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## **GLOBAL TRENDS IN E-STRATEGIES IMPLEMENTATION: CRISIS IMPLICATIONS**

Globally, e-commerce is a strongly growing domain with no signs of decline the following years. It remains a popular choice for investments and new businesses, and further growth will promote technology, and, of course, rising competition. To avoid falling behind the ever more fierce competition, you will need to both be aware of and benefit from the latest trends in e-commerce. These megatrends are global, have huge implications, and are not going to go away anytime soon. Ecommerce marketers will have to integrate them into their planning to be successful.

### **Trend 1. E- Commerce Growth Shifts to Asia**

In the early days of e-commerce, it was the US that was the major driver of e-commerce growth. E-commerce has since become a global phenomenon, but the US has still been the most important market and key to driving growth.

### **Trend 2. Mobile users continue to increase- but still aren't converting**

Mobile devices now make up over half of all web traffic and continue to grow in importance.

### **Trend 3. E-commerce competition heats up**

New start-ups are entering the market and big established bricks and mortar brands are increasingly pushing to achieve significant chunks of the e-commerce market as consumers increasingly move online.

### **Trend 4. Subscription-based business models are the future**

SaaS businesses have pioneered the subscription-based business model for software and show how effective it can be for both businesses and consumers. The flexibility it affords consumers and the recurring revenue it allows businesses is a massive win-

win for both parties. That's what has driven its massive growth over the past ten years, which is predicted to continue at a healthy rate as we head towards 2020.

### **Trend 5. The Growth of Artificial Intelligence for Smart Prediction**

This trend is much trickier to predict because it is genuinely new, rather than a continuation of trends which have been building for several years. The increasing data available to marketers has massively increased their ability to target customers over the past few years, but increased ability does not instantly translate into increased effectiveness.

### **Trend 6. Chatbots**

Chatbots are in many ways the most important breakthrough marketing technology. That's not to say they're necessarily the most important marketing tech trend of all, but many of the important trends like big data, VR, AI and the internet of things have been known for a few years now.

### **Trend 7. Shoppable Personalised Video**

Shoppable video is not brand new. It was launched by YouTube in late 2015 and has been gathering momentum throughout 2016. Video creators have been able to overlay links on videos for years. We've seen an explosion in the use of programmatically served video in the past few years, and by combining this trend with new tech like shoppable video and personalised video, we will see a massive change in how e-commerce marketers sell via video.

## **References**

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