



# State of Inbound Marketing Trends

All the latest benchmarks, insights, + resources you  
need to build a smarter marketing strategy.

2022



# Introduction

## Foreword from Kipp Bodnar, CMO of HubSpot

The past few years have seen major changes in the way people communicate, shop, market, and sell.

Currently, my Twitter profile picture is an NFT. We have an exciting new podcast, Marketing Against the Grain, that's part of the [HubSpot Podcast Network](#) and our new Creators community, and I'm learning about Web3. These are all things that have emerged or exploded in the past year or so, and at HubSpot — we're all in on the future of marketing.

As we do every year, we collected data on all things marketing in 2022. We found that creators are dominating as an engaging, specialized channel to connect with niche audiences, short-form video continues to boom, and marketers are getting more efficient with their workflows and processes. Take a look at the insights and takeaways to learn how to market your business, connect with the right people, grow your audience, and cater to today's buyer.

Thanks for being part of the HubSpot community. We can't wait to see what's in store for marketing and the creator economy.



**KIPP BODNAR**

Chief Marketing Officer

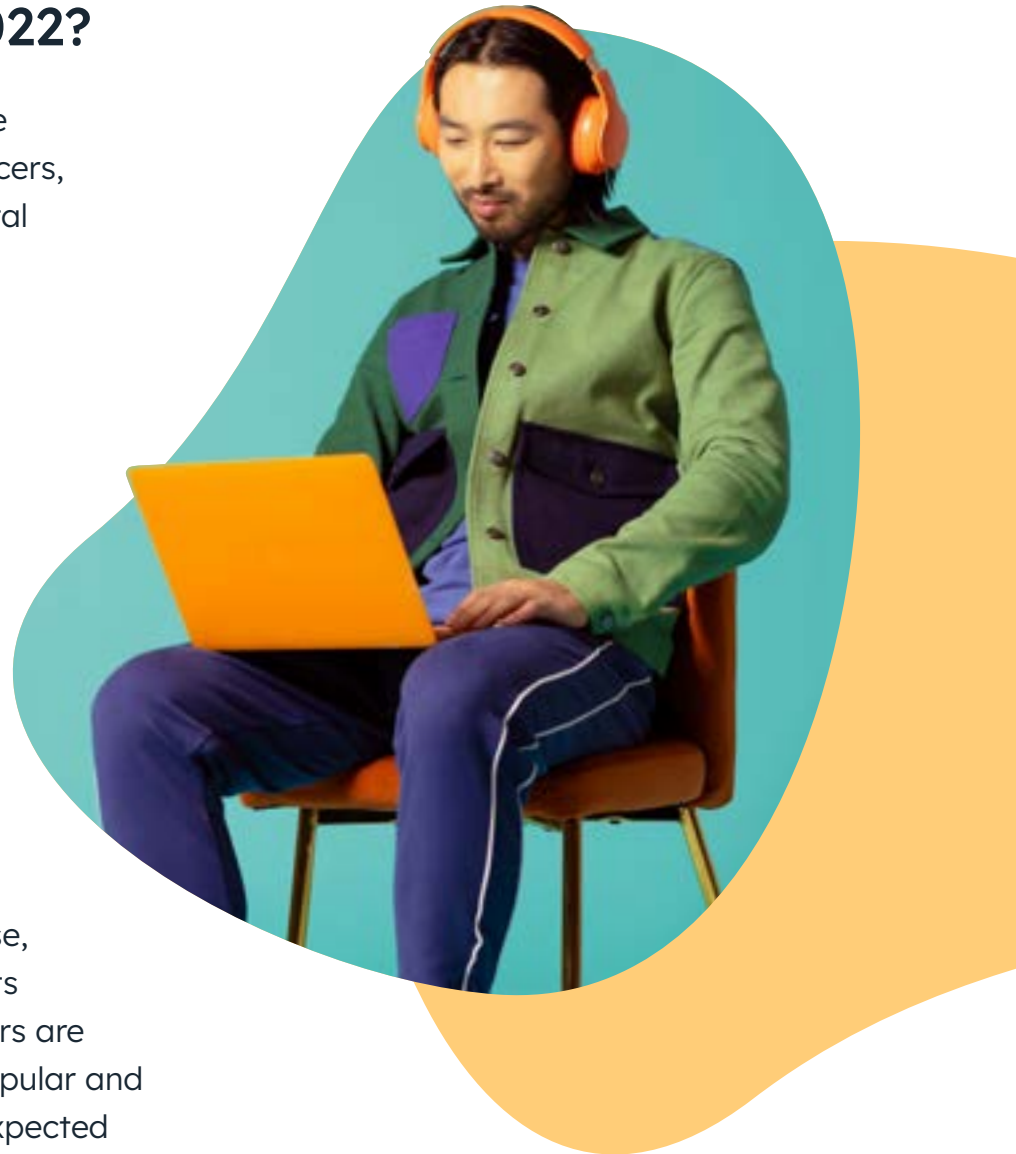
# What does marketing look like in 2022?

In 2022, as marketers meet audiences where they are, they are increasingly on the pages of individual creators. TikTok influencers, Reels creators, and YouTube personalities are dominating digital engagement, creating and producing consistent, high-quality content that rivals major brands.

We collected data from 1,600+ B2B and B2C marketers around the world and across industries to find out:

- Which channels marketers are using
- The most effective marketing strategies
- Emerging trends in marketing
- Channels that are no longer as effective or worthy of investing new resources
- How to connect with consumers

The data revealed that influencer marketing will continue to rise, marketers should invest in short-form video, and content audits should be part of every marketing org's strategy. And marketers are working smarter, not harder. Templates are one of the most popular and effective tools for fast-paced marketing teams. Finally — as expected during a time of environmental, social, economic, and political challenges — marketers need to be ready to pivot, and being flexible pays off.





**Here's a preview of some of the  
major findings from the report —  
read on for more:**

Short-form video content like TikToks and Instagram Reels are the most effective type of social media content

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Videos are the top content marketing media format for the third year in a row

---

Social media is the #1 marketing channel in 2022

---

Instagram, YouTube, and Facebook are the top 3 social media platforms marketers are using in 2022

---

83% of marketers believe it's more effective to create higher quality content less often

---

Facebook has the best ROI for social media ads versus other platforms

---

**Let's explore the digital marketing trends and data for 2022.**

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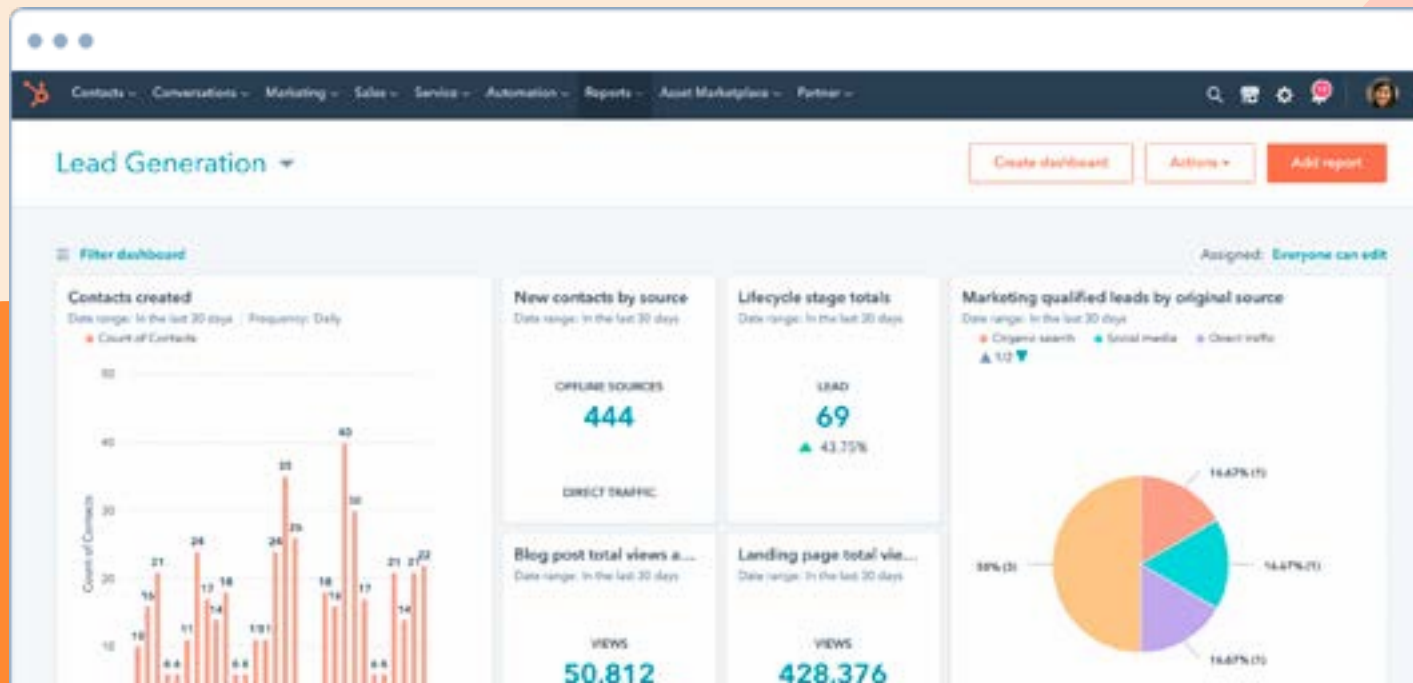
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# All of your marketing tools and data, all in one place.

HubSpot was designed to help teams scale and uses the latest automation to support smart workflows that eliminate manual work. Manage email, social, web, content marketing, analytics, and more from the HubSpot Marketing Hub, and grow a following of loyal customers.

Get started free



## SECTION 01

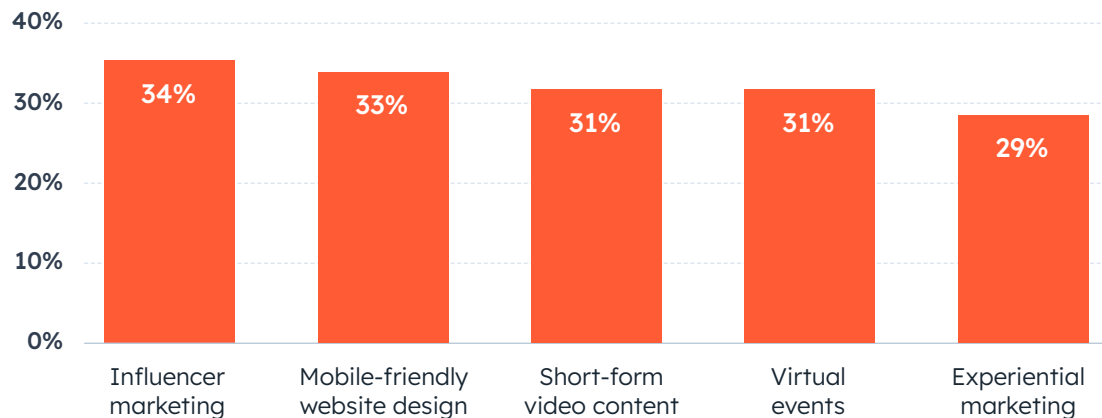
# Emerging Trends in Marketing + Marketing Benchmarks

## New + Emerging Marketing Trends

Social media marketing is going nowhere but up, and the more innovative and creative, the more likely a post is to start a trend or go viral. In 2021, social media was the top marketing channel, and in 2022, it held strong. More and more, the creator economy and niche content are dominating — the top trend marketers are leveraging in 2022 is influencer marketing (this makes sense, the [global influencer marketing industry](#) is predicted to surpass \$16B in 2022). This year, companies are also investing more in short-form video content and refining their mobile marketing strategy.

### Top 5 Marketing Trends in 2022:

What trends are you currently leveraging?



### KEY FINDINGS

**Influencer marketing** is the #1 emerging marketing trend in 2022

**20% of marketers** are investing in Twitter Spaces

**The top source of website traffic is direct** — showing the importance of brand awareness





While Clubhouse was hugely popular early in 2021, some of the excitement has worn off in favor of other video and audio platforms and features. Marketers are now more interested in investing in Twitter Spaces, (although TBD on what will be happening at Twitter now that [Elon Musk is interested in buying it](#)), YouTube Shorts, and Instagram Live Rooms, among others.

Short-form videos are both the most-used format on social media and the most engaging (we'll dive deeper in the social media chapter), which aligns with emerging investments and a mobile-first audience.

To get started with video, [explore the HubSpot guide to video marketing](#).

“Creator programs have exploded in popularity. Creator enablement will be a critical skill for companies to learn.”

