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TOP FIVE MARKETING TRENDS TO WATCH FOR

MARKETING TIPS

Provided by beMarketing

Happy 2022 and cheers to a new year filled with tons of new and exciting marketing trends. Here at beMarketing, our team of marketing experts has spent time reviewing and examining the latest happenings within our industry.

Check out the **Top Five Marketing Trends** to watch for in the month ahead:

1. Influencer Marketing - 2022 will certainly be the year of the creator! What does that mean for you? Look for creators that are right for your niche. Influencers are masters of the platforms they use and already have an audience engaged and influenced by the information they provide.

2. Short-Form Video Content - Short-form video content continues to rise in popularity, thanks to platforms like TikTok, Youtube Shorts, and Instagram Reels. While long-form videos can offer more in-depth information, short-form is much more effective. Additionally, these short videos present a more candid, unpolished, behind-the-scenes look into your brand.

3. Experimental Marketing with AR and VR - Augmented reality and virtual reality offer different experiences, but both are equally important in the digital marketing world. VR takes viewers into a 3-

dimensional, lifelike computer-generated world. In AR, viewers connect with the real world augmented with their phone or tablet. While both technologies are fairly new and relatively expensive, incorporating these trends into your strategy will certainly give you a competitive edge.

4. Email Marketing - Did you know that email has become marketers' most important channel? It's the truth! This year, personalization, automation, and privacy are all important when creating your email strategy. Remember, if done correctly, it can be critical to your success.

5. Conversational Marketing - While this idea isn't new, how we go about chatting with our customers is new. Chatbots, voice assistants, and live chats are all helping to improve customer experiences and sales. Customers expect a response within ten minutes, and while that might not be humanly possible, it is for chatbots!

Some trends come and go, but we expect to see these trends remain important for a while. As marketers, it's important to remember to remain flexible so that we can handle the constantly evolving marketing landscape we find ourselves in!

For additional information, please call 484.497.0795 and visit <https://bemarketing.com/>.



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