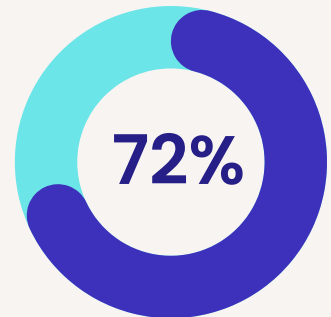


Top 10 Marketing Trends

From 2022

1 Personalization

Personalization allows marketers to target decision-makers within businesses and customize the approach for each client. In 2022, **72% of consumers say they will only engage with personalized messaging.**



2 Social Media



82% of shoppers bought a product they discovered on social media this year.

3 Influencer Marketing

MICRO-INFLUENCERS

are turning more heads than celebs— **higher engagement levels and offer a more affordable rate.**

4 New Video Trends

The data shows that short-form videos have the **highest ROI of any social media marketing strategy.**

REC ●

Keep your videos

< 3 MINUTES LONG

5 Social Responsibility



MORE THAN 1/2 OF GEN Z

claims to buy purposefully from brands that are **eco-friendly and socially responsible.**

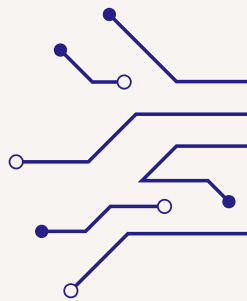
6 A.I. and Machine Learning

With the right customer data platform, brands can gather **vast amounts of data, analyze it, and turn actionable insights into big marketing gains.**

7 Metaverse

The Metaverse is considered to be

THE NEXT FRONTIER OF THE INTERNET



8 Search Engine Optimization



Google's algorithm is becoming more complex, and businesses are increasingly **hiring SEO vendors.**

which allows users to work, play, and live their lives in an **integrated digital world.**

9 Voice Search



Last year has shown us that formatting your content as a question and using long-tail keywords **will help you rank better in voice search.**

10 Privacy

CONSUMERS CARE ABOUT PRIVACY

which means marketers now have less access to their data. It has become vital for brands to now get creative with gathering data and create targeted marketing campaigns.