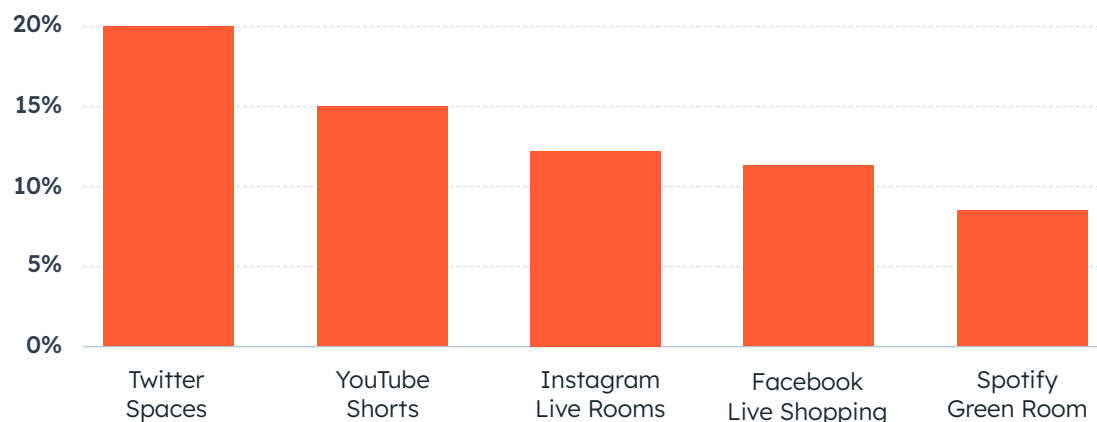


**KIERAN FLANAGAN**

SVP of Marketing, HubSpot

### Top New Marketing Investments for 2022:

Which new/emerging platforms are you investing in for 2022?



[Listen to the podcast](#)

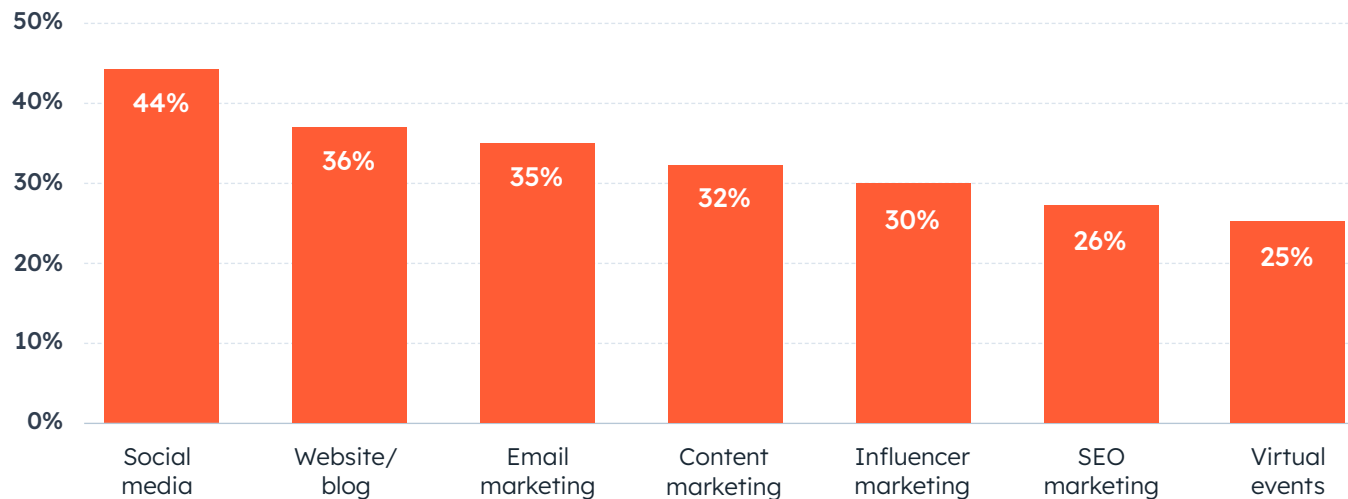


# Marketing Benchmarks for 2022

To start, it's important to note that no matter what these benchmarks say, the most important metrics for your business's success are your own. Once you've created and launched your marketing campaigns, website, emails, social media posts, and events, you can continuously [test and optimize your marketing strategy](#) based on how your audience responds.

It is helpful to understand where to start. Developing on-brand marketing campaigns takes time, effort, and budget. Should your team put the majority of your efforts into email? Video? Podcasting? TikTok? Here are the channels marketers from B2B and B2C brands are using in 2022.

## Top Marketing Channels in 2022



Social media is the top channel for marketers in 2022. Interestingly, influencer marketing is more popular than SEO, showing a rise in interest in the creator economy, and hinting that it may be wise to invest in creator partnerships and programs in your community.

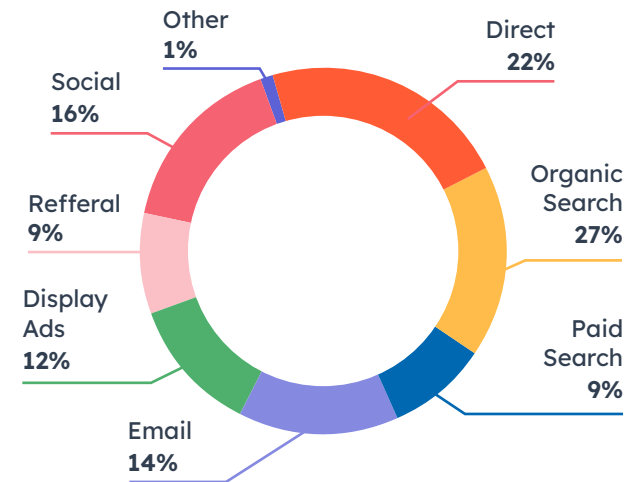


## Where are people spending their time online and engaging? And how?

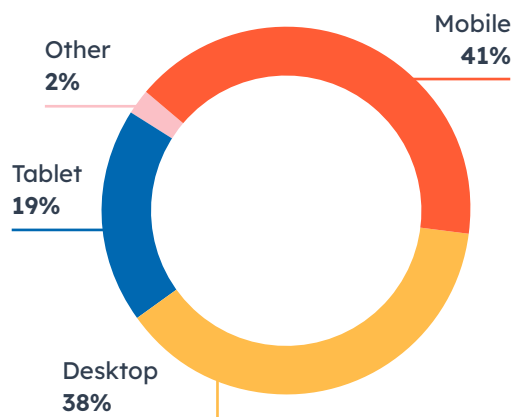
While people have their own preferences when it comes to researching their favorite brands and gathering information online, social media continues to be a common path for building relationships with companies. Additionally, direct and organic inquiries on search engines and the associated keywords are critically important for online visibility. Keep in mind — all web content should be responsive and optimized for mobile, desktop, and tablet views.

Now that you've learned about some of the top opportunities to reach new audiences, find out [which marketing challenges you or your industry could be facing](#).

### Top Website Traffic Sources



### Website Device Traffic Breakdown



Almost half (48%) of marketing teams expect their budget to increase in 2022, up from last year. With more budget, more campaigns and a wider reach are possible, giving teams more creative freedom to test new channels.

This year, the most effective channels for acquiring new customers are social media (sensing a trend here? It's also the best source for high-quality leads), SEO, and events.

### Most Effective Channels for Acquiring New Customers in 2022

1. Social media
2. SEO
3. Physical events and tradeshows

#### Want more data?

Bookmark [HubSpot's Web Traffic & Analytics report](#) for later.

## SECTION 02

# Content Marketing Trends



### KEY FINDINGS

Video is the top media format marketers use

Short-form video platforms like TikTok and Instagram Reels are growing the fastest

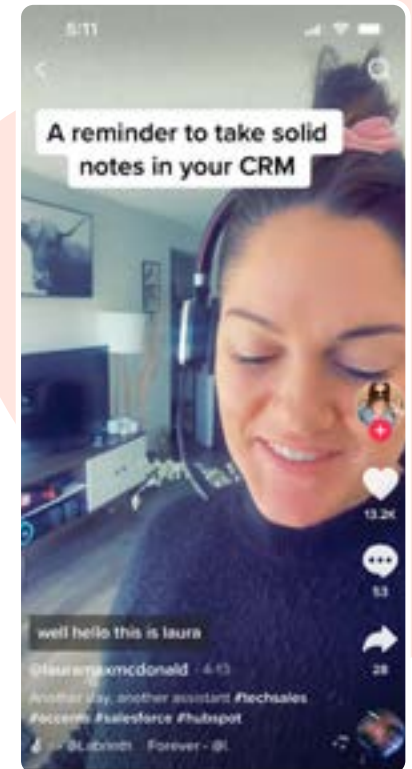
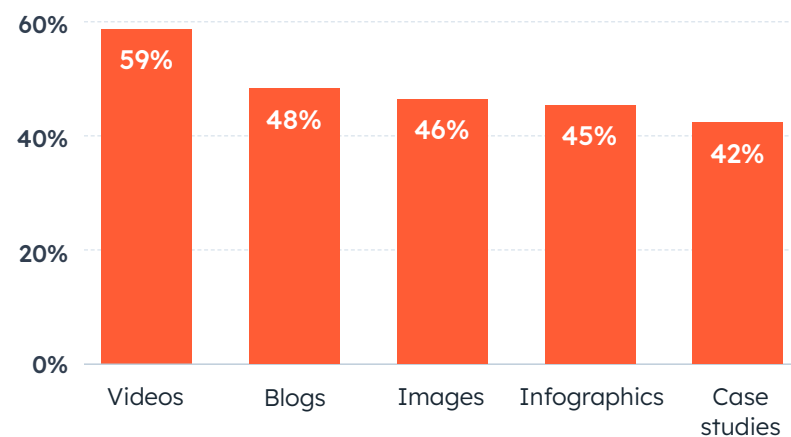
The most effective content is funny and interactive



Content marketing is a top priority for marketing teams, encompassing multimedia formats and becoming more interactive and accessible in recent years. This year, video is the top media format (for the third year in a row) — but specifically, short-form video platforms like TikTok and Instagram Reels are growing the fastest. While marketers are most likely to use content that matches their brand identity or industry, the most effective posts are 1) funny and 2) interactive.

Brands will continue to show up and be authentic in their marketing, highlighting user-generated content and employee-generated content to showcase the voices of their organization.

### Top Media Formats Marketers Use



[@lauramaxmcdonald on TikTok](#)

## Top Content Types Used in Social Media

Content that reflects your brand's values (diversity, inclusivity, equality, etc.)



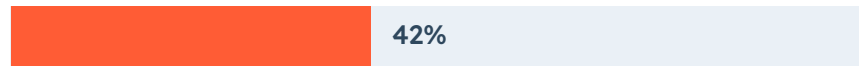
Interactive content (polls, games, augmented reality, etc.)



Funny content



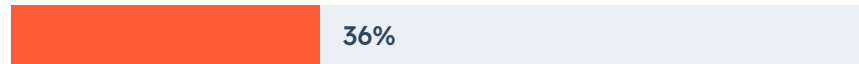
Trendy content (Cultural moments, news stories)



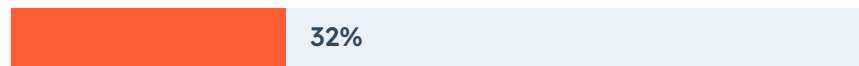
Relatable content



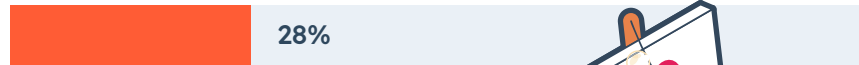
Authentic/ "behind the scenes" content



Educational/ informational content



Nostalgic content



## Most Effective Types of Content Marketers Use in Social Media

Funny content



Interactive content (polls, games, augmented reality, etc.)



Authentic/ "behind the scenes" content



Relatable content



Content that reflects your brand's values



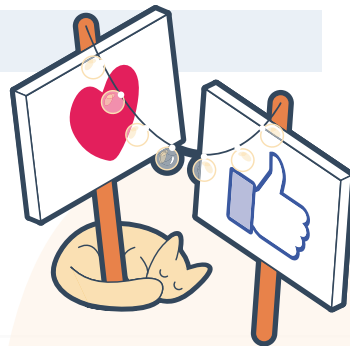
Trendy content (Cultural moments, news stories)



