

Predicted Marketing Trends For 2023.



Introduction.

With 2023 officially in full swing, we're casting our minds ahead to the year to come and what it will bring for the digital marketing industry.

We know all too well how quickly the digital space moves, be that through algorithmic changes, iOS updates or new CEOs (yes, Elon, we're talking about you). 2022 brought us many of these, as well as trends in consumer behaviour, that directly influenced our approach to marketing. Some of these trends are set to continue into the 2023, while other, newer contenders are set to alter the industry even further.

By taking stock of the events of last year and looking forward to the innovations of the future, you can better plan for a successful 2023. From **social issues** and **sustainability** to the **future of VR**, **video marketing** and **SEO**, we're unravelling the trends you need to know across the whole spectrum of Digital Marketing. Once you're armed with our trend insights, we'll be giving you our top tips for translating this knowledge into your **2023 marketing strategy**.

What Happened In 2022.

- 2022 saw **TikTok** take over as the most-used social media platform (with a reported 1.8 billion users to date).
- COVID-19 continued to spark new behaviours and brought more social awareness to cultural issues such as inequality for marginalised groups and the **climate crisis**.
- In the first post-pandemic year, we've seen the aftermath of **COVID-19**. In a study by Meta, 37% of the respondents said the pandemic spurred them to re-evaluate their purpose and priorities in life, while 65% now expect more out of work and life.

- The latter part of the year saw the **cost of living crisis** take hold. Consumers are focusing more than ever on value for money, with 35% cutting back spending on food & essentials.
- The individual **creator economy** has boomed – searches for “creator economy” have grown by 1150% in five years and an estimated 50 million people worldwide now consider themselves “creators”.
- **Virtual representations** of people became more common; Snapchat reported that 70% of its daily active users (147 million people) use Bitmojis to represent themselves on the platform.

Learnings From 2022.

It's was a weird and wonderful year, but what did we learn in 2022?

Let's take a look...

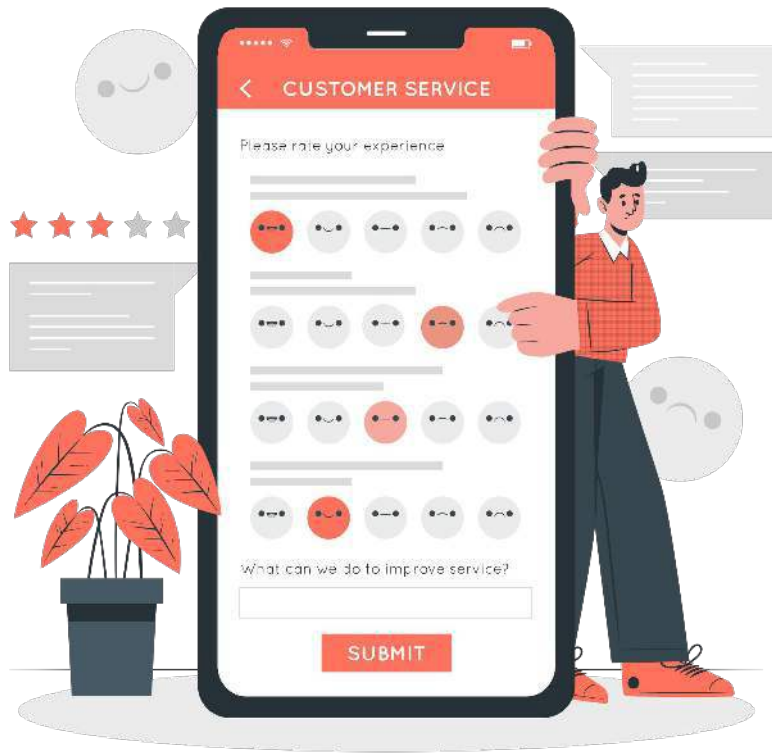


Social Proof.

