

**More infographics**  
12% Sales!  
61% Effective!

Donc sed odio dui. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Etiam porta sem malesuada magna mollis euismod.

**Webcasts & Webinar**  
Donc sed odio dui. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Etiam porta sem malesuada magna mollis euismod.

In the past **2 Years**

Of conversions (store visit, call or purchase) triggered by mobile search occur within **5hrs**

**ON** Whether on the go, home or at work

In a location likely to have a PC available to them **84%** Shoppers use their device to help shop while in store

Præsent commodo cursus magna, vel scelerisque nisl consectetur et. Nulla vitae elit libero, a pharetra augue. Donec sed odio dui. Cras mattis consectetur purus sit amet fermentum. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Nulla vitae elit libero, a pharetra augue.

**Email Marketing**  
Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Etiam porta sem malesuada magna mollis euismod.

**Pay Per Click (PPC)**  
64%

**Referral Marketing**  
Donc sed odio dui. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Etiam porta sem malesuada magna mollis euismod.

**70% Organic SEO**  
Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Etiam porta sem malesuada magna mollis euismod.

**Digital Marketing 2015**

Facebook, LinkedIn, Email icons

Illustration of an astronaut on a floating island

# DIGITAL marketing TRENDS 2021

ZAKHAROV D.M

**Let's Go Social!**

64%

44%

21%

50%

Illustrations of social media icons (LinkedIn, Twitter, Pinterest, YouTube) as hot air balloons

**Push Message**  
98% are read

**Mobile Advertising**  
Donc sed odio dui. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Etiam porta sem malesuada magna mollis euismod.

Illustration of a smartphone displaying a push message

**Web Analytics**  
Donc sed odio dui. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Etiam porta sem malesuada magna mollis euismod.

**Mobile Commerce!**  
Donc sed odio dui. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Etiam porta sem malesuada magna mollis euismod.

