



PROJECT RESULT 2: ACCESSIBLE DIGITAL MARKETING AND DIGITAL SELLING TOOLS

Desk Review about Digital Marketing and Digital Selling Trends



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1 Emerging Digital Marketing Trends 2023

<https://brand24.com/blog/digital-marketing-trends/>

Artificial Intelligence (AI)

Although artificial intelligence is still in the early stages of development, there were many useful examples of AI-based marketing initiatives in 2022.

E.g. DALL-E: an artificial intelligence tool, able to generate images based on text requests. Digital marketers could use it to create illustrations for blog articles and landing pages, instead of using stock photos.

E.g. ChatGPT: advanced text-based solution that can create different written content. From creating jokes to writing scenarios for short films, ChatGPT is a powerful tool that can enhance your digital marketing strategy.

E.g. Jasper: a tool that uses artificial intelligence for copywriting. It can successfully accelerate content marketing efforts. It can help with social media posts or landing page copywriting.

2 – Influencer Marketing

Influencer marketing used to be very simple. You found a profile with lots of followers, paid them to promote your product and waited for the results. Today, social media users are well aware of influencer marketing and no longer trust everything they see in their feeds. To be a great influencer, you need to know how to generate engagement and have a lot of specialist knowledge. To advertise your brand, you need to choose influencers carefully (credibility, values, etc.).

3 – Personalised Marketing

Due to the constant exposure of consumers to advertising, it is no longer sufficient to show your product or service to a large audience and wait for the results. You have to address the problems of your potential customers and offer them solutions.

Social listening is a great way to enter the discussion right away. Find people talking about your brand, product or niche market and listen to what problems they have. Social selling and conversational marketing can work wonders and, if done well, have a strong potential to go viral.

Although Facebook is losing popularity, there are still many active groups where users exchange information. It is an opportunity for the brand to connect with your customers and shorten the distance. To boost your digital marketing efforts, LinkedIn groups can also be used.

Personalised messages can also be sent using the email marketing strategy. This way of communicating is still popular in 2023 and you can use email marketing to create a marketing funnel. Make sure to properly segment users before launching email campaigns.

4 – Short Videos

TikTok videos have undoubtedly dominated as the most popular type of content on social media over the past year. It has been so successful that many other major social media platforms have copied the style:

in recent years we have seen the rise of Instagram Reels (later copied by Facebook), YouTube Shorts and even Twitter tried its luck with Fleets (removed in 2021). Our attention span is shrinking.

Challenge for marketers: Use the first few seconds of the video to capture the user's attention and try to save the brand in their memory.

Social media feeds are optimised for mobile devices: wait to be considered when developing your digital marketing strategy for 2023.

5 – Social Media Marketing Multichannel

Although, Facebook has not yet closed its doors, if you really want to be a good social media marketer, you have to look after many different channels.

The platform that has been receiving the most attention lately is TikTok. It has gained a lot of popularity in recent years and now brands see great potential in marketing on TikTok. This shows that we have to be prepared for any new platform that may appear on the market. Young people (Gen Z and the next generation) are particularly likely to switch to the new thing and not look back.

Watch the growth of BeReal and be alert to any serious alternative to Twitter appearing on the market. At the moment, Mastodon looks like a potential Twitter competitor.

6 – LinkedIn

Although LinkedIn is not the most appealing platform, its audience is growing year by year and in 2023 many potential customers can be found there.

LinkedIn Premium is one of the most expensive social media subscription plans, yet 39% of all LinkedIn users choose to pay for it.

When preparing a marketing strategy for 2023, LinkedIn cannot be ignored. It is still relevant and a perfect place to start social selling.

7 – SEO

Google's latest updates show us that we are approaching the end of an era as far as keyword SEO is concerned. The artificial intelligence algorithms of search engines are getting smarter and smarter and are now able to clearly understand whether the landing page or article was made by a real human being who really wants to help the reader or whether it is an old-fashioned SEO job that simply paraphrased other content and added more keywords.

