



# 2022 Digital Marketing Trends



# #TBT

## 2019 & 2020 Digital Marketing Trends



Jan of 2019

- Interactive Marketing
- Authenticity & Diversity
- Social SEO
- Personalized Marketing
- Continued Dominance of the “Big 5” Networks.
- Ephemeral Marketing (Stories)
- Augmented Reality
- Social Media Advertising
- Influence Marketing
- Video Content

Jan 2020

- Social eCommerce (Facebook Pay)
- Contents Private Messaging Apps
- Online Reputation Management
- Voice Search (Answer Questions & Google Listing)
- Real-Time Marketing (Livestream Shopping)
- Life After Likes

# #TBT

## 2020 & 2021 Digital Marketing Trends



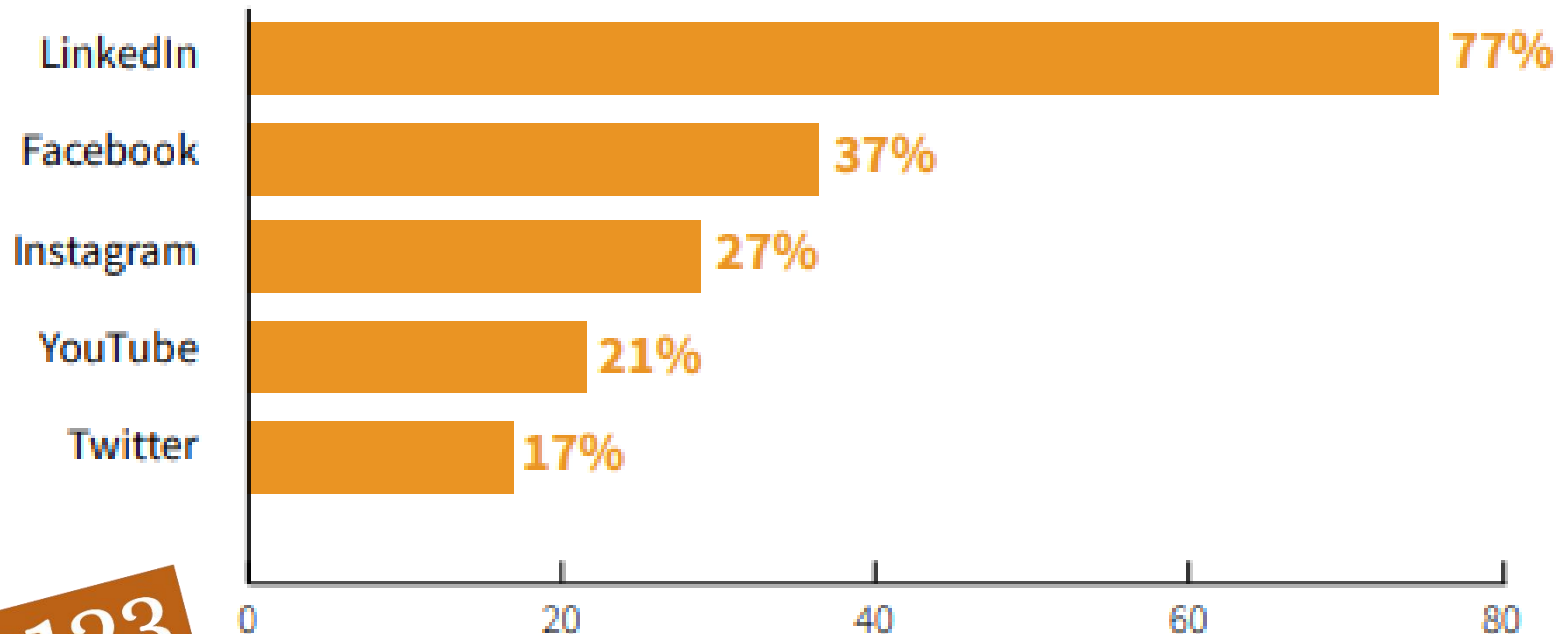
Jan of 2021

- **Improved Communication of Availability**
- **Business growth via Segmentation**
- **Live social media**
- **Social Media To Engage & Retain (UGC)**
- **All-in on Google Listings and Local SEO**
- **The Power of Voice Search**
- **More Interactive Content**
- **Social content for good**
- **Optimized Website Experience**

Jan 2020

- Social eCommerce (Facebook Pay)
- Contents Private Messaging Apps
- Online Reputation Management
- Voice Search (Answer Questions & Google Listing)
- Real-Time Marketing (Livestream Shopping)
- Life After Likes

# B2B Organic (Nonpaid) Social Media Platforms That Produced Best Results in Last 12 Months (Top 5)



<https://www.linkedin.com/business/marketing/blog/trends-tips/data-suggests-a-huge-year-is-ahead-for-b2b-content-marketing>

## Areas of B2B Content Marketing Investment in 2022



<https://www.linkedin.com/business/marketing/blog/trends-tips/data-suggests-a-huge-year-is-ahead-for-b2b-content-marketing>



