



TRENDS IN DIGITAL ENVIRONMENT

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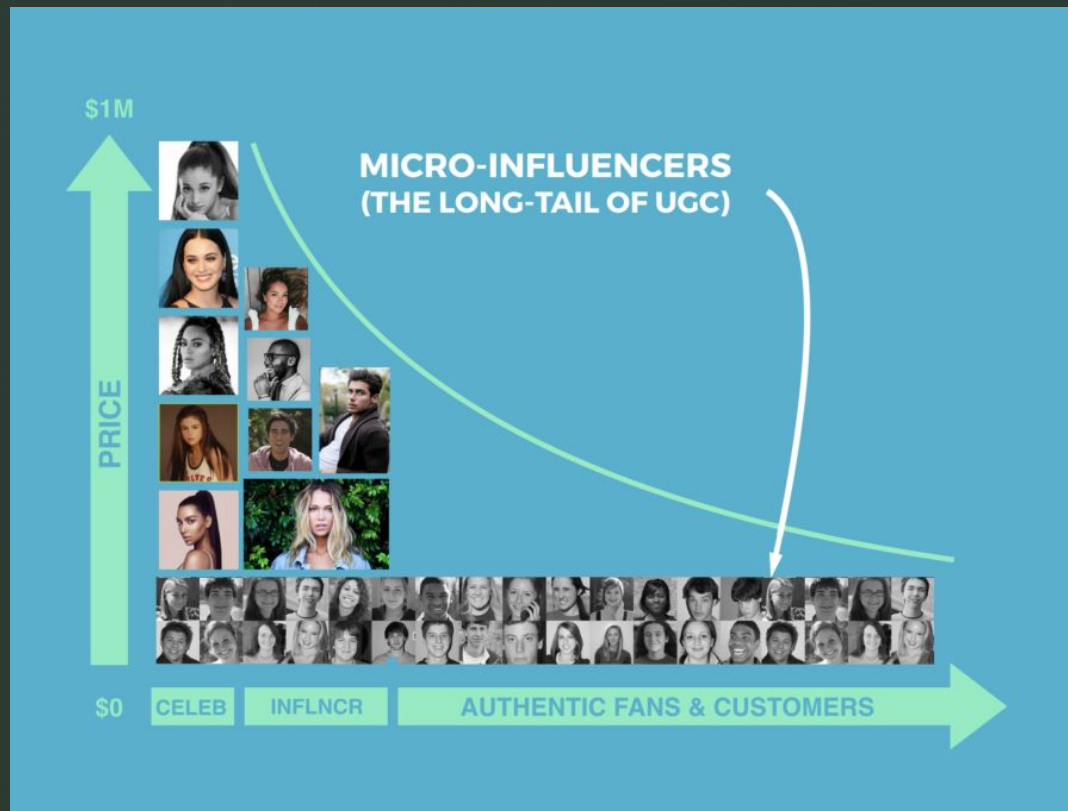
▸ THE MEANING

- Digital Environment means the cultural and communicative environment that shapes media messages and communication activity. It is the dominant communication form of the twenty-first century, and therefore, the dominant means by which we understand and operate in the world at present.
- Nowadays, we cannot imagine our lives without online shopping, social nets or google maps.