Keywords are still important, and one must still care about SEO, but one must change one's perspective. Google and the other search engines promote sites that comprehensively answer users' queries, not those with the most backlinks and the exact keyword in the meta title.

Another digital marketing trend in SEO is click-less search. Everyone wants to reach the top position with perfectly optimised content. But sometimes Google decides to use our response as a featured snippet* and traffic decreases.

*Feature Snippets are highlighted text extracts that appear at the top of the Google search results page, in the so-called 'position 0'. They provide users with a quick answer to their search query. In order to avoid zero-click searches, one has to make sure that the writing is so captivating that users read more. On the

other hand, if users are only looking for a quick answer and the featured snippet gives them what they want, there is little chance that they will become customers anyway.

8 – Customer Experience

As we are moving more and more into the digital world, customer experience has become an even more important part of business strategy. Today, it is possible to find reviews and opinions on almost anything within seconds.

If the customer experience is negative, word will quickly spread, customers will quickly start to avoid their products and look for alternatives.

The digital marketing strategy must focus on providing customers with the best experience. The web page must be user-friendly and fast. Do not hide essential information from users. Work on a clear site structure. Use chatbots or other solutions to facilitate contact with customers.

Improving the customer experience will definitely be a big trend in digital marketing in 2023.

9 – Ethics in Digital Marketing

In 2023, there is no place for unethical marketing strategies. Conscious choices are trending.

Potential and existing customers are now much more motivated by ethics and morality than in the past. Consumers know about global warming and the impact of unethical capitalism on it: sustainability is a trending topic.

That is why it is necessary to be honest in communication. Users will appreciate honesty and remember good advice.

More and more companies are pursuing CRM (Cause-Related Marketing). They use their social media channels and other marketing materials to promote philanthropy and similar behaviour. It is true that corporate donations are often only made for tax deduction purposes, but at the same time they are really helping the planet.

An ethical digital marketing strategy must be maintained. Otherwise, even the most loyal customers will turn away.

10 – Inclusive Marketing

With increasing awareness, there is a greater focus on inclusive marketing. Long gone are the days when brands did not care about minorities in their marketing messages.

This trend in digital marketing is strongly linked to points 3, 8 and 9.

When creating marketing messages, think about inclusivity. (E.g. an online company, should make sure the website is suitable for people with visual impairments. A physical shop should adapt the space for people with disabilities).

But inclusiveness is not only about disabilities. E.g. a Nielsen study from 2022 shows that 59% of black viewers are more likely to buy from brands that feature someone from their identity group in the advertisements. Take these aspects into account in digital marketing initiatives in 2023.

11 – Google Analytics 4

If you use Google Analytics, you have to switch to the latest version this year. Google has announced that GA4 will completely replace Google Analytics Universal on 1 July 2023.

You can already install it on your website. There are plenty of free and paid courses on the new iteration of Google Analytics.

There are also some analytics alternatives. Most are fee-based, but offer some additional functionality not available in the Google tool. Before deciding to change, check whether the tool complies with data collection regulations.

12 – Gen Z

Generation Z people are becoming adults and will soon be the main target group for most sales.

Gen Z's online shopping behaviour is different from that of the Millennials and decidedly more contrasting than Gen X and Baby Boomers. It is crucial to adapt the marketing strategy to this new wave of customers.

Re-evaluate your marketing strategy and monitor analytical tools to check the age of the people visiting your website. If the audience is older, the message is probably still valid. If, on the other hand, the audience is younger, you need to find out about the buying behaviour of Gen Z.