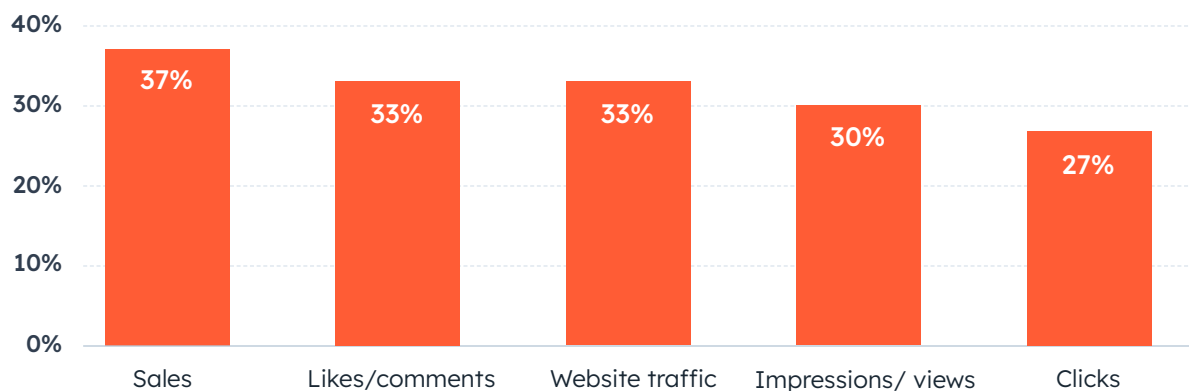
Nostalgic content



Educational/ informational content

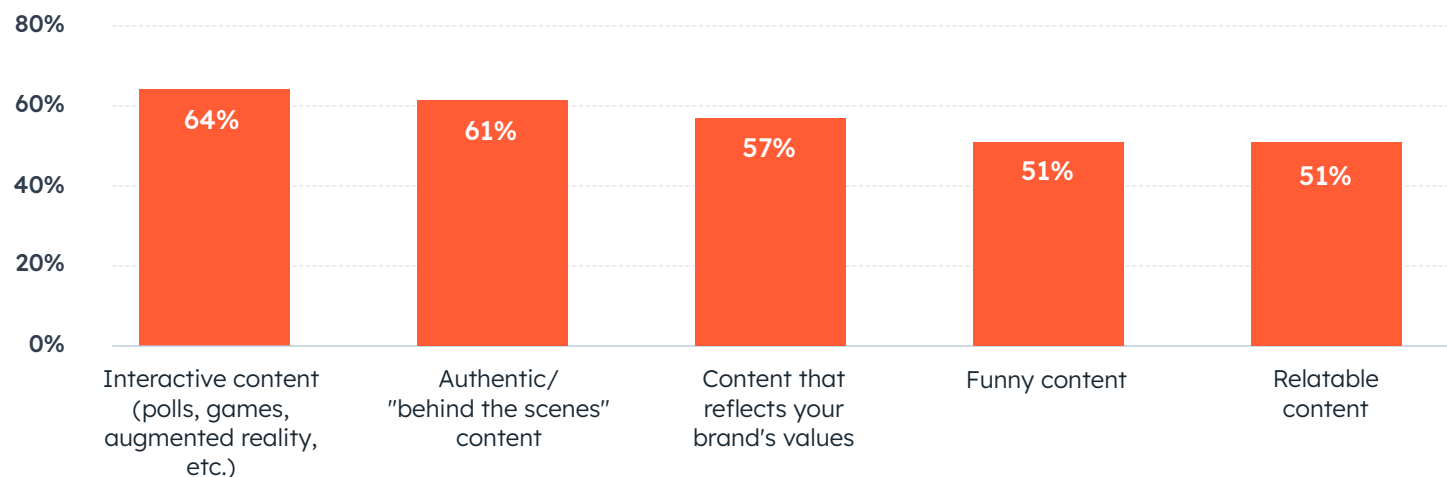


### How Marketers Measure the Impact of Social Media



Marketers are increasing investments in interactive content, taking the time to design quizzes, engage on social media, and collect valuable information from their audience. They are also sharing more “behind the scenes” content and authentic brand stories, which resonate during a time when community comes first.

### Content Marketing Trends to Watch in 2022



## The Latest Content Trends with Rock Content

The last couple of years were extremely interesting, and important, for any digital marketer. The broad and unchecked access to customer data, one of the main pillars of digital marketing, is being heavily criticized and the landscape is quickly changing.

There's a good reason behind that. The amount of data we are collecting became a major privacy issue, and governments are not happy about it. To avoid problems, the big players are acting proactively, and a lot has changed recently: iOS14 changed the way data is collected, multiple smaller browsers have killed the 3rd party cookie and soon Chrome will do the same, GDPR and other similar laws are becoming stricter every day.

And believe me, it won't stop there. Access to data will become harder and harder.

### The Times, They Are A-Changin'

All of that means that investing in tactics that rely on aggregate data is becoming more expensive, and relying only on extremely optimized last-touch advertising will no longer be a viable strategy.

But let's be honest: just operating tools to maximize CPC isn't actually marketing. There's no long-term brand building, product positioning, and all the basics of actual marketing.

Even though these changes appear to be negative at first, they are actually a big opportunity!





# Tides of Change Bring Big Opportunities

Advertisers are learning the importance of creating an online presence that covers the entire customer journey, guiding and delighting their audiences.

This is a powerful way not only to generate a positive brand perception and increase awareness, but it's also the best strategy to collect first-party data, which is becoming essential for any future-proof marketing strategy.

The best, maybe only, way to create this future-proof marketing is by creating a really good online presence with amazing content and a well-structured, privacy-oriented, data collection strategy.

That's great news for content marketers everywhere, but we also need to adapt, so let's understand what that means in the short and long term.

If your strategy still doesn't include the creation of an owned channel with great content, that's the obvious first step. Having your own blog, podcast, or newsletter is no longer optional if you want to cover the entire customer journey. You can't simply rely exclusively on building on "rented land" - PPC or Social Media - because that means that you'll be hostage to an algorithm that could change at any time.

Even if you already have a strong content marketing strategy in place, with your own channels, it's time to start thinking about adapting your distribution. SEO is a great example: it will still be a very important acquisition channel for a while, but it's not wise to put all of your eggs in that basket anymore. Zero-click searches are always increasing and, just like with social media, you are hostage to an ever-changing algorithm.

The question marketers should ask themselves for the future is: how can I create an audience that I can reach whenever I want without depending on any distribution channel that I don't have control over?





## The Answer? Think Like a Publisher!

A publisher needs to create amazing content frequently to have a recurring audience that chooses to pay attention to what you are saying because it resonates with them. These are your newsletter or podcast subscribers, the frequent readers of your blog that keep it in their bookmarks instead of finding you on Google, etc.

Each person that chooses to actively go after your content, your brand, is worth a hundred times more than a single Instagram follower or someone who just found your blog on Google and never returns. Rand Fishkin calls it the “Netflix Effect” and I believe it’s a good definition. When someone is eager for your content to reach their inbox, you win.

Don’t get me wrong. That doesn’t mean at all that we should stop investing in SEO, social media, or PPC. These are great channels for our audience to find us, but we must create a journey that turns these one-time visitors into fans of our content and our brand.

The second most important action that digital marketers should take, right after creating the journey, is to have it attached to a strong first-party data collection structure, something that’s commonly not prioritized by content marketers.

If you follow privacy best practices and laws like the GDPR, it’s safe to say that your first-party data collection strategy won’t be drastically affected by privacy-oriented changes that are rolled out by platforms or the government.

“We must create a journey that turns these one-time visitors into fans of our content and our brand”



**VITOR PEÇANHA**

CMO + Co-Founder, Rock Content

Collecting first-party data has always been important to a proper content marketing strategy, after all, that’s the essence of marketing automation: collecting relevant data about your audience to segment them, deliver customized content, and, of course, identify the leads that are a good fit to become customers. But now it’s becoming even more important.

Without access to the same amount of data as before, PPC is becoming less efficient, and that’s where the customer journey and first-party data come in. You can input this data on your ad platforms to compensate for some of the third-party data that’s no longer available, increasing efficiency, for example.

But also, if you create a proper data collection strategy, you can qualify your audience and create the best content for them, and move them through the journey by educating and entertaining. That’s what content marketing is all about!

## Focus Your Content Efforts in 2022

It's no coincidence that Interactive Content is at the top of the Content Marketing trends to watch in 2022. One reason is that the audience is no longer satisfied with static content like white papers and ebooks, and marketers need to differentiate themselves to stand out. But another very important reason is that interactive content is an amazing way to collect rich first-party data.

At Rock Content we use it all the time. Whenever a lead interacts with a content budget calculator, for example, they're providing us valuable insights about their content marketing strategy and this is gold for lead qualification and our sales conversations. This is the level of information that is really hard to get only with forms because it depends on the interactivity and a richer and more valuable experience for the lead.

If you want to future-proof your marketing you should focus on two things: creating an incredible online presence that focuses on creating your own audience and connecting it to a robust first-party data collection structure.

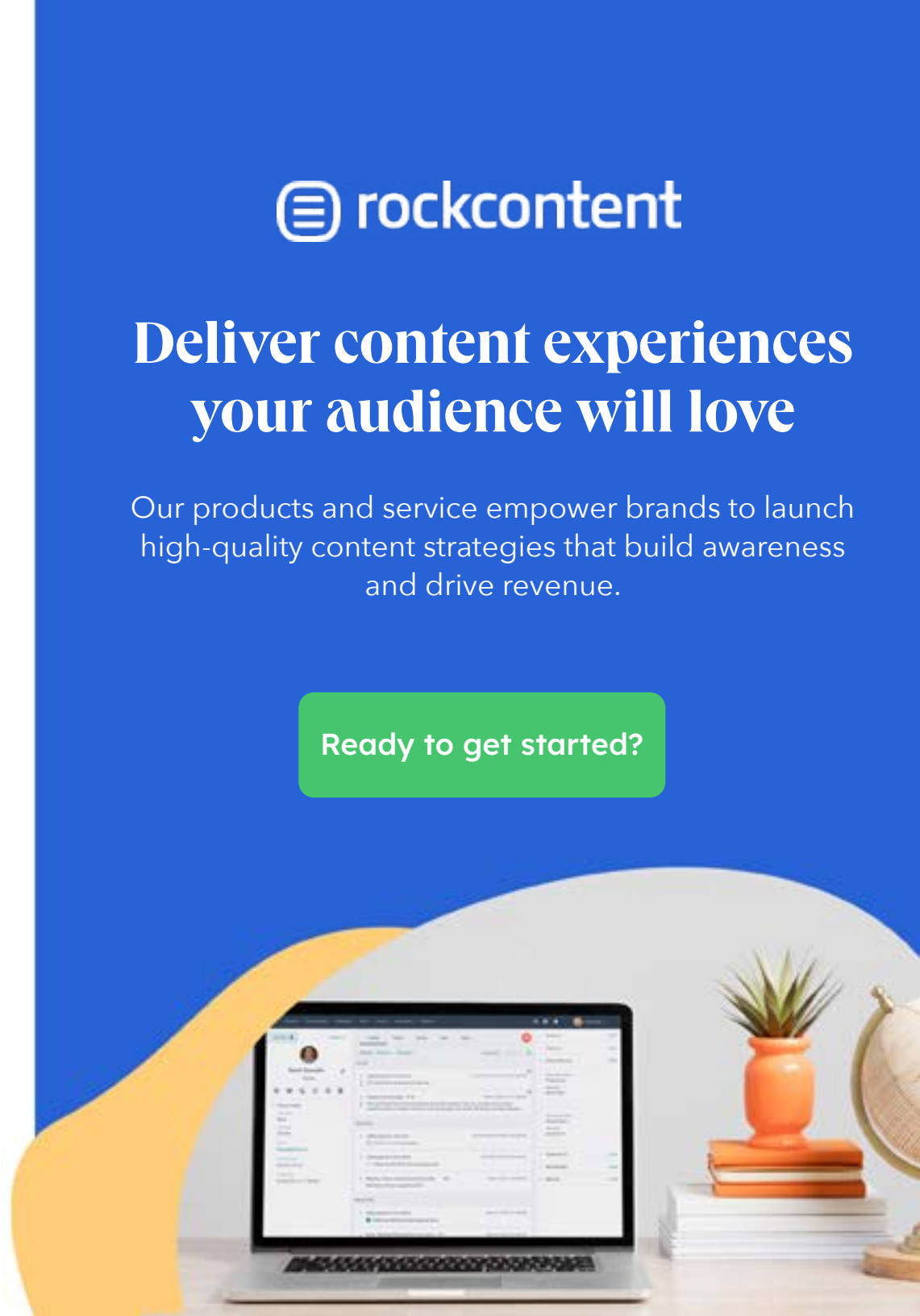
This is what needs to be done now because it's already the reality of the digital marketing landscape but also won't change anytime soon, especially if you have the right mentality and focus on generating value for your audience above everything else.



## Deliver content experiences your audience will love

Our products and service empower brands to launch high-quality content strategies that build awareness and drive revenue.

Ready to get started?



## SECTION 03

# Social Media Marketing Trends



### KEY FINDINGS

**Instagram, YouTube, and Facebook** are the top 3 social media **platforms**

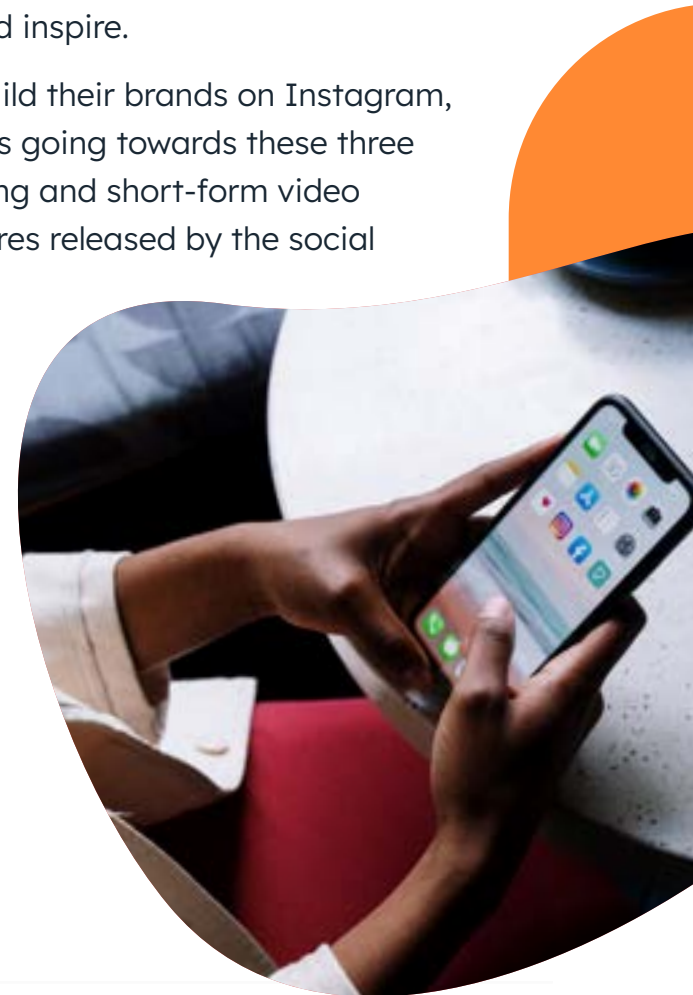
The #1 social media-related challenge for marketers is **creating engaging content**

Marketers are investing the most in **live streaming and short-form video content**

Social media evolves each year, along with the technology that supports it and the users who contribute to each platform. In the past, social media was a place for socialization, education, and community. It's still all of those things, but now, social media platforms represent an opportunity to share important information and messages, and to educate and inspire.