***In the Chat –  
What do you think  
2022 Digital Marketing  
Trends?***



# 10 B2C 2022 Trends

1. TikTok will take over social media, leaving other platforms to adapt
2. Maturing influencer marketing will finally come of age
3. Social ads will develop, as cookies get crunched
4. Brands will lead in social media decentralization
5. Social selling will simplify the customer journey
6. Metaverses will be the next consumer connection
7. Post-pandemic content will shape up to consumer needs
8. Brand inclusivity will be brand critical
9. Omnichannel engagement will change the way consumers engage with social media
10. Communities will develop, and take control

<https://www.talkwalker.com/social-media-trends>

# 15 B2B Digital Marketing Trends for 2022!



1. Remote or Self-Serve vs In-Person
2. Create Personalize B2B Buyer Experience with AI
3. Thought Leadership through Original and Top-Quality Content
  - Breaking Long-Form Content Into Micro-Content
  - Short Videos in marketing
4. Changing Lead Generation Channels
5. Spending Shifts to Mobile-First Strategy
6. Growing Focus on Customer Psychology
7. Innovation to Engage B2B Customers
8. Nano or Micro-influencers will become a trend.
9. User Generated Content (UGC)
10. Better Interactive content
11. ROI in Social
  - Customer Service & Beyond
  - Groups
12. Live Social Media
13. Paid Social
14. Omnichannel Online Shops
15. Email Marketing



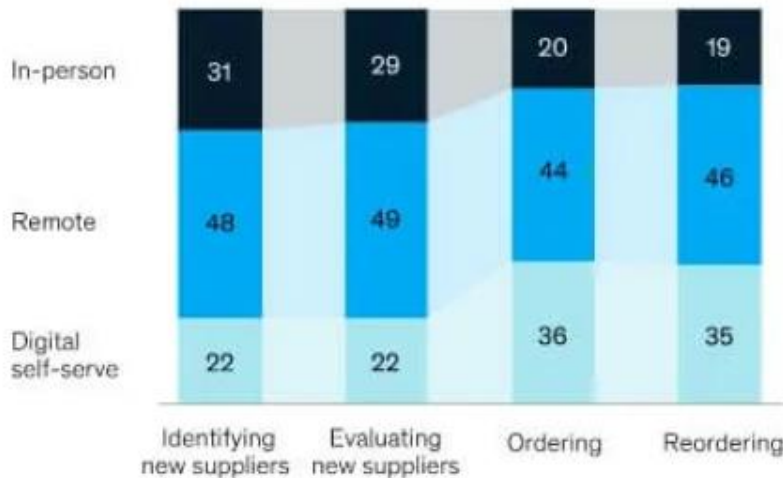


# 1. Remote or Self-Serve vs in-person

to remote or digital ...

Current way of interacting with suppliers' sales reps during different stages<sup>1,3</sup>

% of respondents



what customers want.



of B2B decision makers prefer remote human interactions or digital self-service<sup>2,3</sup>

Why?

- Ease of scheduling
- Savings on travel expenses
- Safety

<sup>1</sup>Q: "How would you currently interact with sales reps from your company's suppliers during the following stages of interactions?"

<sup>2</sup>Q: "How would you prefer to interact with sales reps from your company's suppliers during the following stages of interactions?"

<sup>3</sup>Figures may not sum to 100% because of rounding.

McKinsey  
& Company



# 1. Remote or Self-Serve vs in-person

Digital interaction with sales reps such as videoconferences and online chat has become vital to do business in 2022 and traditional in-person meetings are being avoided for the reasons mentioned above.

Research shows, 70 percent of B2B decision-makers say they are open to making new, fully self-serve, or remote purchases in excess of \$50,000, and 27 percent would spend more than \$500,000.

<https://b2bdigitalmarketers.com/blog/b2b-digital-marketing-trends/>



## 1. Con't... Remote or Self-Serve vs in-person

To understand how to best help your customers and ease their complex purchases, Gartner has identified six B2B buying “jobs” that customers must complete to their satisfaction in order to successfully finalize a purchase:

- **Problem identification.** “We need to do something.”
- **Solution exploration.** “What’s out there to solve our problem?”
- **Requirements building.** “What exactly do we need the purchase to do?”
- **Supplier selection.** “Does this do what we want it to do?”
- **Validation.** “We think we know the right answer, but we need to be sure.”
- **Consensus creation.** “We need to get everyone on board.”





## 2. Create Personalize B2B Buyer Experience with AI

61% of marketers say artificial intelligence is the most important aspect of their data strategy and it can boost your productivity by up to 40%.

