

#GUIDES

# Digital marketing trends to watch out for

In the last decade, digital marketing has become one of the primary marketing strategies for businesses. It might seem a little bit overwhelming at first glance, but there are a handful of digital marketing trends that have the potential to boost your business on digital platforms.

Here are our top picks that you might want to watch out for.

## Short video content

Marketers are now recognising the potential of short video content to engage audiences and raise brand awareness, which is why platforms like TikTok, Instagram Reels, and YouTube Shorts have gained popularity. Reels and shorts, for instance, are especially effective at reaching younger audiences,

who typically use these platforms more actively. Additionally, short video content is simple to produce and consume, making it ideal for a variety of marketing goals such as product demonstrations, instructional videos, campaigns to raise brand awareness, and even entertainment.

## Story focused content

Story focused content is another emerging trend in the digital marketing world. One of its main advantages is that it helps customers connect with the brand on a personal level. For example, a business that helps students with admission in universities abroad can demonstrate the company's success by making content where some of the students they have helped share testimonies. This can

help brands stand out from their competitors and earn the trust of their customers.

## Influencer marketing

Influencer marketing is also in high demand as social media platforms rise in popularity. It is a type of marketing strategy in which businesses promote their goods or services together with people who have a large social media following. These people are referred to as influencers. They can be social media stars, celebrities, or even micro-influencers whose audiences are smaller but highly engaged. Since consumers trust online recommendations more than traditional advertising now, influencer marketing has become increasingly popular in recent years. It can be a good way for businesses

to reach their target audience and raise brand awareness, but a successful campaign requires careful planning and execution.

## Augmented Reality

In recent years, augmented reality technology has come a long way. It is now easier for people to access. In 2023, we can hope to see more brands involving AR in their promotional activities. Users of augmented reality may enjoy an immersive experience. Additionally, it gives them a unique opportunity to interact with their products and services. Brands in a variety of sectors, including the fashion, beauty, and home décor industries have already implemented this technology.

By Maisha Tarannum Iqbal

## HOROSCOPE



### ARIES (MAR. 21-APR. 20)

Relationships could be difficult to manage. Take off your shoes and unwind. Plan social or family get-togethers. Your lucky day this week will be Wednesday.



### TAURUS (APR. 21-MAY 21)

Engage wholeheartedly in your task. You might feel sensitive. You can make interesting romantic contacts by joining organisations. Your lucky day this week will be Wednesday.



### GEMINI (MAY 22-JUN. 21)

Stress might lead to minor health issues. Attend to the requirements of youngsters. You will not be open to hearing criticism. Your lucky day this week will be Tuesday.



### CANCER (JUN. 22-JUL. 22)

Take your budget into account when booking a trip. You can pick up valuable cultural knowledge by interacting with strangers. Your lucky day this week will be Friday.



### LEO (JUL. 23-AUG. 22)

For your competence, you will be respected. Your inclination for romance ought to result in a committed relationship. Your lucky day this week will be Friday.



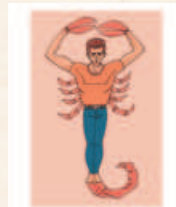
### VRGO (AUG. 23-SEP. 23)

Spend some time with your family. Change the way you interact with friends. You might be drawing people to you. Your lucky day this week will be Thursday.



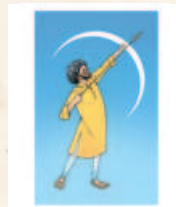
### LIBRA (SEP. 24-OCT. 23)

Risky financial endeavours will incur losses that cannot be recovered. Dinner with customers or business partners should go well. Your lucky day this week will be Friday.



### SCORPIO (OCT. 24-NOV. 21)

Be cautious while responding to a request for assistance. You want to spend time with your partner. You can meet new people. Your lucky day this week will be Thursday.



### SAGITTARIUS (NOV. 22-DEC. 21)

When interacting with co-workers, use caution. It's preferable to keep your emotions to yourself. Give it some time. Your lucky day this week will be Friday.



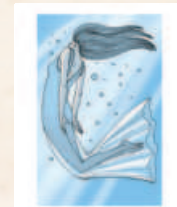
### CAPRICORN (DEC. 22-JAN. 20)

Don't reveal confidential information. Plan an enjoyable day with children. You have the power to significantly impact them. Your lucky day this week will be Saturday.



### AQUARIUS (JAN. 21-FEB. 19)

You could struggle to manage your time. Never accept anything less than the best. To come up with solutions, use your creativity. Your lucky day this week will be Monday.



### PISCES (FEB. 20-MAR. 20)

Keep yourself and your partner engaged in activities you both enjoy. Taking no measures could result in minor accidents. Your lucky day this week will be Friday.



# Typhoon

## Fabric Care



প্রথম ওয়াশেই কাপড়ের কঠিন থেকে  
কঠিনতম দাগ দূর করে।

টাইফুন... লাগে কম, তাই সশ্রয় বেশী।





**Fabric Care** -এর  
**সুপার সাওয়ার**