In 2022, social media teams will continue to build their brands on Instagram, YouTube, and TikTok, with the most investments going towards these three sites. Brands are building out their live streaming and short-form video strategies, and taking advantage of new features released by the social platforms themselves.

Last year, YouTube was the 4th most popular platform, and it's now #2. With advancements in AI-powered voice transcription and new accessibility options for video content, the frontier of video SEO has barely been explored. Our advice — start practicing your video recording and editing skills, and see how you can scale up your YouTube marketing strategy now. Grab the [ultimate guide to YouTube marketing here](#).



When it comes to ROI, Facebook continues to dominate, proving the best value for marketers across B2B and B2C organizations, but lacking in engagement and promise for the future.

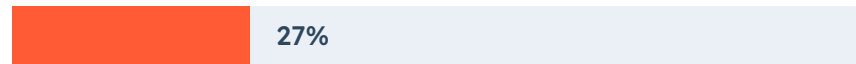
Social media marketing teams are facing continued challenges keeping up with the demands to create, produce, and publish high-quality content, as well as reaching audiences, engaging with them, and coming up with new ideas. Dive through the latest social media data and insights to see how you can update your social media planning strategy to grow audiences this year.

## Social Media Marketing Challenges, Platforms, and New Strategies

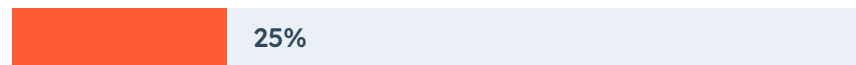


### Social Media Marketing Challenges in 2022

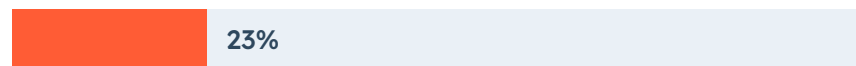
Creating engaging content



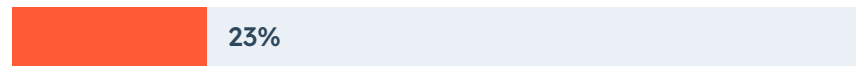
Reaching my target audience



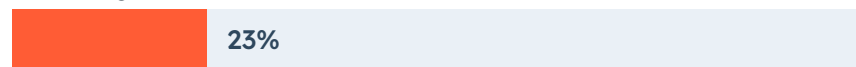
Finding ideas for new content



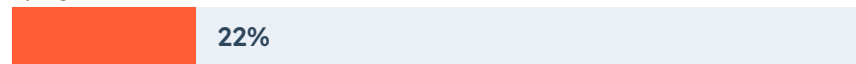
Gaining and keeping followers



Measuring ROI

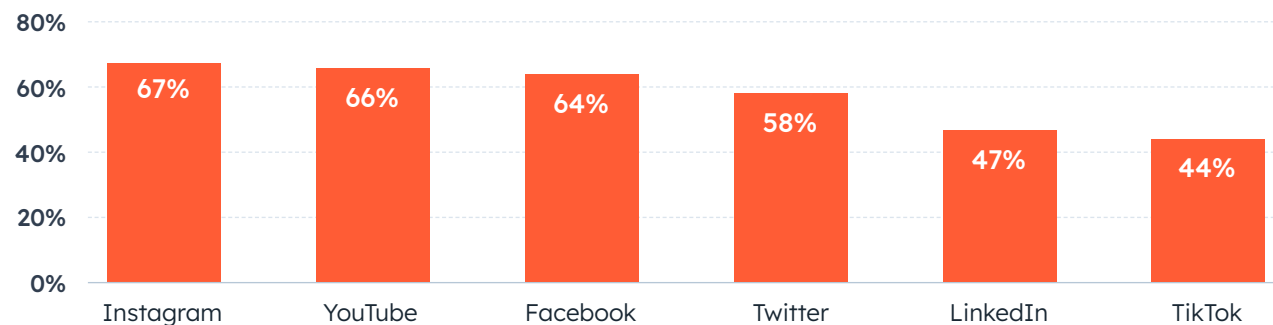


Tying social activities to business outcomes





### Which social media platforms do marketers' companies leverage?



### Which social media platform has resulted in the biggest ROI this year?

Facebook

21%

Instagram

18%

LinkedIn

14%

TikTok

12%

Youtube

11%

### Which social media platform do marketers plan to increase their investment in for 2022?

TikTok

62%

Instagram

54%

YouTube

49%

LinkedIn

43%

Facebook

43%

# Social Media Marketing Trends for 2022

## Where marketers are increasing their content investments

- 1 Live streaming
- 2 Short-form video content
- 3 VR + AR
- 4 Long-form video
- 5 Experimental content
- 6 Live audio chat rooms

This year, video content in any form is engaging audiences. For social media outcomes, marketers are prioritizing brand awareness, building new audiences, and improving customer service and retention more so than in 2021. Brands are putting their relationships and audience community ahead of sales, and working to build deeper relationships with loyal customers while building engagement online.

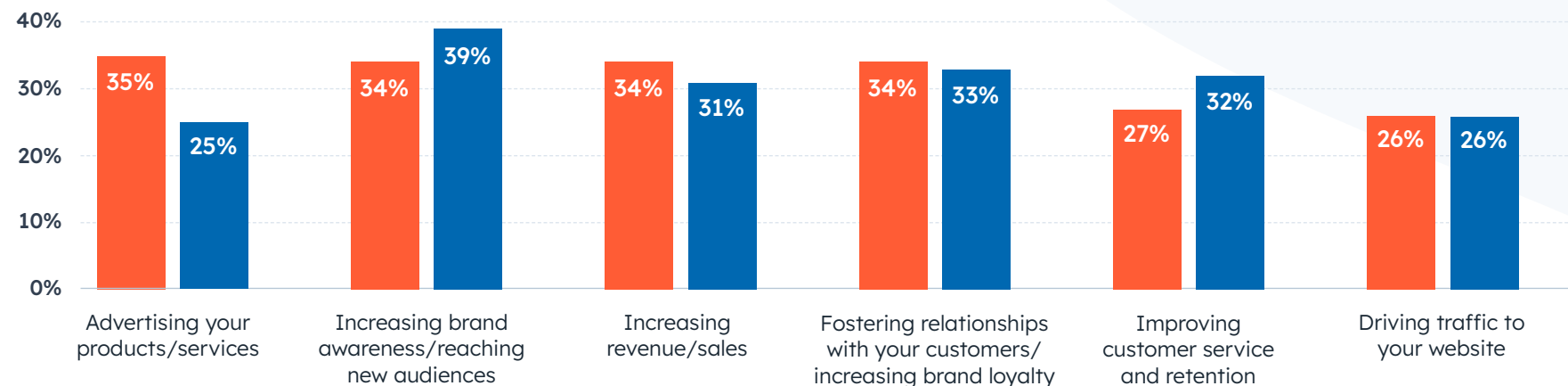
"From the addition of Reels into Facebook, to the rise of YouTube Shorts, and TikTok overtaking Google as the most popular domain, the great shift to short form video is in full-swing. The platforms are increasingly placing priority on highlighting short form video in their algorithms, and if you aren't already exploring the use of this medium, now is the time to start. TikTok has the biggest viral advantage for native content and the good news is that tapping into it doesn't have to cost a lot of money, just a bit of creativity."



**CRYSTAL KING**

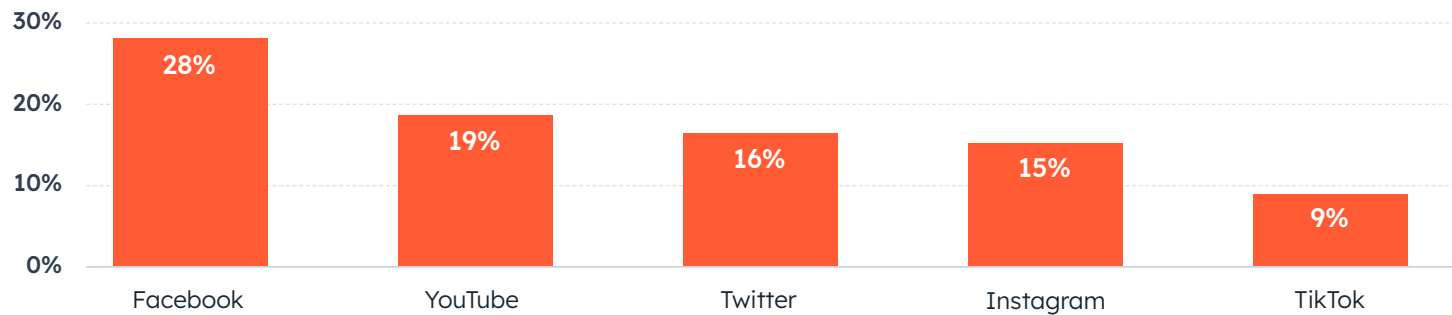
Social Media Professor, HubSpot

## Primary goals of social media strategy 2021 vs. 2022



# How are people engaging online?

## Top 5 Social Media Channels by Engagement



## Most Effective Social Content Formats

Short-form videos (TikTok, IG Reels)



Live videos/streaming














Live audio chat rooms
















## What are the best times to post on social media?







 Facebook					
 YouTube					
 Twitter					
 LinkedIn					
 TikTok					
	6 - 9 AM	9AM - 12PM	12 - 3 PM	3 - 6 PM	6 - 9 PM

## What are the best days to post on social media?

 Facebook							
 YouTube							
 Twitter							
 LinkedIn							
 TikTok							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday



## Most common social posting frequency for B2C + B2B brands

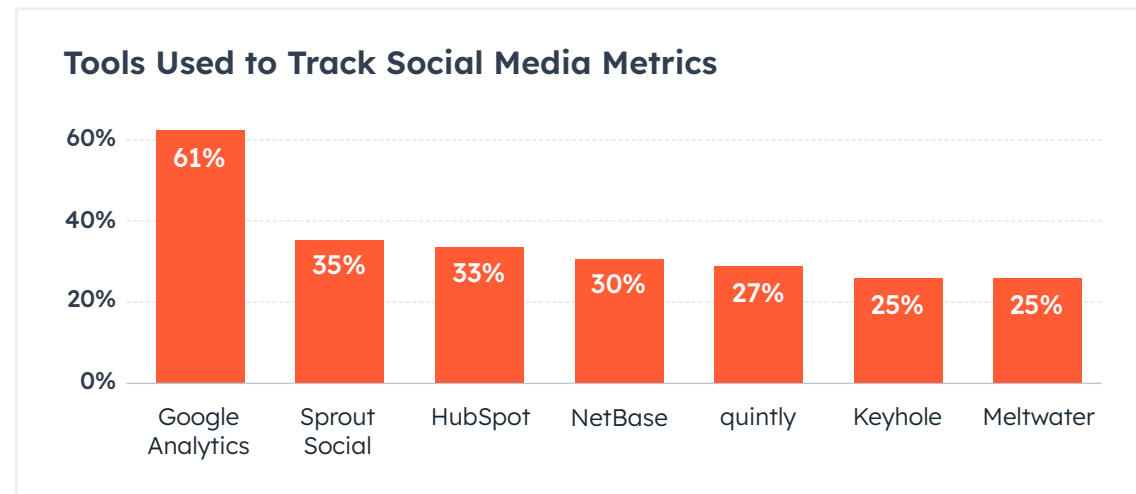
	B2B vs B2C	Once a month	Multiple times per month	Once a week	2-3 times per week	4-6 times per week	Every day
 Facebook	B2B					✓	
	B2C						✓
 YouTube	B2B						✓
	B2C					✓	
 Twitter	B2B						✓
	B2C						✓
 LinkedIn	B2B					✓	
	B2C					✓	
 TikTok	B2B						✓
	B2C					✓	
 Instagram	B2B				✓	✓	✓
	B2C					✓	



## Short-form video is here to stay

Short-form video is the most engaging content type, and it has the highest ROI compared to any other content format. Businesses are using TikTok, Instagram Reels, and YouTube Shorts to educate, inform, inspire, show off company culture, and entertain.

Think about using short-form video in conjunction with influencer marketing, creator programs, UGC and EGC, and company culture and hiring initiatives.