Illustration of shopping bags and a sale sign

**Landing Page Facts!**

**5-10 Seconds**  
The first 5-10 seconds Very crucial time, user attention only scroll down about 39% of the page

**47%**  
Successful landing page Great landing page makes 47% sales than the

Illustration of a laptop displaying a landing page

**Landing Page**  
67%

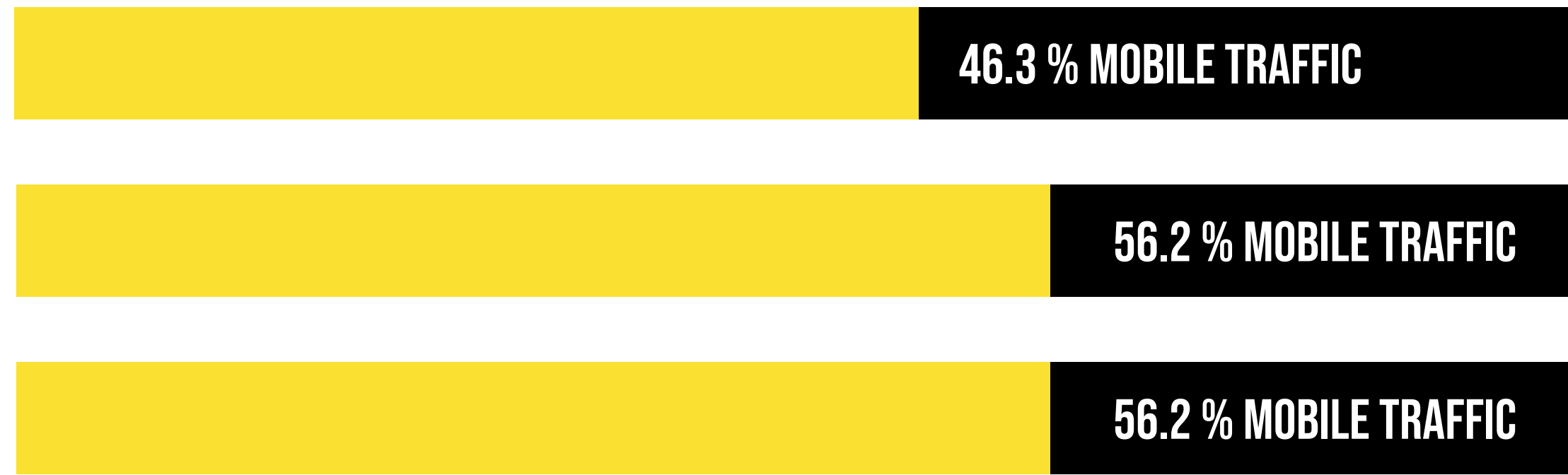
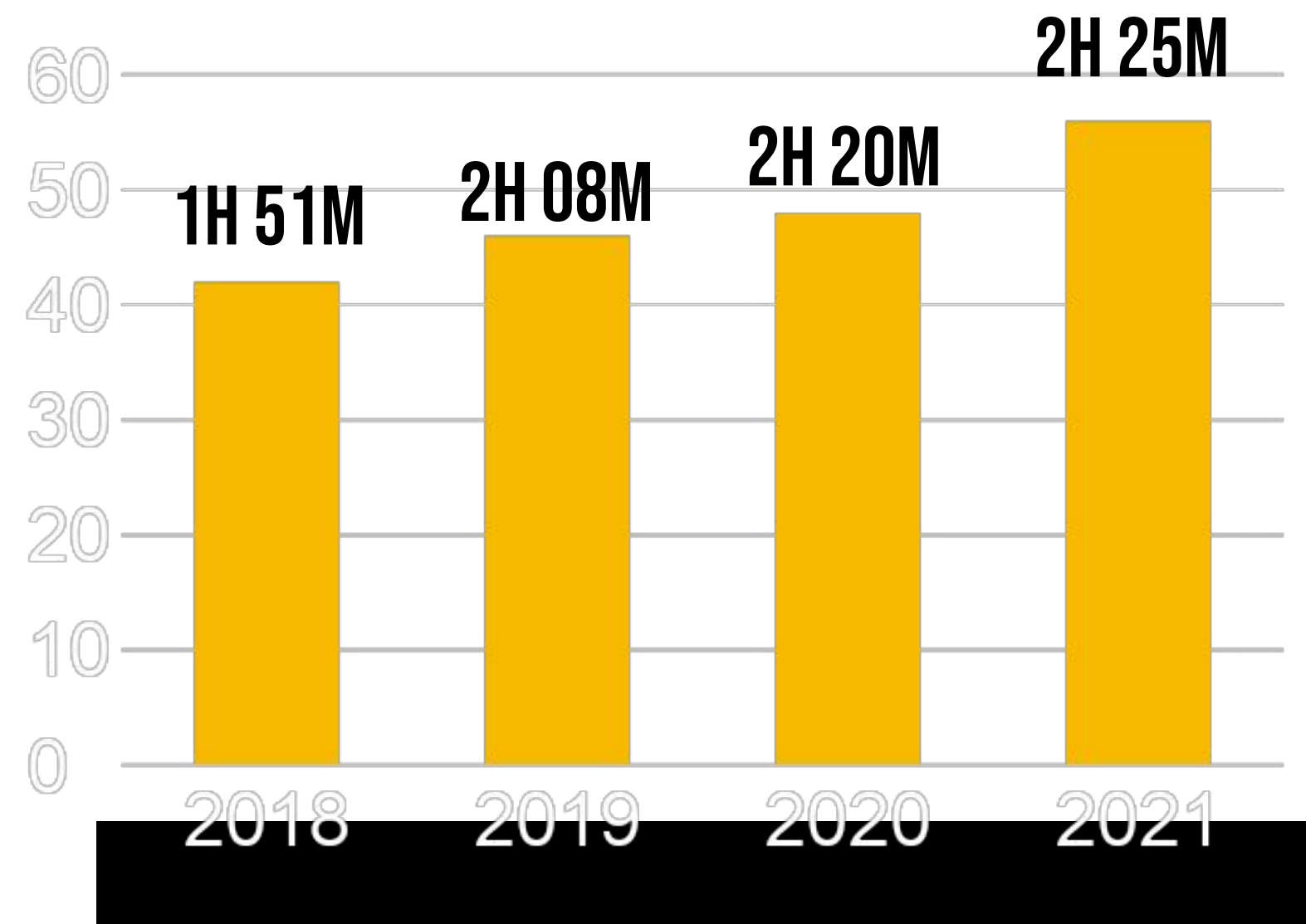
Donc sed odio dui. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Etiam porta sem malesuada magna mollis euismod.

