

Top Content Trends to Look Out for in 2020

An eBook by Tarjama





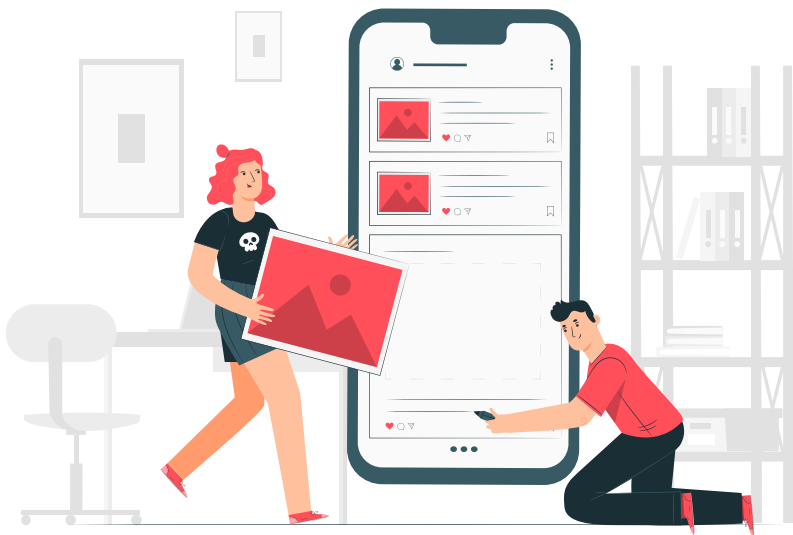
Win the Spotlight with Content Marketing

We all want to be heard, seen, and recognized, especially if we have a product or service to sell. And the way to garner attention in 2020 is through content marketing.

Content marketing is a strategy that involves creating different types of content and disseminating them through various online channels. This strategy aims at creating interest for the brand without explicitly promoting it.

Winner Content Trends in 2020

It's no secret that content is king. With growing interest in its mastery techniques, the competition is fiercer than ever before. But worry not because adopting these 2020 content trends is guaranteed to bring you to the forefront of your audience's attention.





Trending Types of Content

Content comes in all sorts of formats. But in 2020, you'd want to invest in, and master, these types of content.

1. User Generated Content

UGC is content that you encourage your community and fans to create and share without having to offer any monetary incentive. In this win-win situation, your fans enjoy being part of a community trend, campaign, or even being featured by a brand they are fond of. On the other hand, you get a stream of fresh content that is engaging and inviting for conversation.

UGC is so popular that 85% of consumers find it more influential than brand content.*

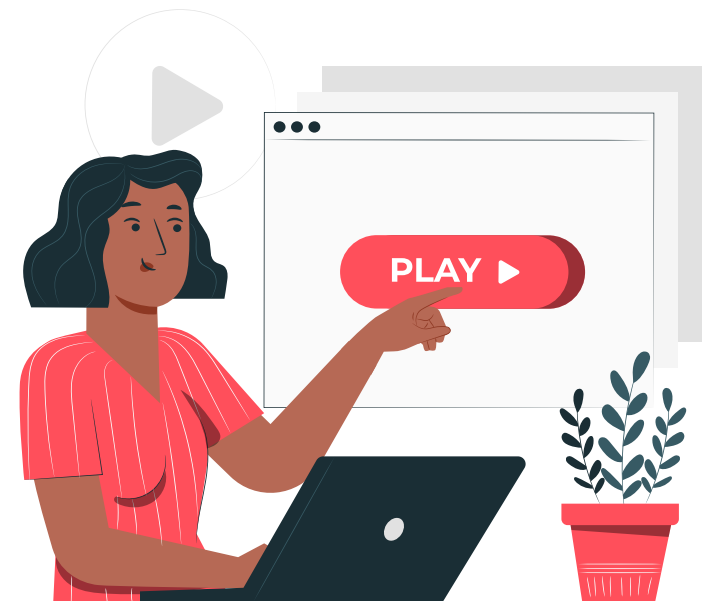
*<https://www.convinceandconvert.com/content-marketing/content-trends-2020/>

2. Video

By 2022, CISCO anticipates that 82% of internet traffic will be driven by video. The versatility of this medium allows it to serve many purposes from entertainment to education, storytelling, or simply brand awareness.

Today, video has evolved past the classic unidirectional format. With live-stream videos, fans and viewers can engage with your video and interact with you directly as the video unfolds.

Video content has also evolved into a reliable reference point for consumers who want to learn more about a product or service before making any purchases.





3. Visuals

The world of visual content is growing ever so vibrant and dynamic as formats diversify and image-centric apps grow. From GIFs to infographics, Instagram to Snapchat, visual content and its channels are attracting more and more attention, and it's up to you to create captivating visuals that are hard to overlook.

