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MARKETING TIPS

By Shelby Macilvain,
Communications
Manager, beMarketing

March comes in like a lion and out like a lamb! Who else is ready for the change of seasons? In the meantime, the experts at beMarketing are heating things up with some new and exciting marketing trends to look out for this month.

Check out the Top Three Marketing Trends to watch for in March:

Social Commerce — Social commerce isn't something new but has gained significant traction since the pandemic hit. The social commerce industry is expected to explode within the next three years, with experts predicting over 70 percent of consumers using social media platforms like TikTok and Instagram to research brands and 97 percent of Gen Zers using social media as their top source of shopping inspiration. With numbers that major, it's time to include social commerce in your digital strategy.

Visual Search — A picture is worth a thousand words. That adage is exceptionally true in the digital age. Visual search is a new practice that allows people to upload an image into search. Companies such as Pinterest and Google have jumped on the bandwagon, launching search tools that let users take a picture of an item and find incredible amounts of information about it, such as viewing similar products, finding where to buy the item online, and reading reviews.

User-Generated Content — Another concept that isn't new is user-generated content. UGC is the future of marketing. Why? Because it creates a sense of community and builds your brand's social credibility. Consumers are much more likely to spend money or purchase a product if they see positive reviews about it from someone else. The best part? It's relatively inexpensive.

For those ingrained in the digital marketing world, you know change is an integral part of the job. As marketers, we must always look ahead and be open to the new tools and technologies to always stay ahead of the competition.

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