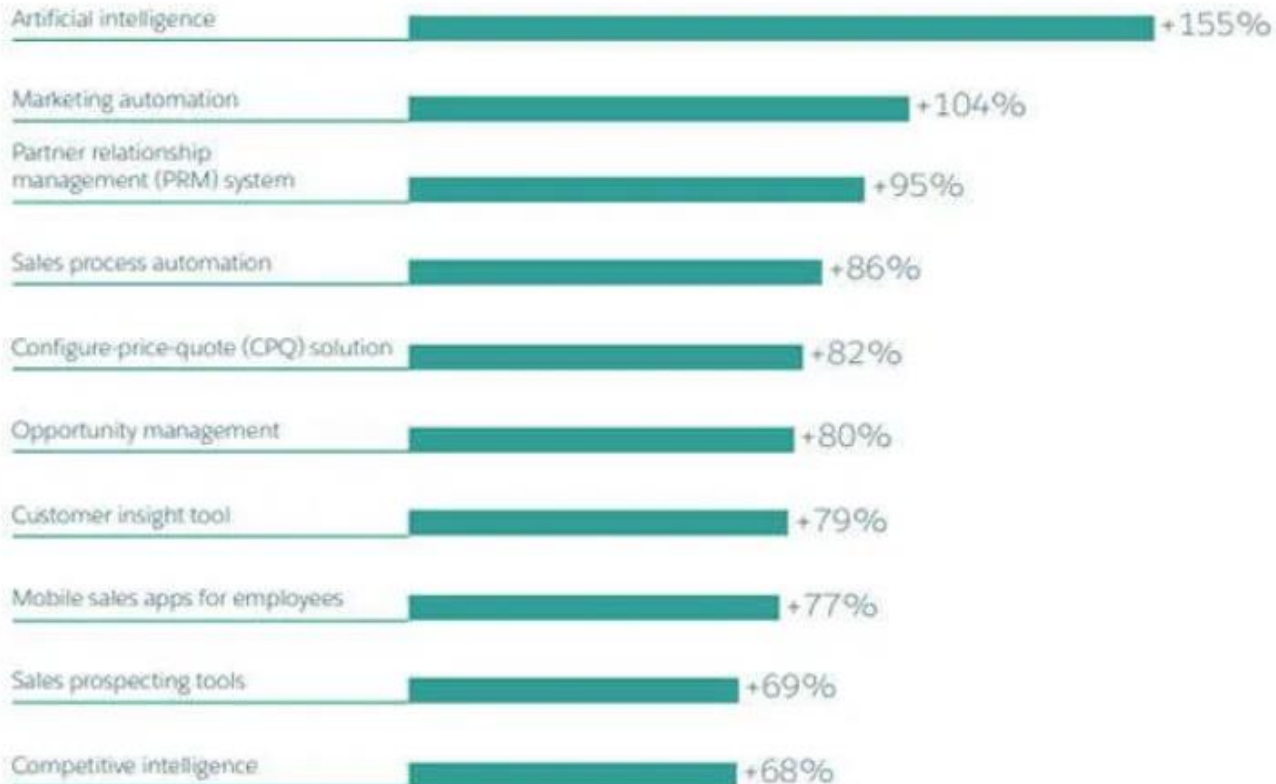
82% of marketing leaders credit personalization with a major or moderate boost in customer advocacy, and 92% say the same for its impact on brand building.



<https://b2bdigitalmarketers.com/blog/b2b-digital-marketing-trends/>

## 2. Create Personalize B2B Buyer Experience with AI

### 10 Sales Technologies with the Highest Projected Two-Year Growth



<https://b2bdigitalmarketers.com/blog/b2b-digital-marketing-trends/>





### 3. Original Research and Top-Quality Content

Online resource centers, blogs, content hubs and more have become a valuable tool for B2B marketers. In 2022, original research is likely to become even more important for marketing efforts.

B2B buyers increasingly look to a business's original content when making purchasing decisions. This has become a significant trust marker, signaling to buyers that the company puts stock in its organizational knowledge and experience.

<https://www.globaltrademag.com/what-b2b-marketing-trends-can-we-expect-to-see-in-2022/>



### 3. Where Are Content Marketers Focusing Tactically?

- Short articles and posts (e.g., blogs) continue to be the most common type of content asset by far, with 90% of content marketers saying it was in their mix during the past year.
- This is followed by:
- Videos (66%)
- Virtual events/webinars/online courses (64%)
- Case studies (61%)



<https://www.linkedin.com/business/marketing/blog/trends-tips/data-suggests-a-huge-year-is-ahead-for-b2b-content-marketing>

### 3. Original Research and Top-Quality Content



<https://b2bdigitalmarketers.com/blog/b2b-digital-marketing-trends/>







### 3. Original Research and Top-Quality Content

B2B buyers want to do business with somebody that they trust and to build trust you must show expertise, experience, and knowledge. Google call this E-A-T, Expertise, Authoritativeness, and Trustworthiness.



<https://b2bdigitalmarketers.com/blog/b2b-digital-marketing-trends/>

### 3. Breaking Long-Form Content Into Micro-Content

Produce long-form content using either video, podcasting or blogging and post it in the appropriate channels. Then, break the long-form content into micro-content and distribute that micro-content throughout the appropriate channels. Work hard one time, then distribute your content in bite-size pieces that lead back to the long-form content or create other, deeper connections. - [Jason Wilson, Strategy, LLC](#)



<https://medium.com/@mohmmadnadeembaba/top-8-b2b-marketing-trends-you-cant-ignore-in-2022-4423e65ec071>



### 3. Video marketing and augmented reality

When video marketing and augmented reality technologies are adopted, the content becomes more attractive, compelling and easy to access.

