the network.

These are some of the latest trends in digital marketing. A brand's advertisement over the Internet is a way to grab attention of people from across the world. To make the most of digital marketing, a company should hire service provider like Creative Digital Marketing Company India and get the latest services of the field.

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