With so much choice for where to shop, users are becoming increasingly reliant on social proof to help them make purchasing decisions.

Whether you choose **user generated content** as a means to show real people using your product or you shout about your rave reviews, social proof has become an essential element to any successful marketing strategy. Buyers want to hear about your customer experience, the quality of your products or services and how they work, all before they invest for themselves.

Let's say you own a skincare brand. Potential customers will want to hear from real consumers about how the product felt on their skin, whether it irritated their skin and whether it addressed their skin concerns.



Influencer Partnerships.



We know that influencer marketing as an industry thrived in 2022, with its position in marketing being focused on creating real relationships with influencers.

Brands have been looking to bring influencers into their businesses as a friend of the brand, a genuine advocate who works closely with the team to create content and even new product ranges.

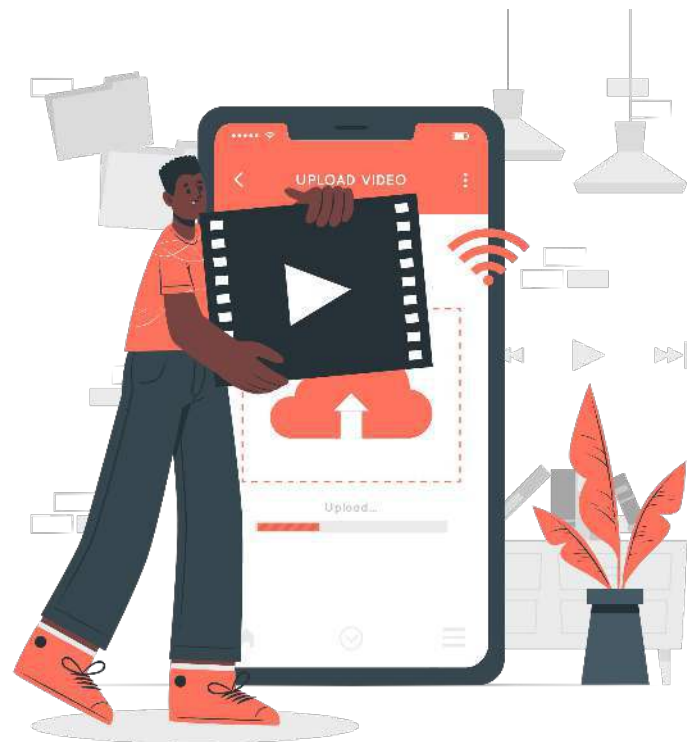
The focus has moved away from who has the most followers, towards smaller and even **micro-influencers** with a highly engaged audience.

With this emphasis on quality, building long term partnerships with influencers is proving more effective than one off sponsorships.

Short-form Video Content.

We all know short-form video content was the winner of 2022. But why? Firstly, attention spans are shorter than ever. According to research, our attention span decreased from 12 seconds in 2002 to just **8 seconds** in 2022 (conveniently around the same length as a TikTok). Short form videos therefore have a higher engagement rate as viewers are more likely to watch it all the way through.

The other key factor in video content is the simple fact that it feels more authentic. All you need is a phone with a camera and you can film yourself doing whatever you like. Therefore, this content not only feels more 'real' but also more accessible, breaking down any barriers that used to exist to be a video content creator.