Illustration of a globe with a cursor arrow



# GROWING OF MOBILE TRAFFIC

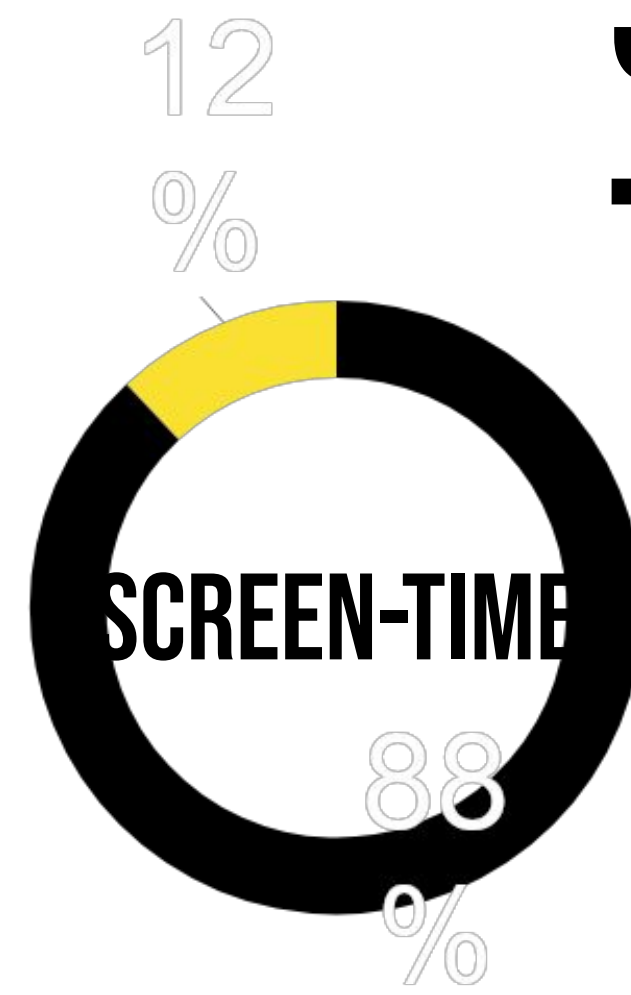
It is well known that the share of mobile traffic is growing every year, thanks to zymmers (Z generation), this figure has grown to a record 66%. Also, every second user has an account on a social network