▶ MICRO-INFLUENCERS

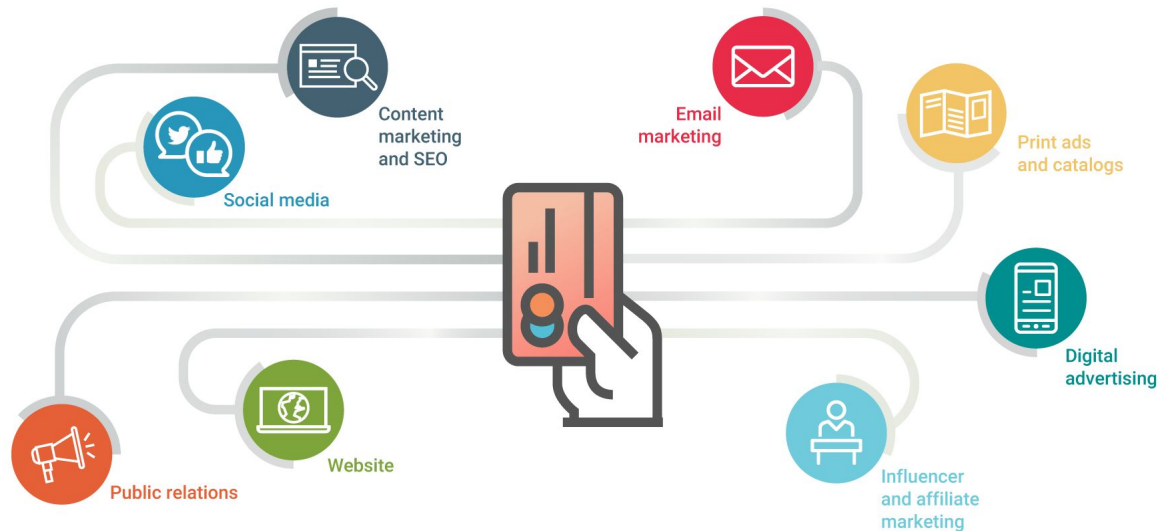
- In last five years, bloggers (we will call them social media influencers) have become a real force: now we have celebrities in Instagram, YouTube, and in Telegram. The influence of such people has become obvious to all. This has led to more and more brands turning to so-called micro-influencers. This group of people is in every marketing niche, their quantity is lower, but it is more attentive and faithful.



OMNI CHANNEL

- Omni channel marketing is far from just a base word for those who work in the digital sphere.

• Multichannel Marketing



• Omnichannel Marketing



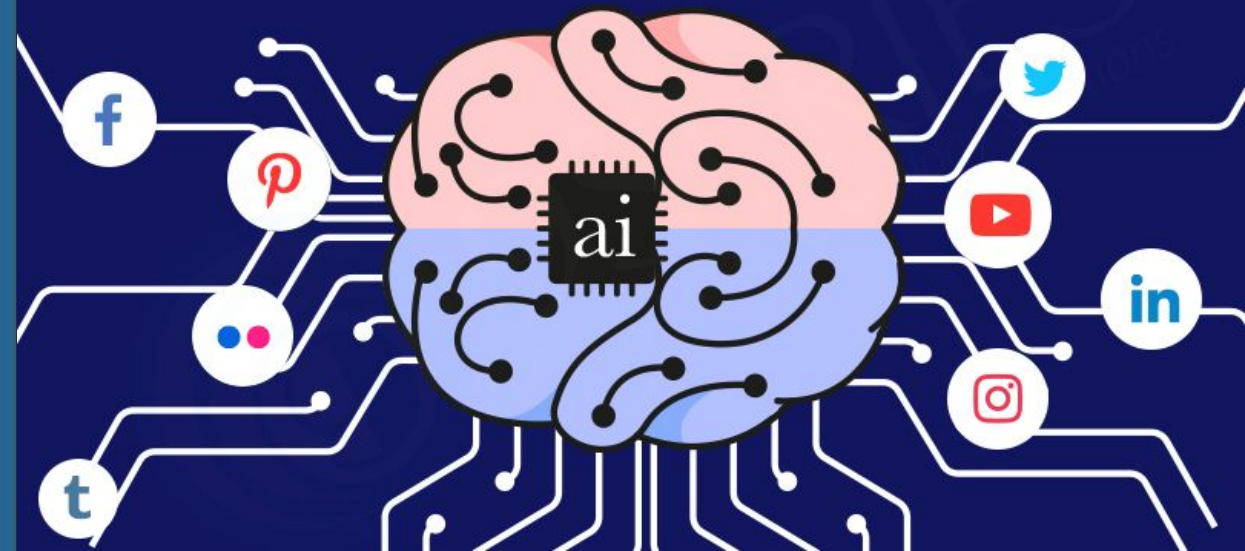
ARTIFICIAL INTELLIGENCE

- Little by little, this trend is taking on itself labor-intensive operations like: advertising companies analysis, building the best strategy in every situation, establishing percent, finding suitable words.