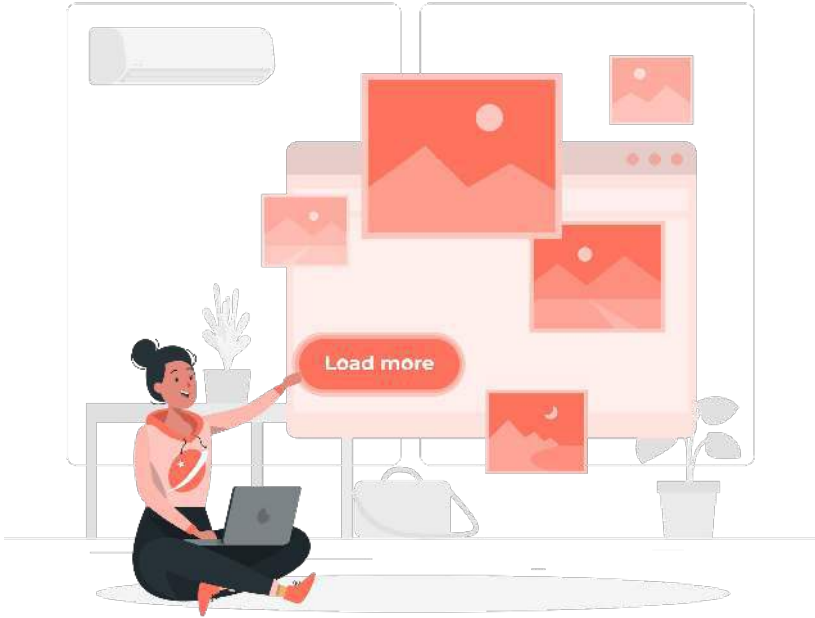


Virtual Reality.

VR is something that has been developing in the background for many of us this year. However, as we move through 2023, VR will become an important area to take part in, even for smaller businesses.

According to industry research, the virtual reality and augmented reality markets are expected to grow to nearly **\$600 billion** by 2025. However, a large portion of the excitement around VR is in the world of online gaming, with brands such as Sony planning to release a new generation of VR games in the near future.

2022 saw big steps towards the metaverse, with international brands such as Disney, Coca-Cola and Louis Vuitton all investing in **metaverse advertising**. 2023 will be a challenging yet exciting year for the metaverse and will likely set the course for the use of VR/AR in our daily lives.



Looking Forward To 2023.

- Customers will expect brands to comment on social issues. In fact, 53% of consumers want brands that get involved in **social issues**, even if they have nothing to do with their business.
- Blogs are set to closely follow video as one of the most viewed content types. According to the Content Marketing Institute, businesses with **blogs** will see 126% more lead growth than those who don't have one.
- Marketers using **short-form video** will increase or maintain their investment in 2023, and 21% of marketers plan to leverage short-form video for the first time in 2023.

- Online **reviews** will carry a greater weight than ever, with 84% of people trust online reviews as much as they trust recommendations from friends.
- According to several studies, binary-gendered options will be a thing of the past. This shift to **gender-neutral** products will see brands rid the 'for men' and 'for women' sections and reassess their offering.
- The cost of living crisis will continue to create a **challenging economy**, in which hiring in-house staff proves costly in comparison to using agency services.

Key Growth Areas.

These are the marketing trends due to see the highest uptake in 2023.



Influencer Marketing.

Influencer Marketing was reportedly worth around **\$16.4 billion** at the end of 2022. This is still a relatively new industry, with the term “Influencer Marketing” seeing a 400% increase in Google searches from 2016–2021.

Influencer activity such as livestream shopping, cross-channel campaigns and collaborative product launches will see a rise in 2023, with growth facilitated by the development of **influencer technology** such as CRM systems and influencer management tools. These technologies will allow brands to manage all their influencers, negotiations, collaborations, conversations, and content all in one place.



Artificial Intelligence.

Businesses are set to invest more into **Artificial Intelligence** (AI) and incorporate chatbots into their strategies in order to create a more personalised user experience.

What does this look like in practice? The honest answer is, we don't know. There is so much scope in this space with new capabilities constantly coming to light. One example might be an expansion of the virtual 'try on' experience that we are already seeing glimpses of in industries such as beauty.

To further enhance the online shopping experience, consumers will be able to virtually try on makeup, clothing, accessories and more – much as you would in real life – to help them make better purchasing decisions online.

Video & Podcast Content.

Over **19.1 million** Brits currently listen to podcasts, 40% more than before the pandemic. The shift towards this long-form audio format reflects a movement towards informative content that helps listeners to learn and improve themselves, or feel entertained.