B2B marketers should use these in their marketing strategies. Video marketing is important because it brings the visual aspect to potential buyers.



### 3. Video marketing

Our **Social Trends 2022 report** has landed! 📈 Take off on social before your competitors catch up.

<https://www.hootsuite.com/research/social-trends>



Hootsuite®

Platform

Plans

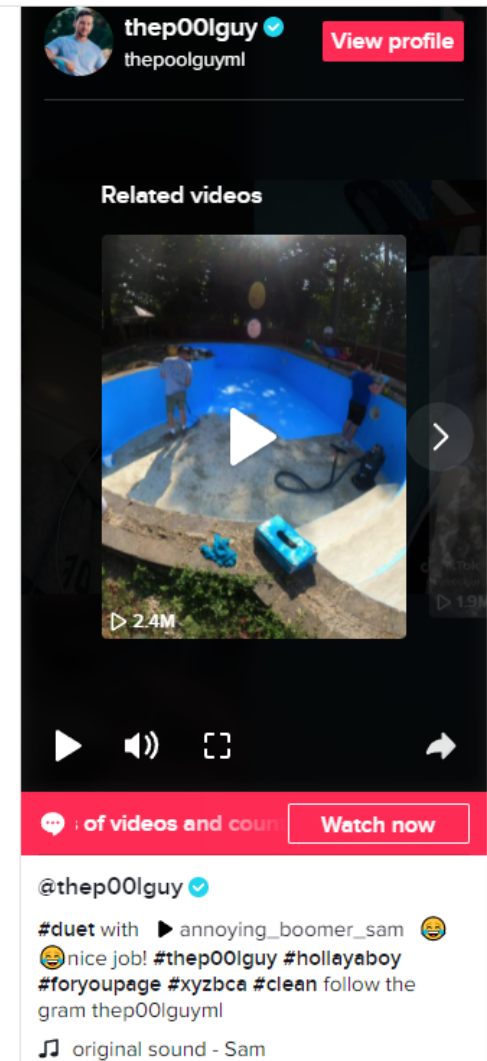
Resources

## The trend in action

If you think commercial shelving, racking, and storage providers aren't likely candidates for TikTok brand fame, UK-based BiGDUG is here to prove you wrong. While people were in lockdown, **BiGDUG** saw a boom in home renovation and organization inquiries—and took the opportunity to pivot from their typical B2B service model and target communities of DIY enthusiasts on TikTok.

They used TikTok's Creator Marketplace to get in touch with popular home improvement creator **@theP001guy**, Miles Laflin, and sent him products to use in his uniquely satisfying videos. They've since become a regular fixture on Laflin's feed, even showing up as recurring characters in his videos.

The boon to the brand has also been massive. The videos that BiGDUG has made in collaboration with Laflin have been viewed millions of times and garnered hundreds of thousands of impressions with home improvement and cleanliness aficionados. Not bad for a B2B racking, shelving, and storage brand.



### 3. Video Content Becomes Even More Popular

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Over 80% of users chose to watch a video review when making a purchase decision. In comparison, over 50% of customers admit that online video was the factor that helped them to select the specific product.

Consider producing both high-end clips and do-it-yourself-style videos, which can win the hearts of the audience.





#### 4. Changing Lead Generation Channels

- While some businesses pivoted to online events and others chose to delay or cancel, all marketers had to adapt quickly to the reality that in-person events were no longer always available to generate leads.

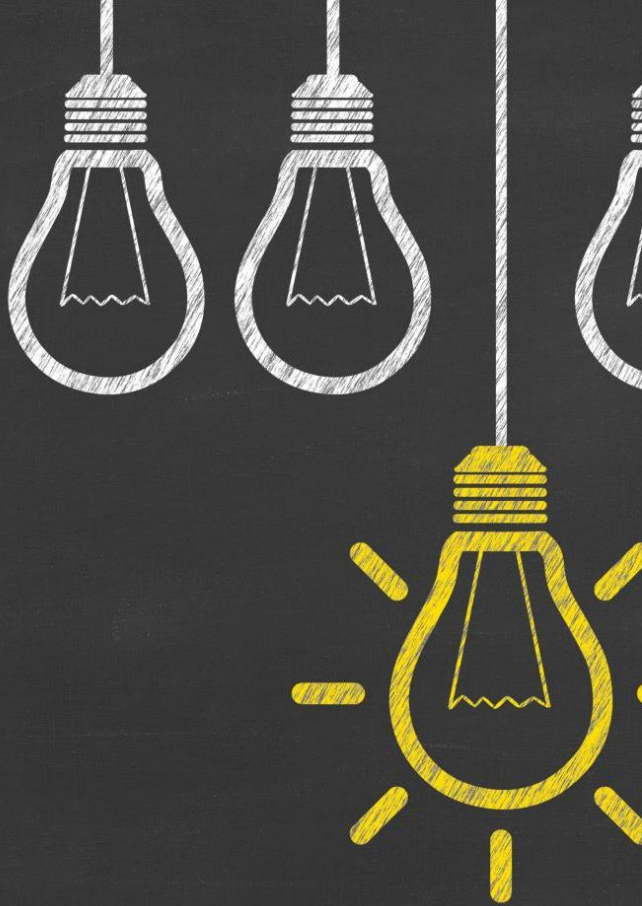
Jurgen Desmedt, head of marketing at Europe-based CDP vendor NGDATA, told CMSWire that [social media is emerging](#) as a major lead-generation channel.