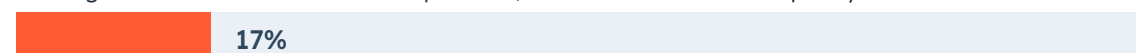


## Should marketers focus on quality content or quantity of content?

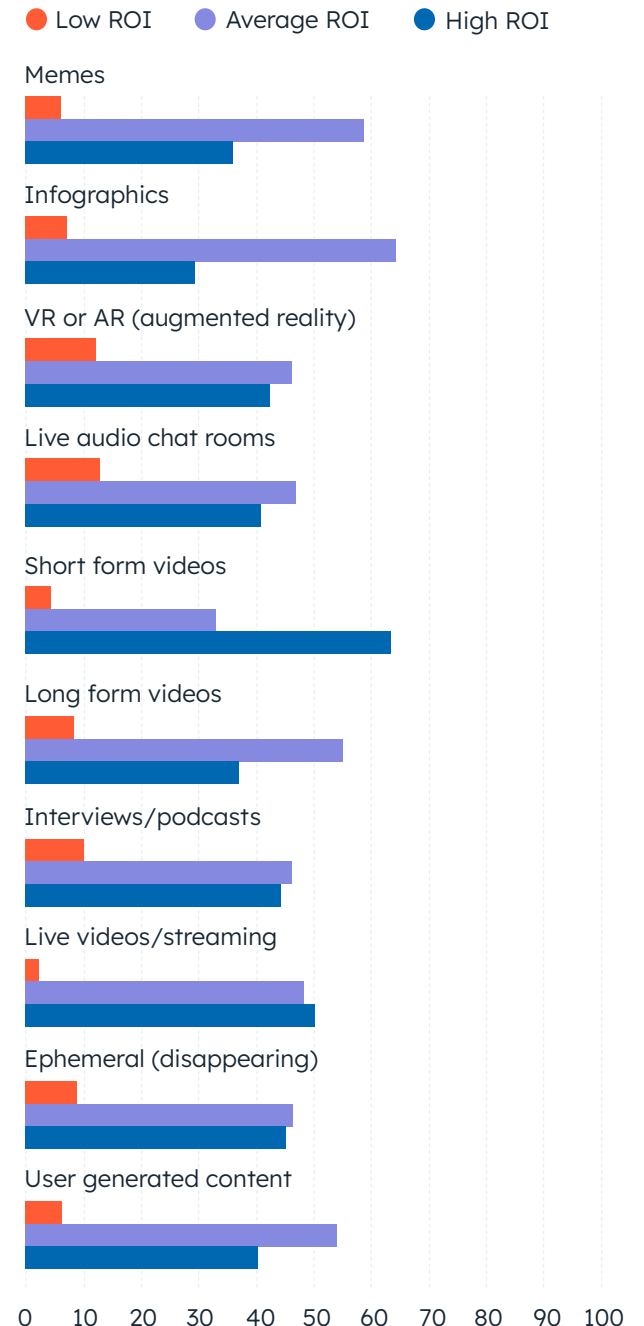
Making the highest quality content possible, even if it means posting less often



Posting on social media as often as possible, even if it means lower quality content



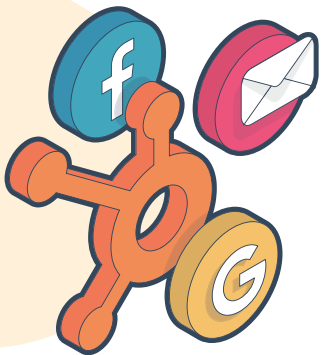
Want more social data? Explore the [top Instagram marketing trends](#) + more, on the blog.



## How HubSpot Users Do Social Media Marketing

When compared to marketers who use different tools for social media management, HubSpot social media users:

- Are more likely to say social media marketing has been “very effective” this year
- Are more likely to work with influencers, buy paid ads, repurpose content, search for new social media platforms, use social media for customer service, and invest in social media communities
- More often have a documented social media strategy and posting schedule

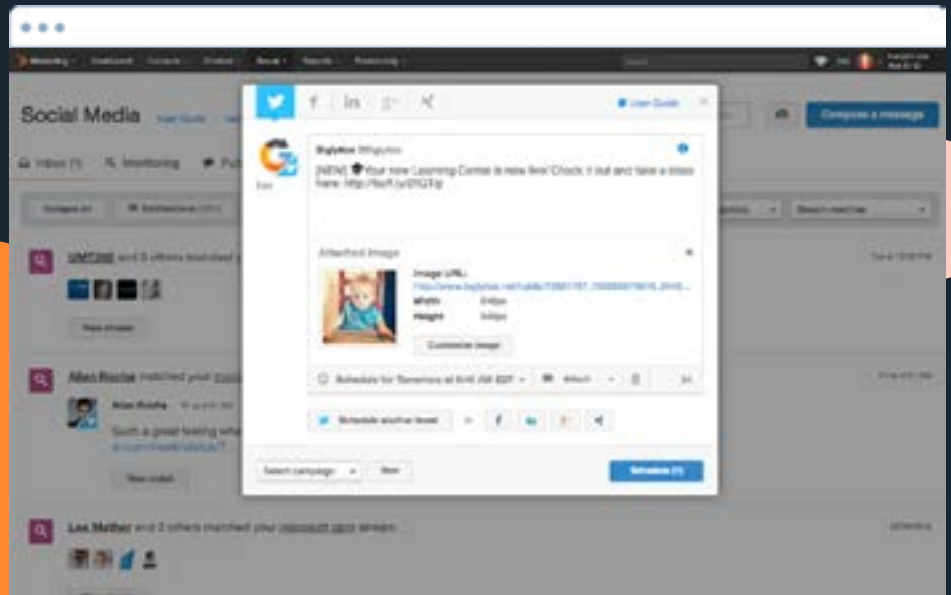


# HubSpot

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## SECTION 04

# Email Marketing Trends



### KEY FINDINGS

Most people open email on mobile or desktop, but tablets are on the rise

95% of marketers felt that email marketing efforts were effective in meeting business goals

Gmail is the most popular email client



Email marketing is an important part of every marketing team's tech stack. 95% of marketers found that their email marketing strategy was effective in meeting business goals in 2021, and B2C brands are more likely to find email marketing to be impactful.

Some of the best email strategies for reaching marketing goals include email personalization (the most effective strategy for surveyed marketers), writing effective subject lines, and making emails mobile-friendly.

### In 2022, companies are using email to:

- 1 Improve customer loyalty and retention
- 2 Increase revenue/sales
- 3 Generate leads
- 4 Generate website traffic
- 5 Increase brand awareness

Marketing, sales, and service teams love using email, and audiences agree.

HubSpot's free email marketing tools for the whole organization include pre-made templates, drag-and-drop editors, A/B testing, and automation.

[Try it now](#)



## The Latest Email Marketing Trends with Litmus

There's a simple reason so many marketers rely on email: it works. It's cost-effective for any size business, increases engagement, conversions—and revenue. Litmus research shows that email delivers a [\\$36 return](#) for every \$1 spent.

And according to email professionals surveyed for [Litmus' 2021 State of Email Report](#), 79% of marketers ranked email in their top three channels for effectiveness. Email's low cost and high visibility make it essential for marketing success.

### Top marketing channels by effectiveness

- |                   |               |                  |
|-------------------|---------------|------------------|
| 1 Email marketing | 5 Events      | 9 TV or radio    |
| 2 Paid search/ads | 6 Direct mail | 10 Outdoor media |
| 3 Organic search  | 7 SMS or push | 11 Podcast/voice |
| 4 Social media    | 8 Video       |                  |

It also offers the unique ability to tap into key audiences, who have essentially raised their virtual hands asking for more communication from a brand. With every interaction, email subscribers provide marketers with valuable insights that can help inform new ways to develop relationships, drive results, and fine-tune a [customer-centric approach](#).



## Getting the most out of email marketing

Email continues its reign because it's one of the rare channels marketers can (and should) use to form a direct customer connection. Email is the first place to measure if an audience is engaging, and offers multiple opportunities for meaningful engagement.

Here are the top four areas marketers should focus on to build and refine an email marketing program that performs—and keeps people coming back for more.

### Understand your data

Email can provide access to zero and [first-party data](#), which is increasingly important with the nearing end of third-party cookies in 2023. Tools like email [preference centers](#) can be used to better understand subscribers' interests, and provide the data and insights email marketers need to send relevant and customized email content.

Taking the time to understand and address email subscribers through segmentation, and eventually, personalization, makes them feel valued. At the same time, it empowers brands to learn more about customers and prospects in every interaction.

	Definition	Examples
<b>Zero-party data</b>	Individual-level data explicitly given to you directly from your audience	<ul style="list-style-type: none"><li>• Email preferences</li><li>• Topic or product interests</li><li>• Account preferences</li></ul>
<b>First-party data</b>	Individual-level data collected from your audience on your own channels	<ul style="list-style-type: none"><li>• Email engagement</li><li>• Website activity</li><li>• Purchase history</li></ul>
<b>Second-party data</b>	Individual-level data acquired from a trusted partner aka someone else's first-party data	<ul style="list-style-type: none"><li>• Co-marketing efforts</li><li>• Customer reviews</li><li>• Loyalty programs</li></ul>
<b>Third-party data</b>	Aggregate data collected from one or more sources	<ul style="list-style-type: none"><li>• Browsing activity (via cookies)</li><li>• Demographics</li><li>• Survey responses</li></ul>

Using data to inform email strategy doesn't have to be intimidating; simplicity still makes an impact. Start with the basics by digging into your analytics tools and consider how you can apply what you know about your audience to tailor messages that appeal to your readers.



## Account for Apple's Mail Privacy Protection (MPP)

Email open rates have long been used as a core benchmark of email marketing success. Although many in the email marketing community would argue that open rates are merely a vanity metric, they are still commonly used as a measuring stick. But open rates have become more complex to accurately interpret since [Apple's Mail Privacy Protection \(MPP\)](#) launched in September 2021.

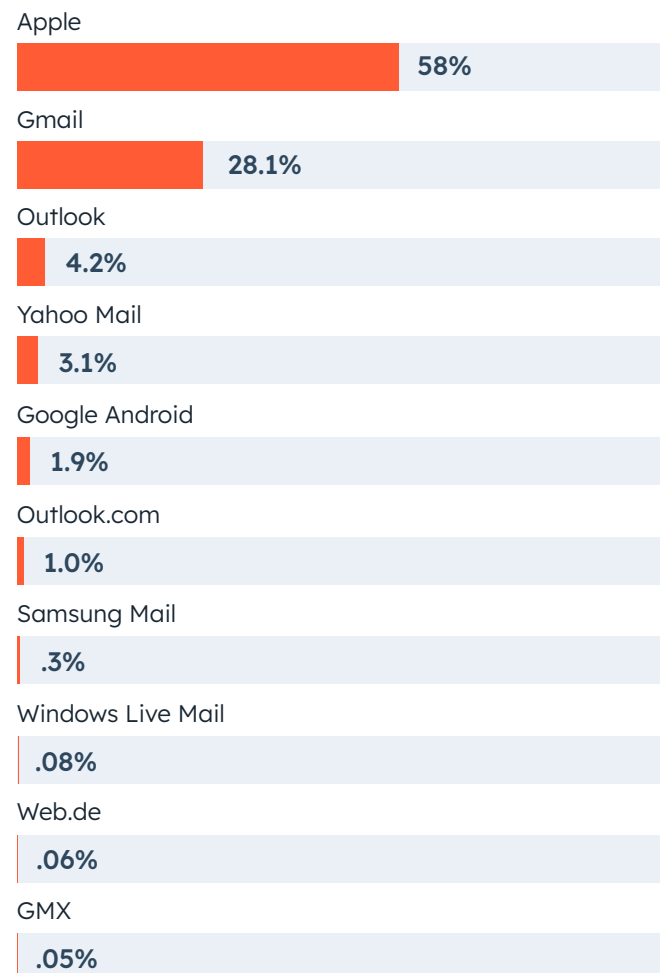
Why? [Apple positions](#) Mail Privacy Protection (MPP) as a feature intended to give users who opt into it more control and privacy—and it is. But it also masks information that was once available to email marketers. For example, MPP hides the IP address and blocks visibility into whether the email was opened and how many times, for those who've opted into it. Because of this, traditional metrics like open rates may not be as reliable as they once were.

Keep in mind, Apple's Mail Privacy Protection (MPP) affects any email opened from the Apple Mail app on any device—no matter which email service is used (like Gmail or a work account).

It doesn't affect other email apps used on Apple devices—like the Gmail app used on an iPhone.

While the impact MPP has on a given email marketing program depends on how much of the subscriber audience has opted into MPP, [Litmus' email client market share data](#) indicates that the number of MPP impacted opens has exceeded 50%.

### Top 10 email clients overall



Source: Litmus May 2022 Email Client Market Share

If you have more questions about MPP, we have answers. Our [MPP 5 Step Response Guide](#) will get you up to speed with tactical steps to take action.