In a reaction against short-form content, as many as 65% of listeners will listen to an entire podcast episode (which is 20-40 minutes on average).

In 2023, there will be a higher focus on visual podcast content, specifically short and snappy clips that entice users from social media onto another platform.



Sustainability.

2023 is predicted to house a strong emphasis on **social responsibility** and reputation. Companies will need to show evidence of sustainable & ethical practices. For eCommerce businesses, this encompasses what your products are made from, any partners you work with and your delivery process.

Potential customers want to spend their money with companies that have sustainable values that align with their own. This year will see more brands strive to reach **net zero** with sustainable initiatives that demonstrate their commitment to sustainability.

These initiatives will build the reputation of the business and increase the morality that is associated with the products or services. Essentially, brands will need to mitigate potential customer criticism and even loss of existing customers due to a lack of climate action.

Voice Search For SEO.

The way people search on the internet is evolving all the time. The introduction of **voice assistants** like Amazon Alexa, Siri, and Google Assistant has changed the landscape, diversifying the ways in which people receive information. In 2023, it's predicted that roughly half of all online searches will be conducted via voice search, which will have a significant impact on SEO strategies.

How does voice search work? Verbal digital assistants are trained to respond to short, to-the-point questions. Marketers will be able to frame their content for these types of searches by using more conversational content that mimics the user's voice pattern.



Retention.

2023 is set to see the focus shift towards retention and growing sustainably in order to create a loyal customer base of repeat purchasers.

Acquiring new customers is expensive and time-consuming: in fact, it typically costs **five times more** to acquire a new customer than to retain an existing one. Retaining loyal customers can also have a positive impact on a brand's reputation. Satisfied customers are more likely to recommend a brand to their friends and family. Within today's highly competitive marketplace, customer retention should be the top priority for any brand.

Marketing strategies that help you nurture your customer base such as **loyalty programmes** and [email](#) rewards will be more popular this year. These strategies will help businesses to increase repeat business as well as the **lifetime value** of their customers.

Agency & Freelance.

With the **cost of living** crisis continuing into this year, businesses will continue to operate in a challenging economy. In these uncertain times, businesses will increasingly turn to agencies or freelancers rather than paying full-time in-house employees.

With **short-term contracts**, marketing agencies can provide the support and expertise you need with the option to stop using their services if you need to.

Agencies are also highly experienced in managing your budget to get the most out of the money you spend.



How To Structure Your Marketing For 2023.



1

It's time to tell your company's social responsibility story, how you're helping the climate and doing your bit for society. Customers don't just want to invest in a product, they want to spend their money on a business that they're proud to buy from.

2

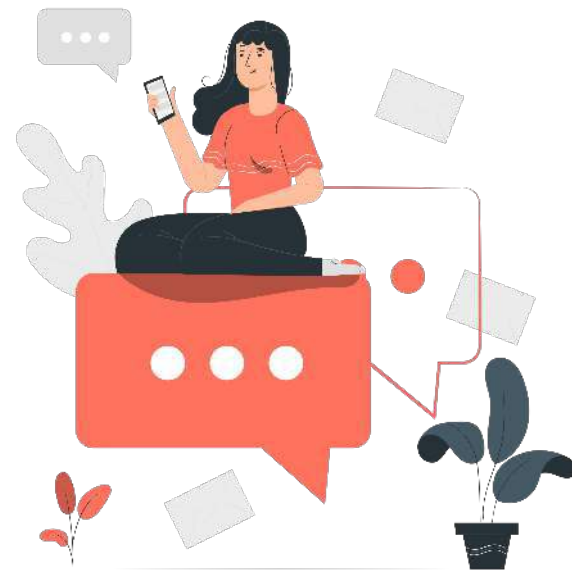
Place a strong emphasis on Diversity, Equality and Inclusion. The time has gone for turning a blind eye to marketing campaigns without racial diversity. People want to be able to see themselves represented in your marketing and in your business. Be proud of the diversity of your business and share your stories with your customers.