## 5. Spending Shifts to Mobile-First Strategy

As the amount of millennials in decision-making roles has grown, so has the number of buyers who want a seller-free experience. Less personal and direct approaches to marketing may become more popular among B2B marketers as a result.





## 6. Growing Focus on Customer Psychology

The “neuromarketing” strategy allows B2B marketers to spend more time than ever focused on the individual psychology of key buyers and decision-makers.



## 7. Innovation to Engage B2B Customers

Cutting-edge technology will help marketers create campaigns that more effectively engage potential buyers in 2022. Optimizing for new types of search — like image and audio — may be essential to capture traffic.



<https://www.globaltrademag.com/what-b2b-marketing-trends-can-we-expect-to-see-in-2022/>



8. Nano or Micro-influencers will become a trend.

B2B marketers should work with micro-influencers because their target communities are small. Influencers are usually ambassadors for various brands, and their time is limited. When B2B marketers demand them, their prices will be higher. Therefore, it is best to work with micro-influencers.





8. Nano or Micro-influencers will become a trend.

As the tide on social media shifts away from glossy mega-influencers towards smaller and more authentic communities, brands that partner wisely with creators are connecting with new audiences, earning their trust, and gaining cultural capital.

Investment or involvement in community is key..



## 9. User Generated Content (UGC)

Tip.. Digital marketers should maximize the potential of user-generated content. Such content can be used to attract potential customers to purchase by offering gift certificates or discounts.

<https://medium.com/@mohmmadnadeembaba/top-8-b2b-marketing-trends-you-cant-ignore-in-2022-4423e65ec071>