4. Podcasts

In the spirit of media streaming, another format of content that is witnessing a growing flux of fans is podcasts – whose fan base has tripled over the past decade.*

But beware; even if podcasts are gaining popularity, you should only invest in this medium if your industry's market data indicates interest in it. Furthermore, you need to note that podcasts, like any other type of content, have to be produced consistently and not just when your team has spare time at hand to create it. If your audience likes it, they will always be waiting for more.



Rules of Thumb for 2020 Content Creation

1. Be Authentic

Despite the myriad search results that show on search engines, you'd be surprised how a lot of them are either poorly created or just replicas of one another. As users navigate more content, their awareness of online content quality grows, and with it their skill at spotting authentic, useful content.

So stay alert and don't get too carried away with the frequency of posting new content at the expense of quality.





2. Follow the Data

What you think works and what actually works could be two very different things. From user preferences to growing trends, there's a lot of data that you can extract online and use for guidance as you build and develop your content plan.

Your audience's activity speaks volumes even when you don't speak to them directly. So listen to the data and follow in its footsteps.



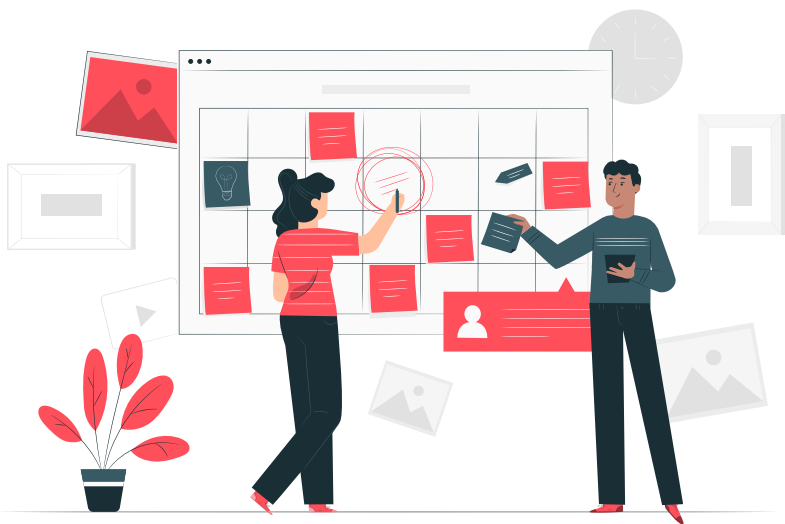
3. Target and Personalize Your Messages

Nothing says you truly care about your audience like addressing their personal interests and expectations. Even when your audience share common interests, you must recognize the personal differences and preferences that set them apart and customize your message to address their wants and needs.

4. Map Your Customer's Journey

Great content, no matter how many platforms it spans or how many formats it manifests in, is synergetic. It is a journey that smoothly and seamlessly leads the audience from one point to the next.

As you develop your content plan, map out the different types of content that you're producing and the channels you're sharing them across. With an overview of the content map, make sure that each piece of content relates and leads to other content that you produce.



5. Gain Google's Trust Through E-A-T

E-A-T, which stands for Expertise, Authoritativeness, Trustworthiness, is Google's way of evaluating websites and their content in order to provide search engine users with the best online experience.

In order to boost your E-A-T, you need to constantly update your website with fresh, accurate, and relevant content. Other factors that strengthen your E-A-T include linking out the statistics and information you share to credible sources as well as being referenced as a source on other websites.





6. Adjust Content to Voice Search Trends

Life with Alexa, Siri, Cortana and other virtual assistants is much easier and faster. If looking up information on the internet is fast, asking your virtual assistant to fetch it for you is even faster. This trend has led to an exponential growth in the global market of voice search devices by 187% in Q2 of 2018 alone.*

Although the information users are in pursuit of is the same, the way they search for it differs. While users would normally use keywords to find information on search engines ("weather today"), when they ask an AI assistant, they use a conversational style ("What is the weather like today?").

Adjusting your use of keywords in your content to this trend ensures that more people will be able to find your content no matter how they search for it.

*<https://www.canalys.com/newsroom/global-smart-speaker-shipments-grew-187-year-on-year-in-q2-2018-with-china-the-fastest-growing-market>



Being out there and staying relevant is a mighty job to take on. But once you get content marketing right, you'll reap the most delicious fruits.

Follow the market leads and stay true to yourself and your audience.

And if you ever still find it too challenging to take on content marketing by yourself, make sure you contact our team of language experts who guarantee you deliver the right message every time.



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