3

Optimise your customer experience. Use opportunities to create intelligent content, through additional features such as a chatbot, polls, maps or quizzes. To get an understanding of how you could further improve your customer journey, create a post-purchase exit survey in which you can get honest feedback. This can inform not only your website journey but also your product development.

4

Incorporate long-form into your strategy. Yes, short form video has become the social media favourite, but this doesn't mean you need to discount long-form entirely. Podcast and Youtube content continue to be highly popular forms of content due to the greater informative value they can provide. Longer videos such as team interviews can also be effective on channels like LinkedIn or broken down into sound-bites on Instagram.





5

This might sound obvious but ensure your content is optimised for mobile. Over 50% of all web traffic comes from mobile, so failing to optimise for it could be a costly error in your user journey. Not only does this kill off conversions, Google also hands out penalties to websites failing to meet their standards for mobile optimisation (and we want to be friends with Google).

6

Harness the power of social proof in your advertising. Reviews, user-generated content and industry awards are some of your most powerful marketing tools. These are trust signals that can turn interested visitors into loyal customers. You can incorporate social proof in your social media content, on your website and even in your email newsletters.

7

Create a personalised experience for customers and users. In 2023, it's going to be the more bespoke, the better. Users have become accustomed to algorithms only showing them content that they're likely to be interested in, and they expect their website experiences to be no different. Whether it's showing ads based on a user's on-site activity or segmenting your email database into more specific groups, you can give users the feeling of a bespoke experience.

8

Optimise SEO for voice search. With voice assistants increasing in popularity, this is a search method we're going to need to get on board with in 2023. You'll need to find and use conversational keywords and phrases. Another useful addition for voice search SEO is an FAQ page as voice searches are often framed as a question.





9

Keep an eye on new innovations in the industry – VR and AR are going to continue to move into mainstream media. These new technologies may not directly apply to your business, but they will affect the digital space in which you advertise. For example, your audience will expect more intuitive and immersive content that drives emotional engagement.

10

Prioritise nurturing your existing client base to increase client retention. Acquiring new customers can often be the main focus, but retention should not be forgotten. A successful retention strategy has the potential to drive lifetime value as well as AOV as repeat customers are likely to continue trying new products or services following a positive customer experience.

Here's How We Can Help.

We can help you put these insights into practice to make 2023 your most successful year to date. But first, who are we...



Who We Are.

We are **The Good Marketer.**

We are a group of passionate individuals who get excited about helping small/medium sized businesses create impact by driving sales. We use our expertise in marketing to evoke change in your business and generate success.

20 specialists

9 specialisms

2 office dogs



What We Do.

With a team of dedicated specialists, we can provide support with anything from [Google ads](#) and [Facebook ads](#), to a [website project](#), and so much more...

SEO.

**Email
Marketing.**

**PPC
Advertising.**

**Content
Marketing.**

**Website
Development.**

**Social Media
Marketing.**

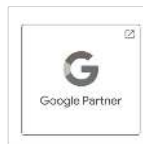
Our Values.

Our values are what drive us here at The Good Marketer. Being transparent, flexible and proactive is at the core of our mission to provide the best possible service for small/medium sized businesses.

These core values, combined with a sharp focus on our clients' needs is what enables us to offer a truly unique experience to the businesses we partner with.

So what does this mean for you?

- A dedicated Account Manager with support from a wider team of experts.
- Value that is understood from the outset. We are clear about where your money goes and what the planned return will be.
- Results underpinned by the right strategy that is bespoke for you.
- Leads and revenue increase in the short, medium and long term.
- Confidence that the marketing is in hand so you can focus on the areas of the business you enjoy most.



Get In Touch.

Want to get to know us better? [Book a call](#) or check out our [website](#) to find out how we could help you



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