# 9. Social Media To Engage & Retain (UGC)?

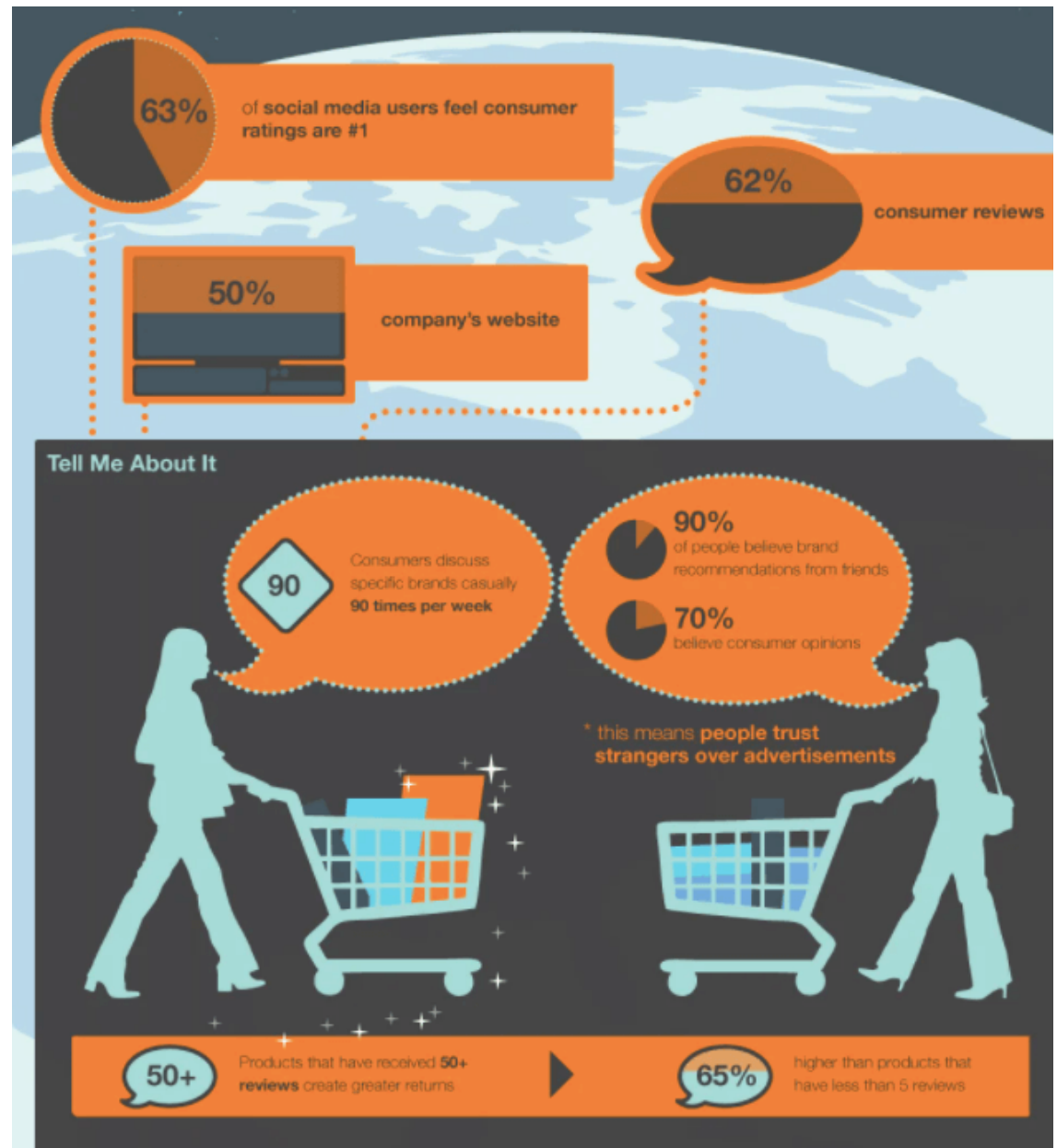


## 9. User Generated Content

**In 85% of cases,  
consumers are more  
likely to trust user-  
generated content!**



## 9. Social Media To Engage & Retain (UGC)





# 10. Better Interactive content

Interactive content has replaced typical text. This includes real-life advertisements, embedded calculators, quizzes and polls, and other videos. If customers feel more connected during the purchase process, then if they see interactive content, they will feel the authenticity of the brand.

<https://medium.com/@mohmmadnadeembaba/top-8-b2b-marketing-trends-you-cant-ignore-in-2022-4423e65ec071>





# 10. More Interactive Content?



## More Interactive Content

- ✓ Video/Data Visualization
- ✓ Infographic
- ✓ Polls



# 10. Social content for good.



## 11. Retain loyal customers.

Finding a new customer is 5 to 25 times more expensive than retaining a loyal customer. Companies with a stable and loyal customer base have huge assets.

Companies with better customer retention marketing strategies will have extensive and better customer profiles.

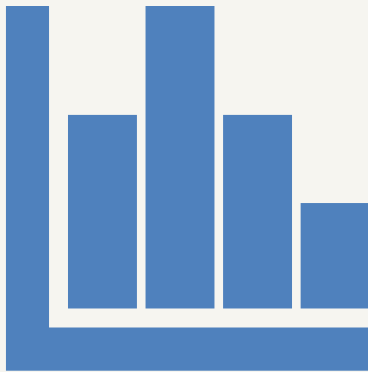
Messenger through Social Media as your Customer Service Channel

<https://medium.com/@mohmmadnadeemmbaba/top-8-b2b-marketing-trends-you-cant-ignore-in-2022-4423e65ec071>



## 11. Customer Service & Beyond!

This year, 83% of marketers in our survey reported having some level of **confidence in quantifying the ROI of their social efforts**, up from 68% last year. And only a fraction of the impact!



## 11. Expanding the impact of ROI both B2B & B2C

- Integrate Social Media with the rest of their marketing strategies
- Social Listening Increased in Value.
- Unified paid & organic Social Media Strategies.
- Expand the ROI of Social Media from “Just” Marketing to each of HR, Sales & Customer Care is the most exciting impact of next year!



## 11. Customer Service & Beyond!

Consumers, fed up with waiting on hold, have discovered that service delivered via social is immediate, convenient, and effective. In a Nielsen survey commissioned by Facebook, 64% of people said they now prefer to message rather than call a business. The pressure on businesses to adapt to as many digital customer service channels as possible is sky-high.





## 11. Improved Communication of Availability

- Customer Service
  - Live Messaging
  - Chat Bots
- Service Evaluation
- Account Info Online





# 11. Business Growth via Segmentation?





## **11. Business Growth via Segmentation**

- **Women vs Men vs Kids or Small Companies vs Large Enterprises**
- **Demonstrating Expertise on specific segment**





## **11. Business Growth via Segmentation**

- **Focus on specific and relevant topics that concerns your expertise.**
- **Create content strategically to build up your reputation as an honoured expert in your area.**
- **63% of customers are annoyed when receiving a generic marketing offer.**



# 12. Live On Social Media



# 12. Real-Time Marketing



Consumers crave live content, so marketing is now happening in the moment.



80% would rather watch a brand's live video than read a blog, making this trend imperative from a marketing standpoint.

# 12. Live On Social Media

- Lunch & Learn
- Tradeshows
- Take people behind-the-scenes
- Meet our Staff
- Shopping for Inventory



# Real-Time Marketing



Consumers crave live content, so marketing is now happening in the moment.



80% would rather watch a brand's live video than read a blog, making this trend imperative from a marketing standpoint.