**ARTIFICIAL
INTELLIGENCE (AI)
IS TRANSFORMING
DIGITAL MARKETING**

The Impact Of Artificial Intelligence In Social Media



ENTERTAINMENT IN BUSINESS

- From the point of view of the buyer, shopping becomes either a basic need - that means there should be the most automated monthly or weekly ordering procedures, lists, etc .; or a way to get new emotions.



SPOT IN THE MAP

- Also nowadays maps with marks of nearby shops, cafes and other establishments help companies in promotion and consumers in awareness.

Google рестораны казань

Все Карты Картинки Новости Покупки Ещё Настройки Инструменты

Результатов: примерно 616 000 (0,63 сек.)

Оценка Часы работы

Малабар
4.8 ★★★★★ (268) - Индийская кухня
Малая Красная ул., 13
Скоро закрывается - 23

Чайхона Древняя Бухара
4.4 ★★★★★ (129) - Узбекская кухня
Профсоюзная ул., 16
Скоро закрывается - 23

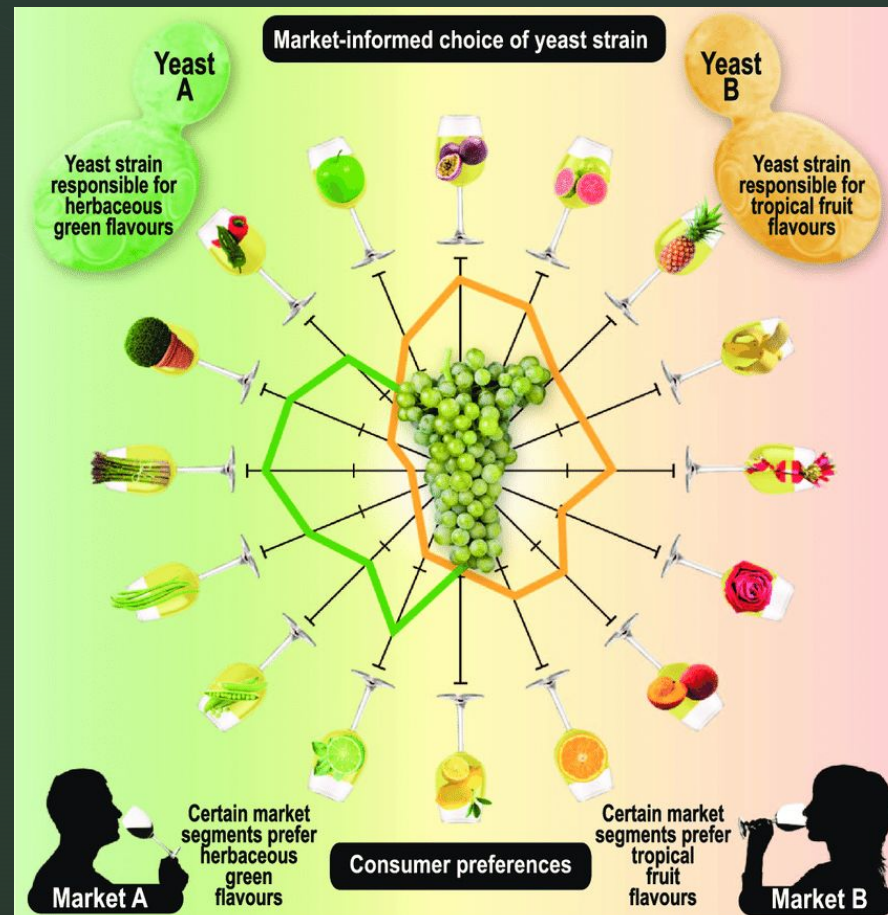
Древняя Бухара
4.6 ★★★★★ (517) - Ресторан
Право-Буланная ул., 19
Поздний ужин · Хорошая коктейльная карта · Уютное место

Другие места

Google рекомендует только лучшие компании!

PERSONAL PREFERENCE OF CONSUMERS

- Nowadays in the Digital Age personalization is necessary for companies to compete with other brands and retailers



CONCLUSION

- As far as we concerned, nobody knows how people will think in some years but there's no doubts that, conscious is going to be more complicated with progress.