## Define the Metrics that Matter

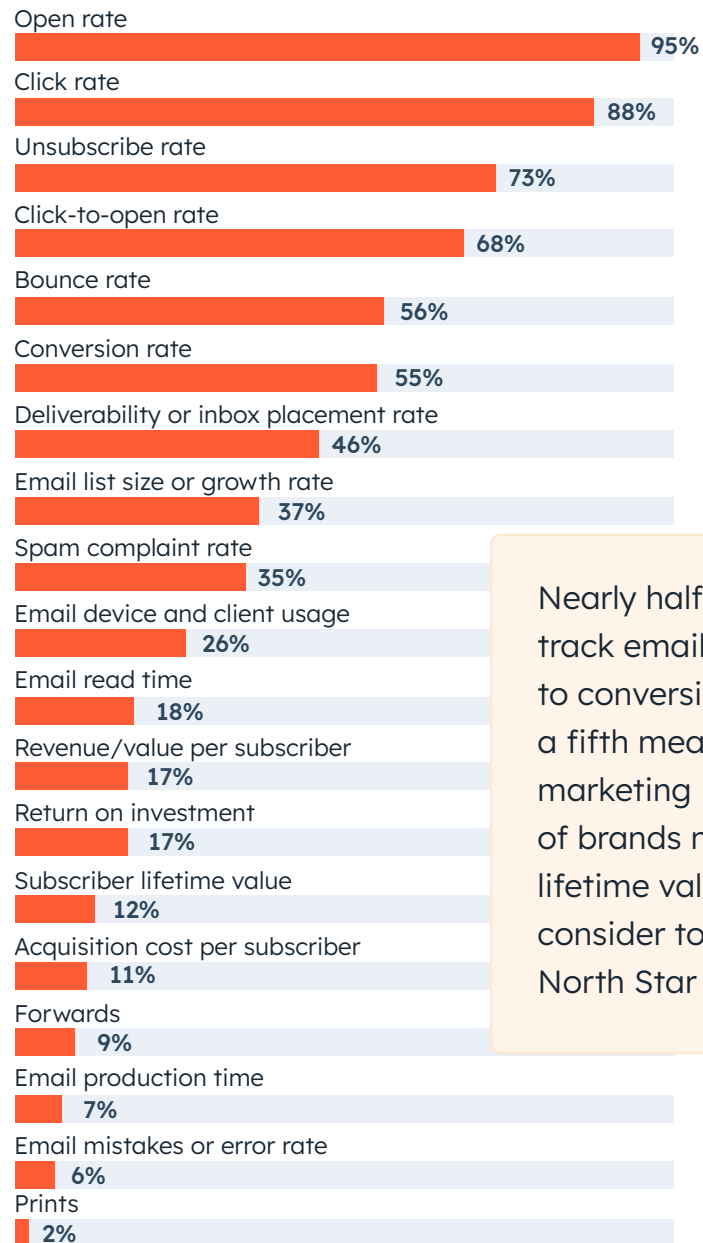
Now that [MPP](#) has been in the market for more than nine months, marketers have to dig deeper to ensure they're using accurate and meaningful indicators of campaign performance.

Brands historically have relied on open rates to track email success, followed by clicks and bounces. However, there's tremendous value in the metrics that have been largely overlooked such as ROI, measured by less than a fifth of email marketers according to our [State of Email Analytics Report](#).

If you're not using these, consider incorporating them into your campaign measurement. And if you are relying heavily on open rates, start thinking about alternative metrics to tell the full story based on your goals.

For example, where MPP is a concern, programs that rely on open rates as a trigger—like re-engagement campaigns and automated nurture flows—may need to be seen through a new lens.

### Email metrics tracked



Nearly half of brands don't track email interactions down to conversions. Fewer than a fifth measure their email marketing ROI. And just 12% of brands measure subscriber lifetime value, which many consider to be the king of North Star metrics.

For a more holistic view, marketers should focus on the metrics that help them better identify which content resonates, where email creative, copy or send frequency is falling flat, and potential signals to improve the entire customer journey.

### Here are the areas to focus your analysis.

Measure the most impactful email campaigns and replicate what works

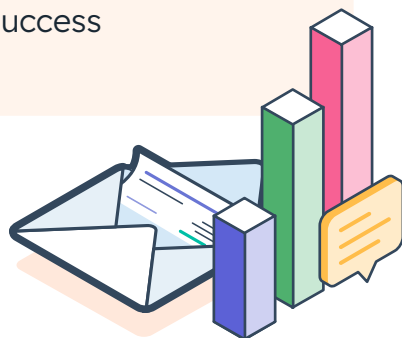
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Monitor optimizations and monitor what drives clicks (and conversions!)

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Consider how email influences other marketing channels—and how your email analysis can drive more success

You can find more metrics to consider and learn how to calculate in our [Email Analytics Survival Guide](#).



## Evaluate email engagement

How subscribers are engaging with your messages extends well beyond if they opened your message or clicked on a call-to-action (CTA). Understanding which devices and apps your audience uses lets you know how they'll likely view your message, and how you can use that insight to influence engagement.

Knowing where your audience is and how they are receiving your messages by using a defined QA process, like [Litmus](#) email testing tools, helps you refine your targeting, email workflows, accuracy, and confidence that your message will arrive in the inbox as you intend.

For example, while every email audience is different, considering your audience breakdown when designing your email campaigns can boost engagement and appeal to more subscribers. Taking time to analyze what devices audiences are using, reading environments messages are being read, email clients used, and trends like Dark Mode helps you deliver an ideal brand experience with every open.

## Here are some key ways to start evaluating audience engagement:

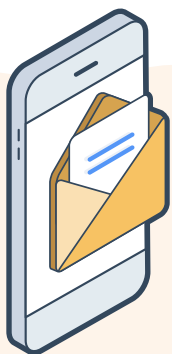
- 1. Look at the most popular email clients used by your subscribers.** Analyze the differences in key audiences and test ways you can improve the email experience.
- 2. Evaluate how much of your audience is impacted by MPP. Pay particular attention to:**
  - % of audience using Apple devices
  - Mobile vs. desktop breakdown
  - % of audience using Apple Dark Mode
  - % on older versions of iOS
  - Read time differences between Apple devices and other devices
- 3. Monitor trends in devices and reading environments.** Design your emails in mind for optimal usage. Test to make sure your email will render correctly across devices and environments.
- 4. Determine what percentage of your audience is using [Dark Mode](#).** Account for this in your email designs where appropriate to ensure every email you send looks great.

To learn more about how to maximize email engagement, check out our [State of Email Engagement Report](#).



Email offers a direct connection to the customer and a wealth of analytics that can (and should be) used to inform strategic marketing decisions, and improve campaign success. Better still, it works just about anywhere in the customer funnel to complement omnichannel marketing efforts.

Understanding what the ideal customer wants can influence adjustments to a brand's go-to-market strategy, desired communication frequency, and product and promotion rollouts—all contributing to long-lasting customer loyalty.



## Pixel perfect, every time.

Integrating Litmus into your email workflow helps your emails be pixel-perfect with every send – ensuring they're on-brand and error free, every time.

[Try Litmus for Free](#)



## SECTION 05

# Digital Advertising Trends



### KEY FINDINGS

80% of brands use paid social media advertising

Facebook is the most popular place for companies to buy social media ads

Facebook and Instagram have the best ROI compared to other social channels

Advertising is a natural complement to marketing campaigns and helps brands reach more interested customers. In 2022, 80% of brands use paid social media advertising, and Facebook and YouTube are the most popular places for companies to spend their advertising budget.

This year, at HubSpot, we launched our first [global television campaign, featuring actress and comedian Kathryn Hahn as the leader of Pirates, Inc.](#) This campaign was a new direction for our advertising team, which previously focused on social media, search advertising, and other digital channels. This ad series has generated millions of views and positive feedback from our audience — score.

"We know based on research from Kantar and Nielsen that in order to effectively build awareness for your brand, you need to take a multi-channel, surround sound approach. Our media plan was designed to reach our target audience at multiple touchpoints throughout their day and included channels like out-of-home, print, audio, and streaming video. Measuring the success of these channels can be more difficult than digital and is largely done through surveys with control and exposed cohorts to understand the incremental lift that the ads are driving in terms of awareness, consideration, and sentiment."



**JILLIAN HOPE**

Team Manager, Brand Paid Media at HubSpot





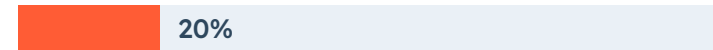
Brands are still seeing the best direct ROI from ads on Facebook, Instagram, and YouTube, and a rising number of companies are investing in paid campaigns on TikTok, Tumblr, Reddit, Twitch, and Pinterest. Niche communities are powerful, and ads tend to have better engagement rates, conversion rates, and lower acquisition costs when compared to less targeted channels.

### Does your company buy paid advertisements on social media?

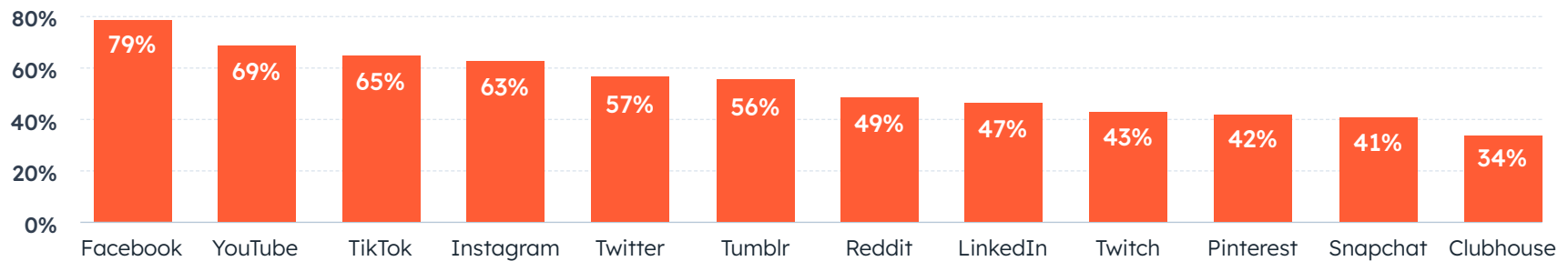
YES



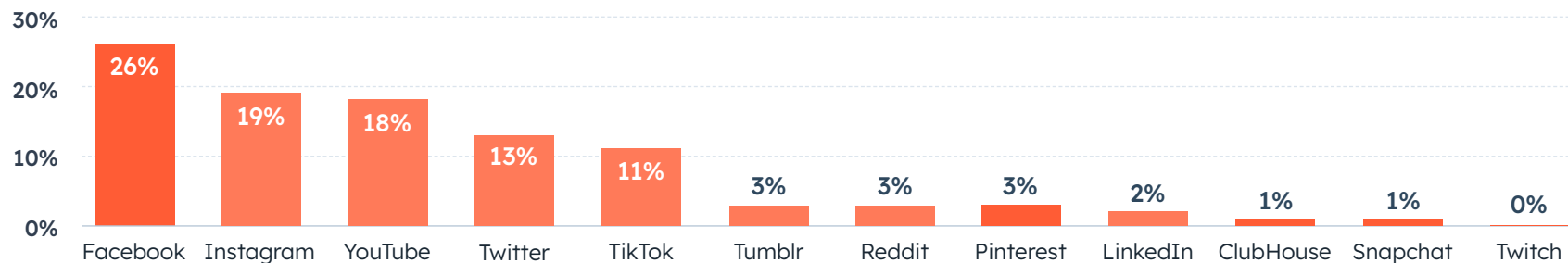
NO



### Where does your company advertise online?



### Which channel has the best ROI on paid social media campaigns?



Bookmark [The Ultimate Guide to Advertising in 2022](#) for the latest digital advertising specs + best practices.



## SECTION 06

# Video Marketing Trends



### KEY FINDINGS

35% of marketers plan to use video in marketing for the first time this year

YouTube is the most popular channel for video content

Short-form video has the best ROI compared to other video formats

We've been going on about the effectiveness of video marketing content and how brands are investing more in short-form video on TikTok and YouTube than other areas for 2022. And yet, only 6 in 10 marketers claim to be using video in content marketing. This is a big opportunity — for brands using video in other business areas, like case studies or social media — to experiment with repurposing content for new channels, or use video in other departments. For those not using video content at all, grab a smartphone or some free B-roll online and join the 35% of marketers who plan to use video marketing for the first time this year.

Based on the audience of marketers we surveyed, video is far and away the most effective media format, with 76% of respondents agreeing that video helps them reach their goals more than other media types.

### Most popular channels for video content

- 1 YouTube
- 2 Facebook
- 3 Instagram
- 4 Twitter
- 5 LinkedIn



## Most important metrics to measure video effectiveness:

- 1 View count
- 2 Likes/comments
- 3 Lead generation
- 4 Subscribe/follow rate
- 5 Social sharing
- 6 Click-through rate
- 7 Purchase conversion rate
- 8 Watch time/drop-off rate

## Video Marketing by the Numbers

- Short-form video has the best ROI compared to all other media formats
- 1 in 3 marketers plan to invest the most in video marketing in 2022
- 30% of marketers plan to use YouTube for the first time in 2022
- 24% of marketers plan to use TikTok for the first time in 2022
- 37% of marketers plan to increase their investment in live video in 2022
- 29% of marketers plan to increase their investment in long-form video content in 2022
- 51% of marketers plan to increase their investment in short-form video content in 2022
- More than half of marketers (53%) optimize photos or videos for visual search engines, and 49% of marketers find it to be one of their most effective strategies

“Video is one of the most effective ways to reach your audience right now. As a brand, if you’re not creating dynamic video content that resonates with your audience, you’re missing out. Consumers are using video as a primary source of entertainment, education and inspiration. We’ve seen a huge shift in how users use video platforms with YouTube and TikTok acting as not only video consumption destinations, but major search engines as well. As social media apps continue to prioritize videos over static images, the brands that create relatable videos and connect with their audience will ultimately win.”