8 % OF GROWING AND I CAN EXPECT THE SAME-CLOSE GROWING IN 2021 VS 2020



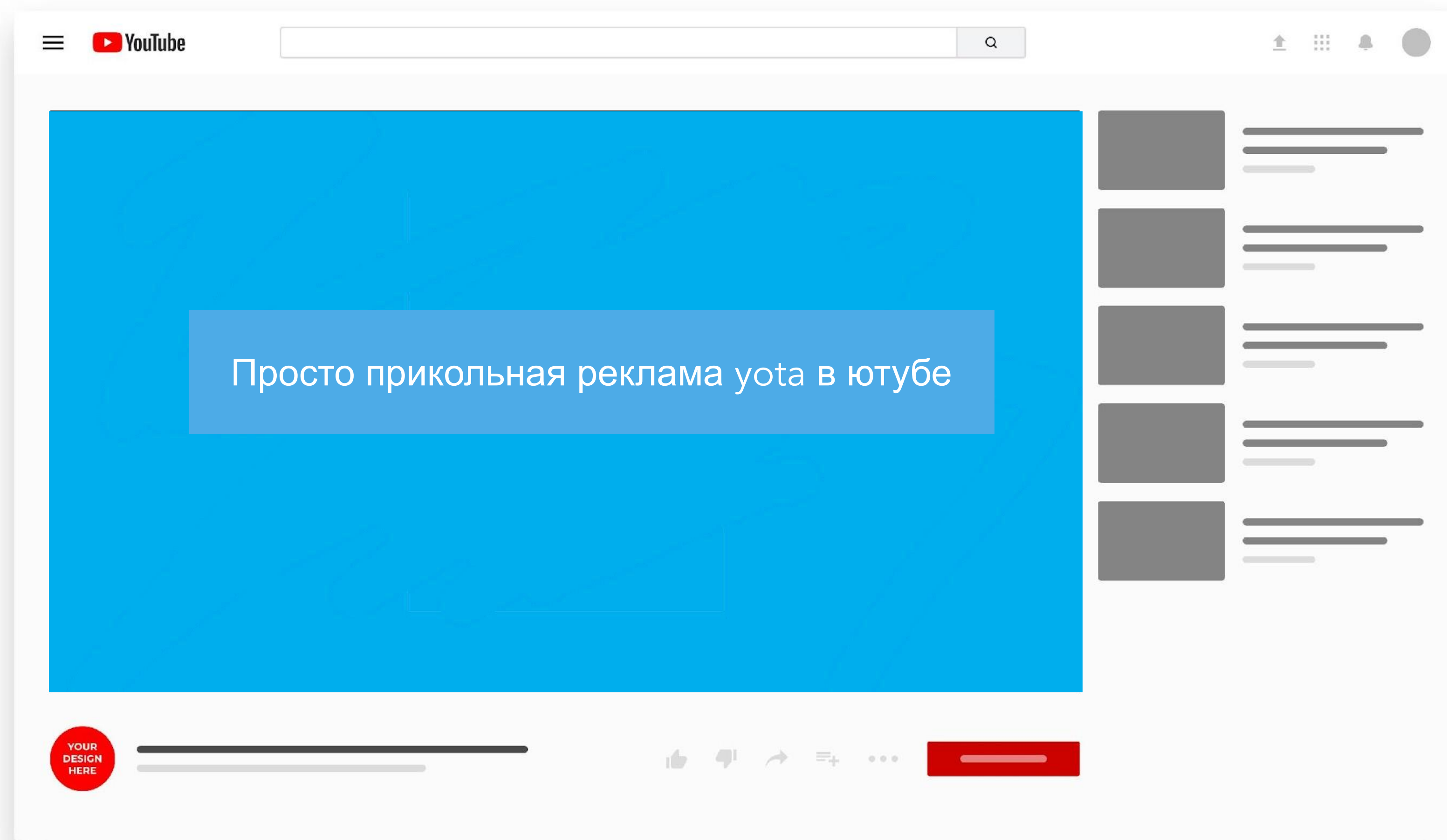
# SOCIAL & MOBILE APP IN TREND



Every day usual internet-user spend more than 3 hours in various mobile app, share of searching decrease, due to growing popularity of games, video contents and etc. According to the agency Emarketer 88% of display time is on mobile apps, due to apps traffic growing, in-app advertisement become more popural

# VIDEO INFLUENCERS AND ADVERTISING

The demand for video content has grown exponentially since the beginning of the pandemic, lockdown provided a new influx of users in connection with which more landlords expressed their desire to be placed on these sites.



Яндекс Эфир





# IT'S GENERATION Z TIME!

Every year the number of active buyers of generation Z is growing, in connection with which the advertising market must follow the rules of zymmers, now the trend is meme advertising, unobtrusive and native advertising and compliance with the rules of user privacy. The new generation has developed banner blindness and dislike for intrusive advertising, so advertisers should more accurately and natively create ad creatives and select sites for advertising.