2 Digital Marketing Trends 2023

<https://digitalmarketinginstitute.com/blog/what-are-the-top-digital-marketing-trends-for-2023>

1. Social Media Marketing

- Tiktok (The platform is focusing on usability for businesses and improving targeting options for advertising, which will make it a bigger and better platform for brands in 2023)
- Decentralising social (given the recent vicissitudes with twitter, consumers are starting to move away from social that exploits their data; approaching new platforms such as Mastodon and BlueSky)
- New 'creator economy': as brand awareness is becoming central to social, marketers need to find the right creators > create content that engages the target audience; not necessarily high-level influencers (can also be employees, customers etc)

2. Marketing B2B

- Important to have creative marketing and to use memorable channels and tools.
- Video campaign (used by 86% of B2B; most used channels: YouTube, LinkedIn, Instagram). LinkedIn videos are becoming more popular and help to connect and influence customers.
- Empower teams with social selling: use social media to enable the sales team to connect with customers. Don't just send call to action messages, but create content to engage and make connections.
- Take care of content: show that the company is not just interested in selling, but in solving problems and sharing information.
- Examples of interesting content: industry news, third-party research, press releases and articles, interviews, podcasts).

3. Content Marketing Trends

Important to have a strategic approach to content management

- Using content to create connections and build community. Customers are increasingly interested in the value and ethics of brands > companies that foster and seek connections will be more successful.
- Refine and define partnerships between creators and brands. Some content is great, but a lot of it is aligned with the wrong influencer or not aimed at the right audience. This is where a good partnership between content creator and brand can come into play. Choose creators whose values/content are already aligned with those of the brand.
- Balancing content to offer value and not just sell: over the past few years, more than half of marketers have experienced a sharp increase in demand for content. But it is not just about having more content, it is about having content that provides value to prospects and customers.

4. Trend Marketing Automation

As companies collect more and more data and need to perform more tasks to implement effective marketing campaigns, automation tools offer a way to automate routine and repetitive tasks at scale.

- "signal-based" marketing > 2023 will see a shift in mindset from technique-based marketing to anticipation-based marketing. This will enable marketers to anticipate what customers want and incorporate it into automation processes.

This new mindset will not only make things more efficient, it will also enable personalisation. This applies to platforms such as Google Ads and it also seems that Facebook and other social channels are heading in this direction.

"In digital marketing we have been collecting data, observing behaviour and now we are looking for signals. They might look like the same thing, but they are slightly different. Behaviours reflect interests, whereas signals are where the audience tells you what they want," explains Cathal Melinn, PPC and eCommerce specialist.

- Automation tools > By 2024, organisations with IT teams capable of understanding customer needs will outperform other organisations' customer experience metrics by 20 per cent. This understanding will be based on automation tools for internal processes and to improve the customer experience. These include marketing tools for CRM, social media, advertising, lead management or email.
- Artificial intelligence and the launch of GPT-4 > GPT-4 (Generative Pre-trained Transformer 4) is a cutting-edge tool that can help marketers automate many tasks. Developed by OpenAI, it is a deep learning model that generates text and is trained through content available online. It is used for question and answer, text summarisation, machine translation, classification, code generation and conversational AI. According to Clark Boyd, digital strategy consultant, it could open up new opportunities for marketers.

