

# MARKETING TRENDS 2022

The marketing playbook is always being rewritten. 2022 is no different so let's get stuck into what we should prepare for in 2022.

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# 01 DIGITAL NOMADS

COVID 19 has altered human behaviour in multiple ways. As many have discovered, working coffee shops to mountain tops, no longer are we restricted to the confines of a single office space. This means the world has opened up for job seekers as it doesn't matter where they choose to reside. As a brand it is important to know how to reach this rising high value audience, whose shift in lifestyle will impact how you form marketing strategies and messages.

**Recommendations** - Creating strategic marketing plans that are inclusive and can be altered to varying consumers' needs. Don't assume your consumers are where you are or are all in the same place.

# 02 E-COMMERCE



If Humans don't function like they used to then neither do businesses. The Internet has made it easy for anyone to start their own business while the pandemic has helped many online shopping experiences grow. Everyone has a brand or a persona that they are trying to market. With more D2C businesses, there is more competition. To survive, businesses need to stand out. There is no room for making mistakes. eCommerce brands need to provide a seamless experience.

**Recommendations** - Ensure you have your eCommerce shops set up on the social platforms and your stores have a strong call to actions and swift conversion funnels. Track and segment your users to provide great solutions and don't stop at the sale – upsell, cross-sell and retain.



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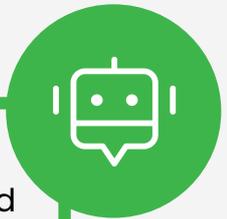


## 03 METAVERSE

2022 appears to be the year of the metaverse. Following Mark Zuckerberg's announcement that Facebook was rebranding to Meta thereby signaling that the future of the company – and technology in general – is in the metaverse.

**Recommendations** – To get a head start, investigate platforms like Sandbox, Mirandus, and Decentraland on which people already interact in different ways.

## 04 ARTIFICIAL INTELLIGENCE



Artificial Intelligence is growing at rapid rates. AI is present in many places where people might not even realise. Marketing Automation and AI, especially around targeting and personalisation, will remain key trends.

**Recommendations** – Be ready to make AI a part of your processes and business, especially if it helps you with cost saving. But do not forget the importance of personalisation and human touch.

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## 05 SHORT FORM VIDEO

Although perhaps people found short videos cringe-worthy initially, they are now a staple on social media. TikTok has marked the era of short-form video content with 732 million global active users and growing.

**Recommendations** – Videos do not need to be polished works of art – just keep it simple and relevant to your consumers. Authentic, human content is often far more engaging than polished, highly branded content.



## 06 LINKEDIN

LinkedIn is no longer just a recruitment platform. The scope of growth is exponential on LinkedIn because of less saturation. It is an excellent tool for business-to-business marketing, so make sure your social media strategy includes them.

**Recommendations** - Put your focus on engagement when you plan content for LinkedIn. Look at LinkedIn advertising tools and newsletters as opportunities to grow your business.

## 07 INVASION OF PRIVACY



With Google planning to block third-party cookies in Chrome by 2023 and some browsers already blocking them plus iOS pulling back very heavily on tracking, it is high time that marketers consider re-evaluating their policies and make sure they are up to code.

**Recommendations** - Do not panic. This is not the end of data-driven targeted ads. View it as a new era of transparency with more open and trusting relationships between consumers and businesses.

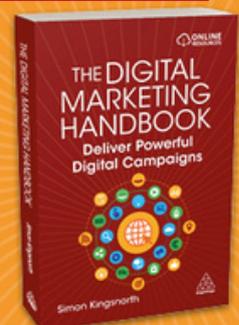


## 08 INFLUENCER'S MARKET

The worldwide influencer marketing industry has expanded from around \$1.7 billion to over \$14 billion in the last five years. This field is lucrative not only for influencers but also marketers, as collaborating with smaller influencers will lead to cost-effective marketing.

**Recommendations** - Small businesses should focus on creating content and making an online community for themselves. Marketers should be ready to invest in influencer marketing.

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## 09 E-A-T



SEO has always been a difficult and slow process. Adding to the challenge is Google's formula E-A-T, which stands for Expertise, Authoritativeness, and Trustworthiness. The idea of E-A-T is causing headaches for SEO experts since it lacks a tangible indicator and cannot be analysed with any metrics. And while it certainly matters more in some types of content than others, average content just won't perform in any vertical where exceptional content is present.

**Recommendations** - Integrate audio, video, text, AR/VR, gamification, and other interactive components to create extraordinary content experiences. Build communities, become an authority in order to gain links and PR coverage, and ensure your content is lengthy enough to be valuable.

## 10 STRATEGIC MARKETING



It has never been more important to be strategic. Digital transformation is impacting several sectors of market behaviour. People's decision-making processes are changing dramatically. With so much information available, purchasing decisions have become more self-directed and goal oriented. Businesses can no longer afford to have a casual approach toward their marketing strategy.

**Recommendations** - Read my best-selling book Digital Marketing Strategy and learn how to conquer your marketing woes. Get your copy here using discount code DIGITALM20.

## SUMMARY

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Strategic Marketing

2022 in marketing is going to be as disruptive and alive as ever.

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