**ESSIE ACOLATSE**

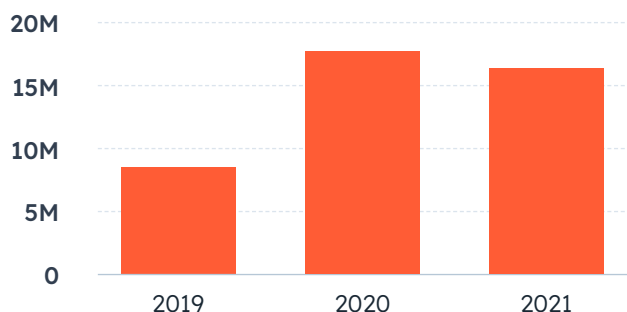
Senior Manager, YouTube, at HubSpot



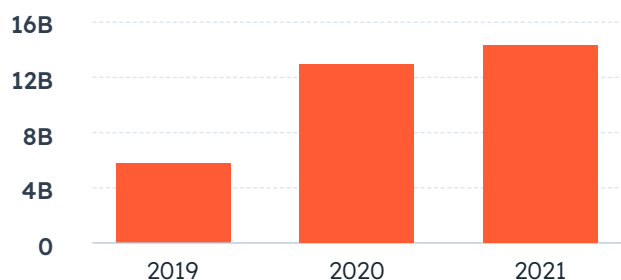
## The Latest Video Marketing Trends with Wistia

The global pandemic upended many industries across the world. In our case, it caused a dramatic increase in video creation and consumption. [As we followed video data trends in 2021](#) and into the first quarter of 2022, it's clear that video creation and consumption are at an all-time high with no signs of slowing down. Consumers are embracing video content more than ever, and businesses are investing more in video this year to keep up with the high demand.

Total video uploads



Time watched (in minutes)




### The Demand for Video Reached New Heights in 2021

2021 was a record year for video consumption. The Wistia platform saw nearly 4.7 billion video plays last year. That's a 5% increase from the previous all-time high in 2020, and a jaw-dropping 77% more than 2019. The amount of video plays remained high through the first quarter of 2022. This indicates that video is becoming the preferred way for consumers to engage with brands.

Not only were consumers hitting the play button more, but they also spent way more time watching videos. We clocked 14.6 billion minutes of video watched in 2021. That's up 20% from the 12.2 billion minutes watched the previous year, and up 121% from 2019. Video uploads stayed roughly the same year-over-year—16.4 million last year versus 17.1 million in 2020—but it looks like time spent with video is only continuing to trend upward.

So what videos did businesses make to meet this wild uptick in demand? In general, short-form videos that lasted less than a minute. Out of the nearly 16.4 million videos uploaded to Wistia in 2021, 5.3 million—almost a third!—were short-form videos. Businesses were still uploading a great deal of short-form videos to our platform through the first quarter of 2022. This isn't surprising, considering that short-form videos consistently receive the highest average engagement at around 50%, and have been the most popular video length to create since 2016.

Businesses weren't only making short-form videos, though. 2021 brought a significant rise in the production of long-form content, or videos that lasted over 30 minutes. In fact, long-form content is the fastest growing category of video. Uploads for videos between 30 and 60 minutes have nearly tripled since 2019, reaching 974,417 last year. Uploads for videos over 60 minutes passed the one million mark, representing a 43% increase year-over-year and a nearly 4x jump from 2019 numbers.



VIDEO LENGTH	2019	2020	2021
<1 Minute	2,955,356	4,971,400	5,346,279
1-2 Minutes	1,164,203	2,074,353	1,657,371
3-5 Minutes	657,755	1,201,624	1,080,757
5-30 Minutes	1,671,608	3,339,146	3,324,278
30-60 Minutes	333,191	831,042	974,417
60+ Minutes	267,192	729,207	1,045,520

58.6% of the businesses we surveyed said that they made long-form videos last year. They also told us that out of these videos, webinars received the most engagement from viewers. This suggests that businesses are leaning into formats like webinars, fireside chats, and virtual events that require less editing, and that viewers are willing to engage with these types of content.

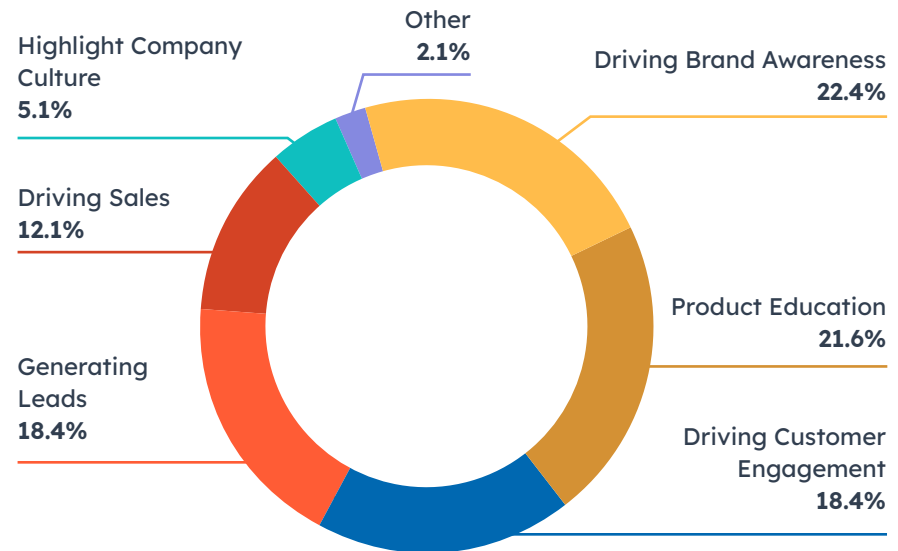
## Marketers Are Ramping Up Their Video Efforts in 2022

2022 is already shaping up to be another big year for video. Video uploads in the first quarter of 2022 are down slightly year-over-year, but they're still well above 2020 levels. Marketers are just finding out how much video content drives brand engagement, so they're stepping up their game.

The businesses we surveyed revealed some big plans for 2022. More than a third of them planned to increase their video marketing budgets by more than 10% this year. A whopping 72.4% wanted to branch out and create new types of videos, including [original branded series](#), new product videos and demos, and case study videos.

The most common video marketing goals brands hope to achieve this year are: driving brand awareness, educating consumers about their products, increasing customer engagement, and generating leads. This indicates that brands are seeing video impact at every stage of their customers' journey.

### What are your main goals with video?



## Creating a Winning Video Marketing Strategy in 2022

Video remains an essential tool for marketers. It's a great way to support many different parts of your marketing efforts, so when you invest in video, you're strengthening your entire marketing strategy.

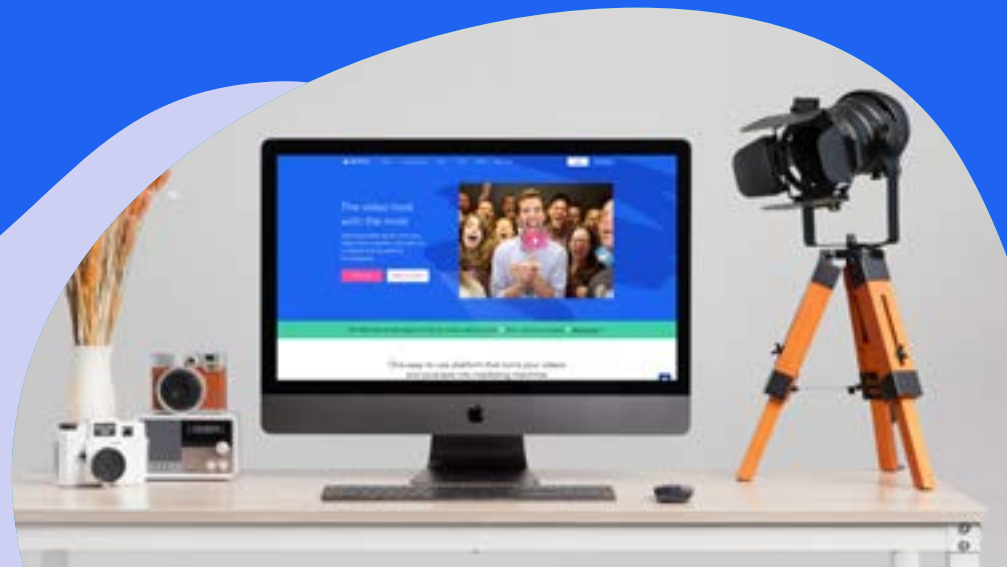
This year, we encourage you to focus on proven formats with high engagement, like creating super short videos for social media, experimenting with longer-form content, and hosting live events like webinars. Don't be afraid to venture out of the box by exploring the depths of your brand's creativity with a branded series, too. Not sure which types of videos to start with? Check out this [list of the 15 most essential types of videos to incorporate into your marketing strategy](#).



## Ready for a video marketing platform that can integrate with your tech stack?

Made for marketers, Wistia has everything you need to create, host, market, and measure your videos.

**Try for free**





## SECTION 07

# Influencer Marketing Trends



### KEY FINDINGS

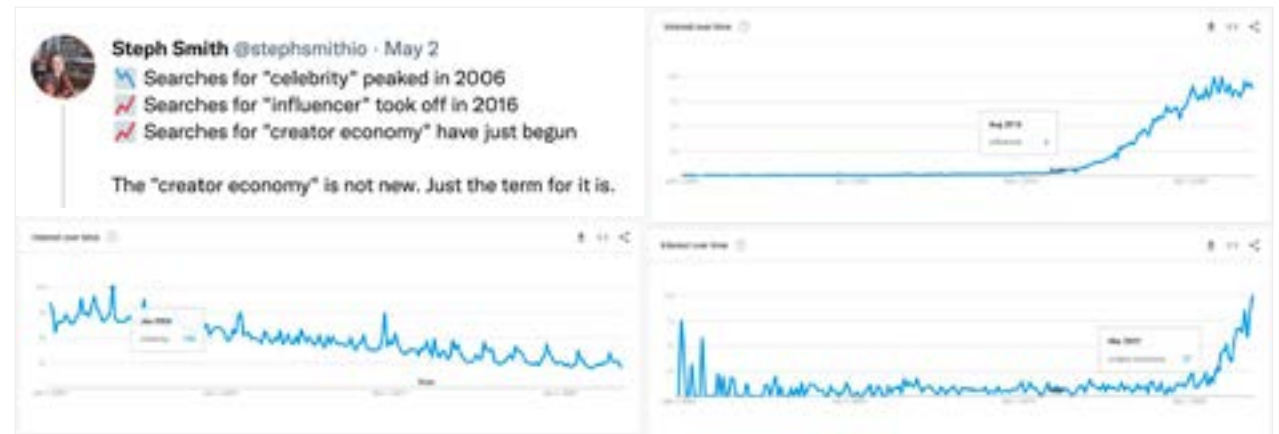
88% of brands have a dedicated influencer marketing budget

Most brands spend between \$50K - \$500K on influencer marketing per year

The main goal for influencer marketing in 2022 is increasing brand awareness

In 2022, 68% of marketers work with influencers, and 88% have a dedicated influencer marketing budget — most brands spending between \$50K - \$500K+ on influencer marketing annually. But influencer marketing has evolved since the early days of celebrity-brand partnerships like Jennifer Aniston and Smart Water.

Now, influencers represent all creators who have engaged audiences, and more and more, these creators are aligning themselves with brands they trust as partners. We launched our new [HubSpot Creators](#) program this year, an accelerator program to support creators that helps them amplify their message, get rewarded, and reach more folks. It's also a place for creators to connect with each other and grow their platform.



### TWEET FROM STEPH SMITH

Director of Marketing, HubSpot



## In 2022, the main goals for influencer marketing are:

- 1 Increasing brand awareness + reaching new audiences
- 2 Improving brand reputation
- 3 Growing your brand community and social media following
- 4 Increasing revenue and sales
- 5 Increasing customer loyalty

Influencer marketing is changing rapidly, even since 2021. This year, marketers are increasing influencer marketing efforts on Facebook, Instagram, TikTok, and YouTube, and decreasing investment on Snapchat and Twitch. Marketers are facing challenges measuring ROI of campaigns, balancing the cost of working with influencers, developing a creative strategy for campaigns, and maintaining brand safety. With continued investment in influencer marketing, brands will lean on new influencer apps and communities, better tracking and strategy, and more frequent campaigns with quick analysis and optimization.