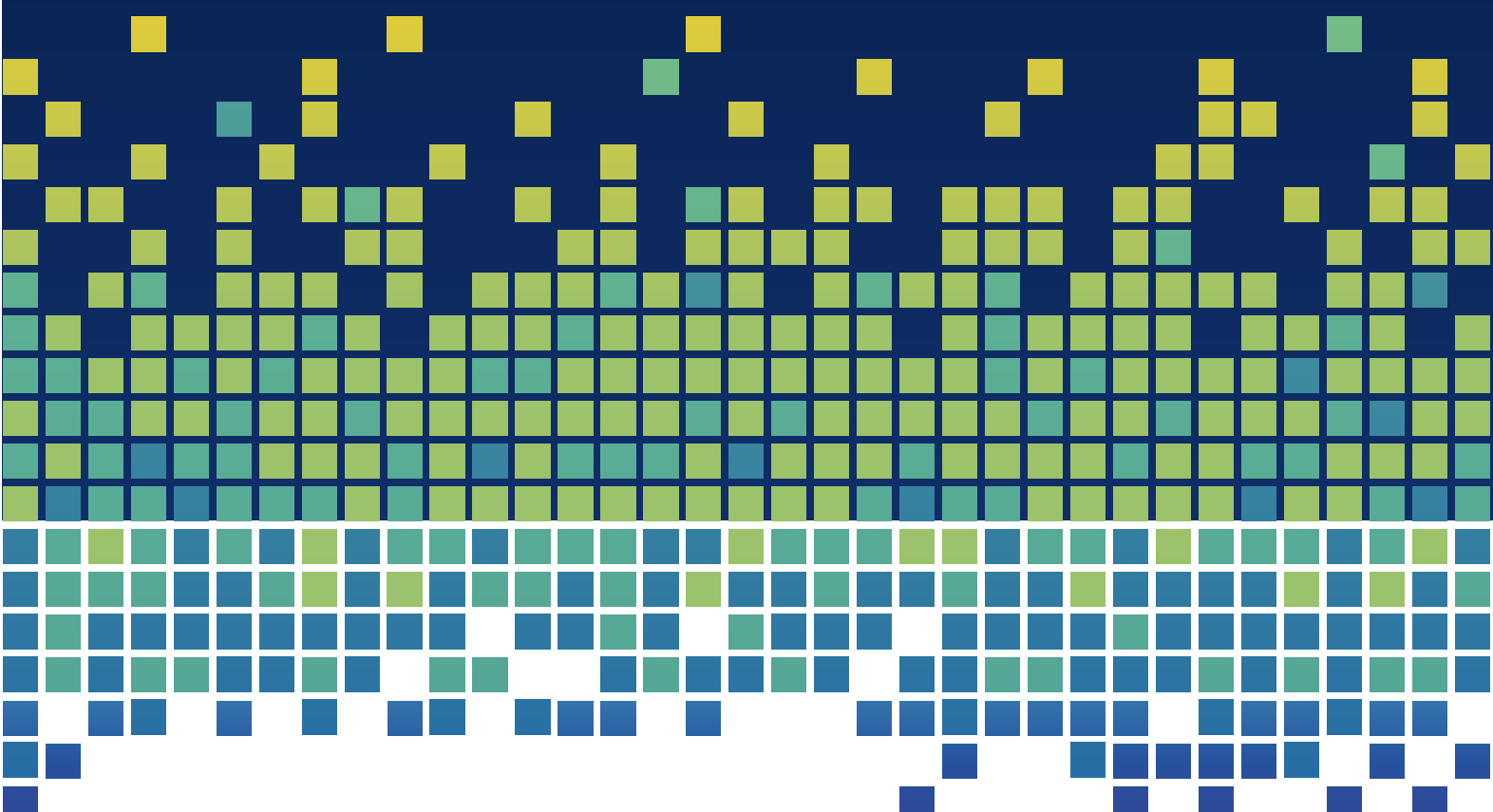
5. Martech trends 2023

Marketing technology (Martech) is used to create, execute, manage and measure the performance of content (online and offline), campaigns and experiences. It is an effective way to optimise customer journeys and implement omnichannel marketing campaigns.

- Martech spending will continue to grow: spending on martech in the US will exceed \$20 billion for the first time in 2022, up 15% year-on-year. This spending is driven by companies' investments in technologies that will enable them to collect and store data, use it to make decisions, and implement them.
- So far, many marketers have experimented with conversion rate optimisation (CRO) and used many testing methods. However, the era of just seeing what happens is coming to an end, because it is not just about chasing the result. What impact does CRO have on the customer's bottom line? What impact does CRO have on user experience? CRO.

*CRO (Conversion Rate Optimisation) is the practice of increasing the conversion rate. Conversion rate means how many site visitors, as a percentage, take specific actions such as buying a product, downloading a PDF, visiting a key page or subscribing to a newsletter.

- Metaverse > Growth of the metaverse is slow, but brands will continue to play the game. The metaverse made waves in 2022 and will continue to do so in the coming years, but growth has been slower than expected due to falling profits and rising costs. Nevertheless, Alison Battisby believes that in 2023, brands will start thinking about what their strategy is for this new era of immersive virtual communication.



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