For Generation Z, you need to make the shortest ads possible, since their attention does not exceed 4 seconds

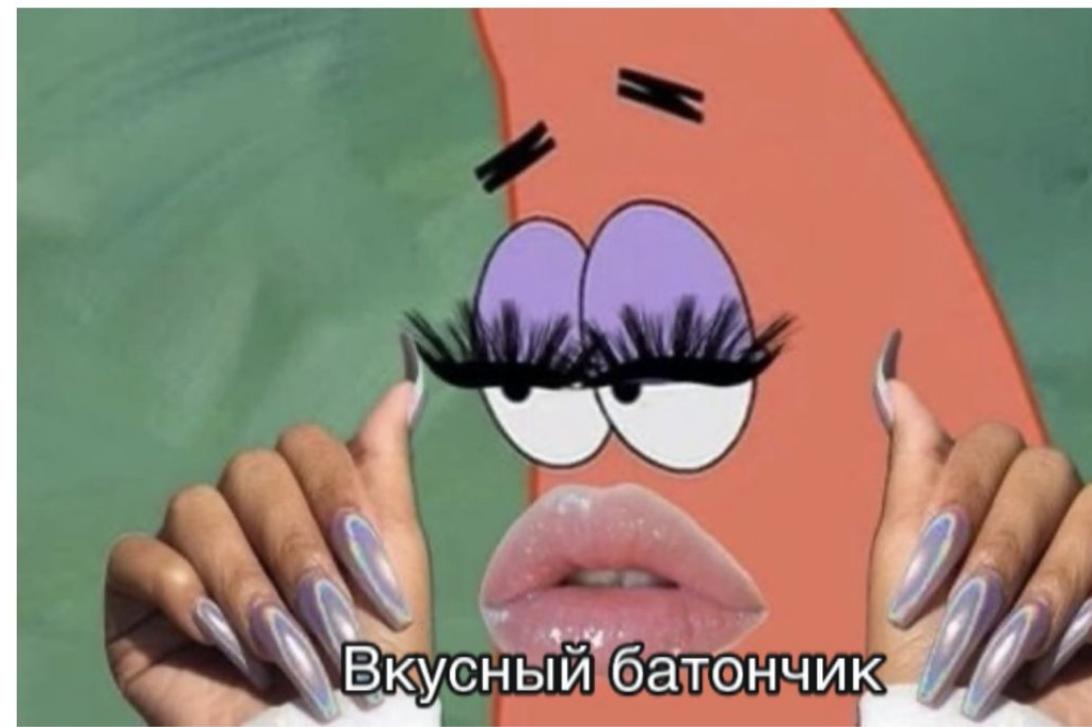
## ADVERTISING OF A NEW MUSIC



FEMALE MEMES  
вчера в 20:30

Училка: что вы знаете о Марсе?

Я, интеллектуалка:



▶ БАРСИ — На марсе

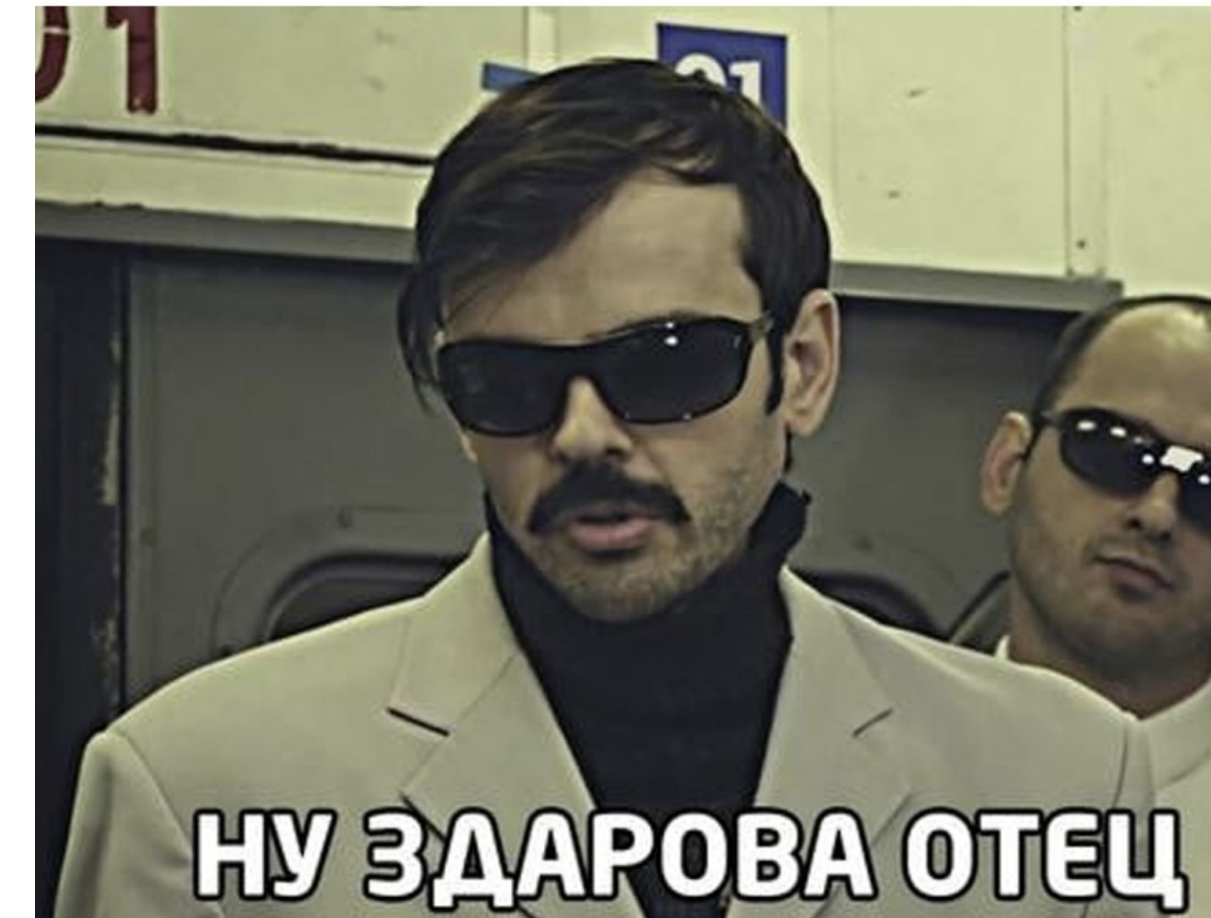
## HATE DUE TO UNNATIVE ADVERTISEMENT

Сначала интересные

- Илья Леврицкий 🐱  
Что за оборванцев вы вечно рекламируете  
вчера в 14:10 Ответить 33
- Женя Бунтов  
Илья, Ты гонишь?реклама 12 к стоит,аахха  
вчера в 14:34 Ответить
- Софья Седова 🦄  
кто это  
вчера в 14:11 Ответить 2
- Маша Захарова  
Софья, ноен с алика  
вчера в 15:02 Ответить 6

## ADVERTISING OF CONDOMS VISIT

Он: «Давай без резинки»  
Я:



Тут VIZIT в честь Дня защиты от детей сделал суперскую мини-игру о важности защищённого секса. Отправляем своим парням, делимся результатами: [savefromkids.ru](http://savefromkids.ru)

- Твоя Советь 🗨️  
прикол.  
1 июн в 17:19 Ответить 1
- Эдуард Юсиков 🦊  
Какой ужас, боже, что я только что посмотрел  
1 июн в 17:43 Ответить 1
- Евгений Оленёв  
Аоаоаоаоа, обожаю  
Здорова отец 🌟🍷🍷  
1 июн в 17:49 Ответить 1
- VIZIT  
Как говорят Американцы: "Кто презерватив не надевает - тот пули глотает"  
1 июн в 19:17 Ответить 6

## GOOGLE PERSONAL ASSISTANT BLEW UP THE MARKET





# IN CONCLUSION

The number! of active users of generation z is growing every year, so you need to make short and native video ads, you also need to adapt to various news events and be on the same wavelength with your users. The more advertising channels will be involved, the more contacts with potential customers will be perfect.