## Working with Influencers + Creators in 2022

### What are marketers looking for when partnering with influencers?

- 1 Content quality
- 2 Engagement rate
- 3 Alignment with company values
- 4 Aesthetic/branding
- 5 Expertise in a particular industry

### Which types of influencers are marketers working with?

Nano influencers (1-10K followers)



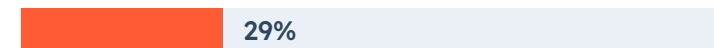
Micro influencers (10-100K followers)



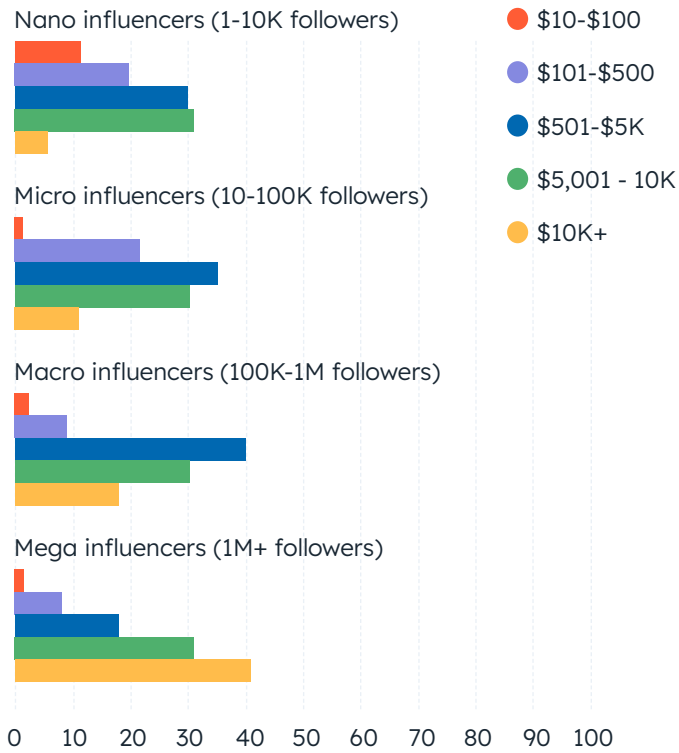
Macro influencers (100K-1M followers)



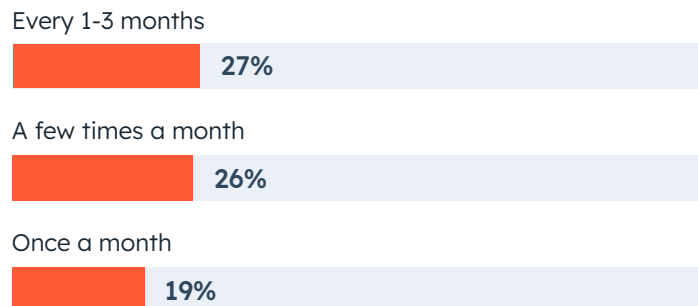
Mega influencers (1M+ followers)



## Influencer Marketing Spend by Influencer Audience Size



## How often are marketers running influencer campaigns?



## What do you use to measure how effective influencer campaigns are?

- 1 Revenue/sales
- 2 Brand awareness
- 3 Impressions/views
- 4 Brand mentions/hashtag
- 5 Clicks

## Top 5 Categories for Influencer Marketing Campaigns

- 1 Fashion
- 2 Fitness/health
- 3 Travel
- 4 Beauty
- 5 Family

## Most Popular Social Media Platforms for Influencer Campaigns

- 1 Instagram
- 2 Facebook
- 3 Twitter
- 4 TikTok
- 5 Tumblr

## Most Effective Social Media Platforms for Influencer Campaigns

- 1 Facebook
- 2 Instagram
- 3 YouTube
- 4 Twitter
- 5 TikTok

Learn [how to build an influencer marketing strategy](#), from vetting partnerships to influencer management, and more.

## SECTION 08

# B2B and B2C Marketing Trends.



### KEY FINDINGS

B2B and B2C brands are both finding success on TikTok

B2B brands are more likely to use LinkedIn and find it effective, but B2C brands are more likely to feel that billboards and physical ads are more successful

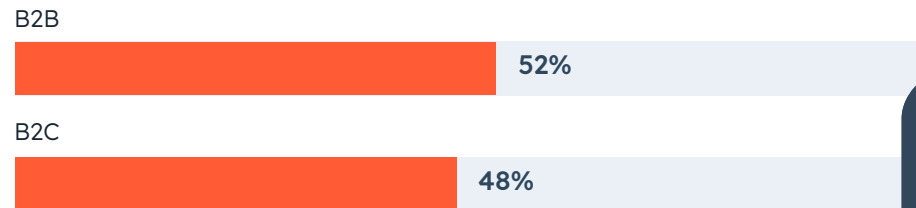
B2C marketers are more likely to expect their marketing budget to increase in 2022

B2B and B2C brands share many of the same marketing strategies. And more and more, B2B brands are adopting the traditionally more consumer-facing strategies like influencer marketing, ambassador communities, and social media marketing.

While there are many similarities, there are also major differences. B2B marketing teams tend to work closely with sales, RevOps, and other go-to-market (GTM) teams to support the customer experience. B2C marketers work closely with PR, brand, and digital sales teams to support sales, customer support, and brand image.

In 2022, B2C brands are more likely to actively run marketing campaigns than B2B brands, but B2B isn't close behind.

### Does your company currently run marketing campaigns?



# What's working for B2B brands vs. What's working for B2C brands

## B2B

B2B brands find inbound marketing + SEO to be more effective than B2C brands

---

B2B brands have seen better ROI from inbound marketing and SEO than B2C brands

---

B2B brands are more likely to use blogs, case studies, whitepapers, and interviews

---

B2B marketers find LinkedIn far more effective than B2C marketers

---

B2B marketers are more likely to prioritize SEO than brand partnership

## B2C

B2C brands find voice search optimization, VR/AR, influencer marketing, podcasts, and short-form content to be more effective

---

B2C brands have found better ROI from short-form content and native advertising

---

B2C marketers are more likely to expect their marketing budget to increase in 2022 than B2B marketers

B2C brands are more likely to find physical ads like billboards to be effective than B2B brands

---

B2C brands are more likely to use checklists and podcasts

---

B2C brands are increasing their investments in Twitch in 2022

---

B2C marketers are more likely to use brand partnerships over SEO

## B2B + B2C

---

The top 3 marketing strategies for both B2B and B2C brands are social media, content marketing, and targeted social ads

B2B and B2C brands have found fairly equal success with influencer marketing in terms of ROI

Both B2B and B2C marketers are finding success with TikTok

## SECTION 09

# Future Marketing Predictions

1

### More B2B brands on TikTok

B2B marketers actually see higher engagement and better ROI on TikTok than marketers for B2C brands. And 58% of B2B marketers plan on increasing their investment in TikTok in 2022 vs. 49% of B2C brands.

Expect more tech companies and B2B platforms to invest in TikTok, developing expert brand personas on video channels, and providing actionable tips in a digestible format for today's audience preferences.

“[Research shows](#) that B2B clients find co-branded or sponsored 3rd-party content more trustworthy than content straight from a vendor, so more and more B2Bs are investing in robust influencer strategies.

Not only is TikTok a way for B2Bs to reach new customers, but it also represents a big opportunity for agencies who can offer the tools, services, and training needed to win on that platform, since 60% of enterprise companies surveyed still don't feel they have those abilities in-house.”



**ETHAN BROOKS**

Senior Analyst, Trends, HubSpot



[@Canva on TikTok](#)

2

## Rising B2C investment in SEO, content marketing, and podcasting

More B2C marketers report that their websites are effective tools for hitting business goals than B2B marketers, and B2B marketers are obsessed with their web presence. B2C teams have an easier time tracking marketing activities to sales, particularly ecommerce companies. 77% of B2C marketers report using SEO versus 66% of B2B marketers, and B2C brands are seeing success with SEO tactics like pillar pages, optimizing page load speed, and using topic clusters more so than B2B brands. We expect to see more advanced SEO and marketing from B2C and DTC brands, along with continued optimization on the B2B side.

3

## AI and machine learning in marketing

[Artificial intelligence \(AI\)](#) and machine learning (ML) sound intimidating, but in reality, you are probably already using an AI or ML app without even realizing it. AI and machine learning can be used to clean data, optimize content, improve SEO, and more — saving marketing teams time and money. In 2022, 17% of marketers are integrating automation or artificial intelligence like chatbots and AI-powered segmentation into their strategy, with particular interest in the U.S. and Australia. 43% of marketers agree that automation and AI have been the most effective trends for their organization's growth. This is likely to rise significantly over the next year.

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## Automation and growing investment in marketing and revenue operations

In our recent [State of Media & Content Planning Report](#), we learned that 78% of media planners use automation. [HubSpot's extensive app library](#), with thousands of integrations that work seamlessly with HubSpot data, and tools like Zapier have empowered marketers to automate key aspects of their role, saving them manual time and helping to improve the customer experience and business performance.

Marketers will find new and creative ways to use automation in their day-to-day roles and for the larger marketing organization. There will also be a continued need for revenue operations (RevOps), as the market is turbulent, and companies need to be prepared to pivot their strategy and operate as lean as they can.

Get [certified in Revenue Operations through HubSpot Academy](#) for free.

5

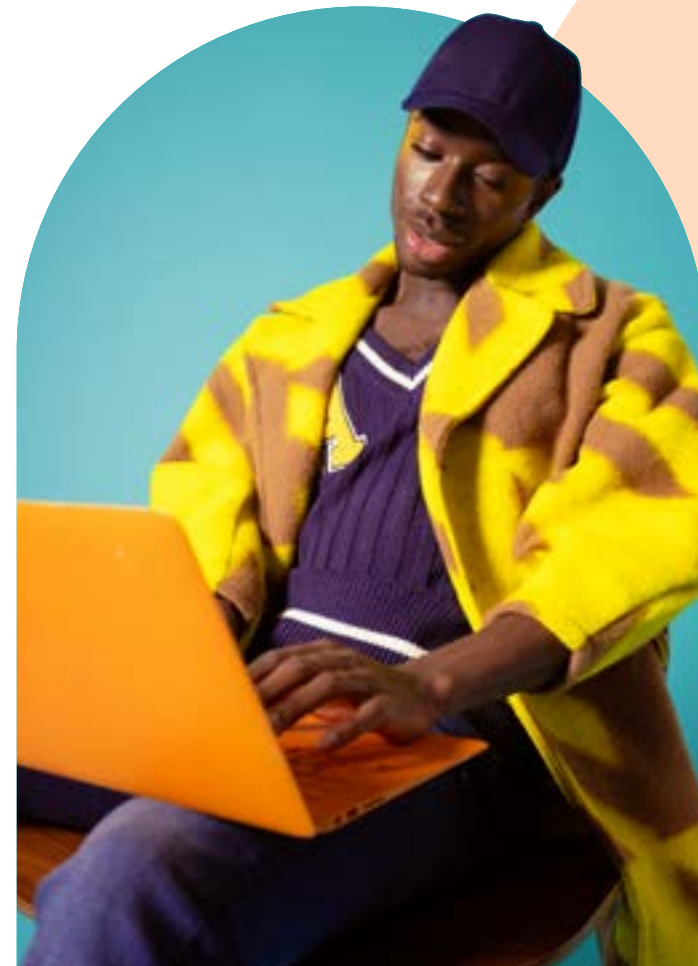
## **The short-form video boom will continue, and lead to more short-form video ads**

95% of marketers currently using short-form video plan to increase their engagement or carry on with existing investments in 2022, and short-form video has proven to be the most effective media format for marketers. As marketers refine their organic short-form video strategy after analyzing and optimizing for several years at this point, they will move into more strategic short-form video ads on platforms like TikTok, Instagram Reels, Tumblr, YouTube, and Pinterest.

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## **Influencer marketing will grow and evolve, with continued growth in the creator economy**

At HubSpot, we want to support creators however we can. Through the new [HubSpot Creators program](#), podcasts in the [HubSpot Podcast Network](#) grew 76% on average. HubSpot podcasts are far more likely to be found and to increase their listenership, thanks to this innovative program and how we're able to use our own audience to increase our creators' visibility.





# Conclusion

## + Methodology

### The future of marketing is bright, and powered by creatives

This year, look at your marketing plan holistically and be ready to pivot and test at every turn. More and more, digital audiences are seeking out brands that are authentic, transparent, and innovative. Being creative and taking risks will pay off, so don't be too blinded by metrics and tracking to experiment with new channels or media formats.

We can't wait to see what you create.

@hubspot



# HubSpot

## HubSpot helps marketing teams align, adopt, and adapt with the latest tech.

HubSpot is a CRM platform and unified platform of tools for marketing, sales, service, content management, and operations.

**See why HubSpot is the #1 CRM platform for scaling businesses.**

Why choose HubSpot?



# Methodology

We conducted several surveys with a total of 1,600+ global B2B + B2C marketers across industries to gain these data points.

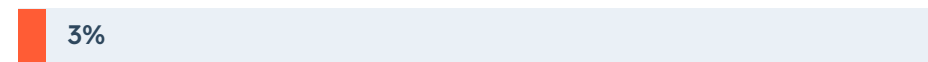
## Countries represented

U.S., Australia, Canada, Germany, UK, France, Japan

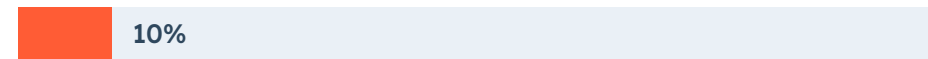


## Company sizes:

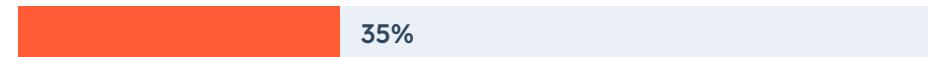
Fewer than 10 employees



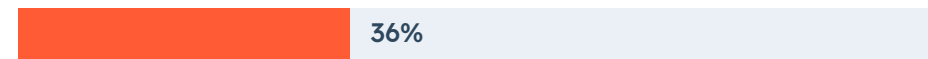
11 - 25



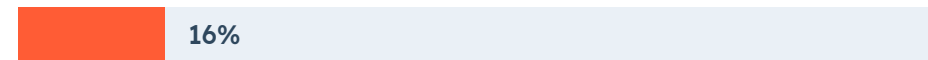
36 - 100



201 - 1000



1000+



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