**Digital Tech Expected to Fuel PR Trends in 2020**

Digital technologies and platforms are the driving change in public relations and writers Melissa DiGianfilippo and Alexis Krisay believe they'll continue to play an even more pervasive role. They outline five key trends PR pros can expect in the new year, including a rise in interactive content, evolving roles for chatbots, an increasing popularity of "micro-influencers over macro-influencers," brands upholding deeper values and "enhanced personalized brand experiences."

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<https://www.prdaily.com/2020-vision-the-top-5-emerging-trends-in-marketing-and-pr/\>

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