## 13. Paid Social

Marketers will be spending more on social ads in 2022—but to stand out, they'll have to work harder to create ads that mirror and enrich the distinct experience each social network offers.



## 13. Social Ad Spend:


The largest increases in spend relative to last year will be going towards TikTok, Pinterest, and Snapchat.

Although Facebook (62%) and Instagram (49%) were ranked as the most effective platforms overall in our survey, the biggest jumps in perceived effectiveness belong to TikTok, Pinterest, and Snapchat—which all went from single to double digits. **TikTok in particular, went from 3% last year to 24% this year... an increase of 700%.**

**\*\*\***“Stop Interrupting, start inspiring. Enhance the experience on the social network, with the features specific that social network.”

Seamless Experience between the social posts, engagement & ads.





14. Omnichannel  
commerce takes place on  
multiple channels too, like the  
multichannel commerce  
strategy. Without multichannel,  
there's no omnichannel. The big  
difference is that omnichannel  
commerce connects all  
channels. This means your  
customer has a seamless  
experience across all platforms.

<https://www.talkwalker.com/social-media-trends>



In both B2B & B2C

14. Businesses will continue to optimize their pages for voice searches. According to 2018 [Google data](#), 52% of voice-activated speaker owners would like to receive information about deals, promotions and sales; thirty-nine percent would like to receive business information like store hours.

<https://www.forbes.com/sites/forbescommunicationscouncil/2021/11/09/five-digital-marketing-predictions-for-2022/?sh=2bc78e2d164f>



## 14. Online Shopping

**In 2022, small businesses will work to extend the experience customers have with their brands across social storefronts and real-life, while global enterprises go big testing the limits of the online shopping experience.**



## 14. \*Behaviour Trends \*\*\*

What's more, if we look at people aged 16 to 24, social networks actually rank even higher than search engines like Google when it comes to brand research.



## 15. eMail Marketing

Interactivity in emails can increase conversions and improve ROI — helping businesses get more out of their email campaigns. AMP emails, which enable marketers to provide app-like functionality inside a message, are one common method for delivering this interactivity.



<https://www.globaltrademag.com/what-b2b-marketing-trends-can-we-expect-to-see-in-2022/>





# Quick Platform Trends Review

The background features a financial chart with orange bars and a white line graph. The line graph has several data points connected by lines. Some data points are labeled with values: 183.102, 154.178, and 133.23. The chart is set against a dark background with a grid of light gray lines.

## Facebook

Facebook remained atop the social media heap

- VR to Metaverse
- eCommerce – Shops
- Live-commerce
- Building digital identity – 3D Avatars

<https://www.socialmediatoday.com/news/26-predictions-for-social-media-marketing-in-2022/608443/>





## Shopping via tweet

- Twitter's main push over the past year, at least in terms of its business efforts, has been building pathways for creators to make money from their tweets, while also establishing expanded revenue streams for the platform itself.
- Expect to see Twitter's in-stream buying tests ramp up in the second half of next year.
- Twitter to make video a bigger

<https://www.socialmediatoday.com/news/26-predictions-for-social-media-marketing-in-2022/608443/>

# Instagram

eCommerce is the key focus on Instagram



Working on object identification tools big push on live shopping

AR/VR gets more focus

Video engagement is already dominant on the platform, while Reels is its fastest-growing element.

<https://www.socialmediatoday.com/news/26-predictions-for-social-media-marketing-in-2022/608443/>

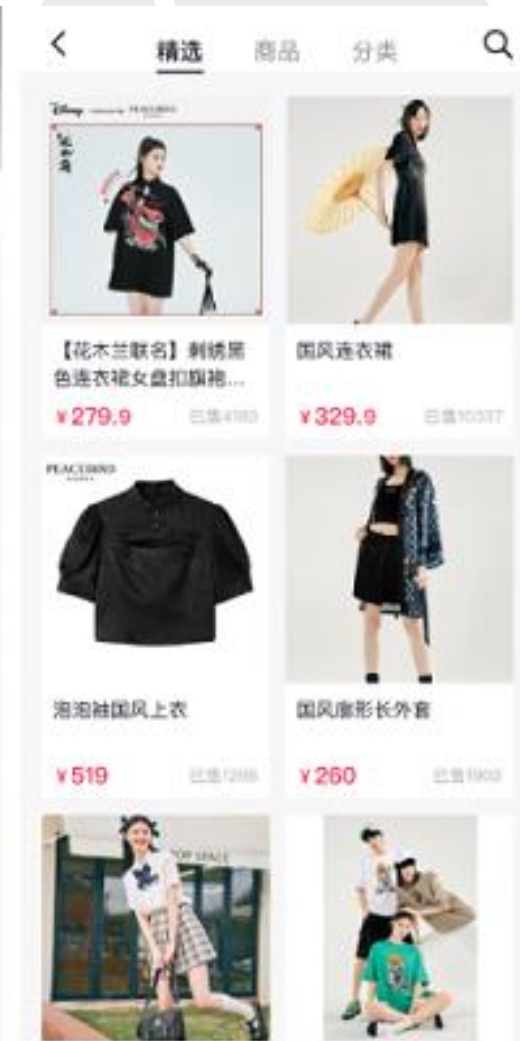
## Instagram

Scanning the scene



<https://www.socialmediatoday.com/news/26-predictions-for-social-media-marketing-in-2022/608443/>

TikTok shops are coming







LinkedIn has looked to become a bigger facilitator of live-stream events, and you can expect this to become a larger element of the in-app experience in 2022.

<https://www.socialmediatoday.com/news/26-predictions-for-social-media-marketing-in-2022/608443/>







Gabriel Gosselin

Data scientist at Wags to Riches

TODAY



Gabriel Gosselin - 12:41am

Hi David, lets have a video chat, what time are you free?



David Kealoha - 12:41am

Ok hows 2pm tomorrow?



Gabriel Gosselin - 12:41am

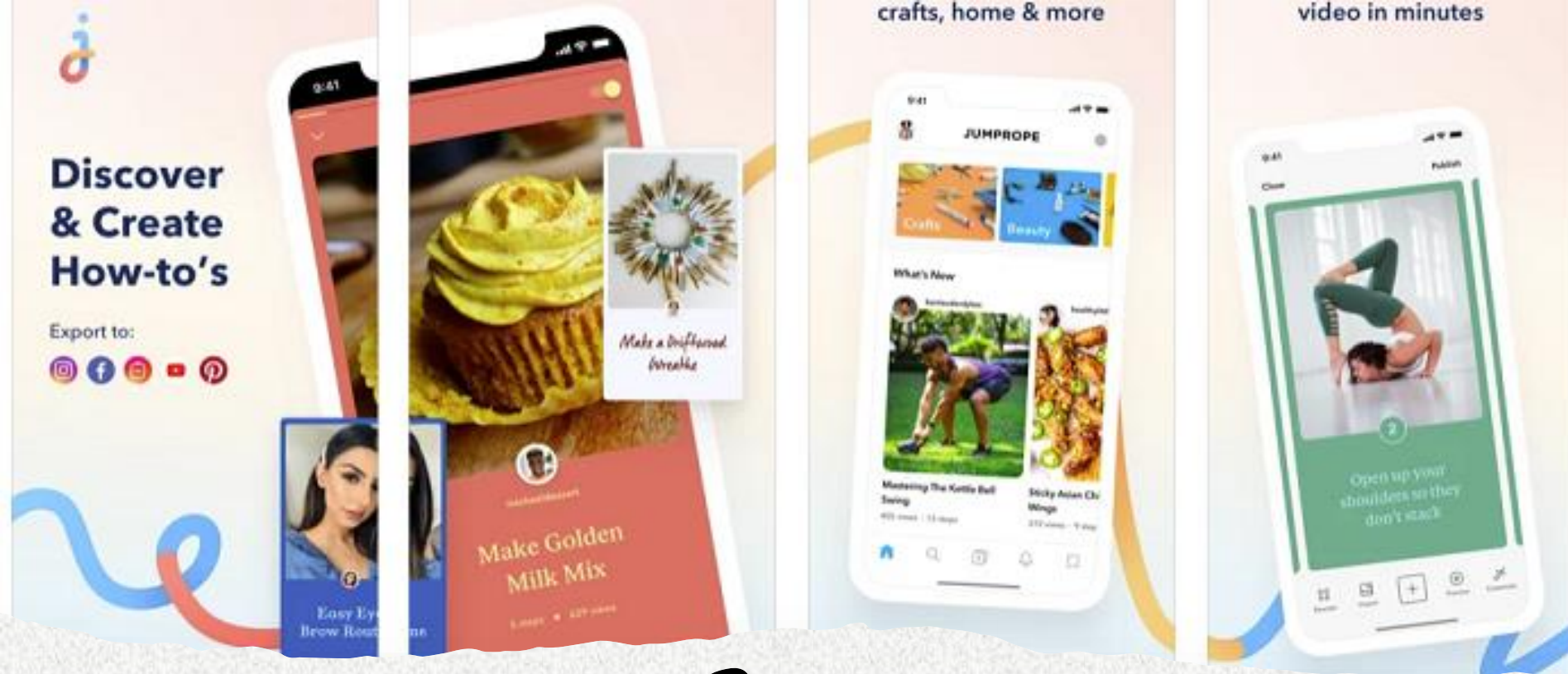


## LinkedIn Remote Recruitment

<https://www.socialmediatoday.com/news/26-predictions-for-social-media-marketing-in-2022/608443/>

LinkedIn





- So what happens to [LinkedIn Stories](#) and the engagement insights that LinkedIn gleaned from Stories use?
- As part of its [announcement](#) that it was shuttering its Stories option, LinkedIn noted that it would be building some elements of stories into new tools, while LinkedIn also [acquired how-to video platform Jumprope in August](#).



<https://www.socialmediatoday.com/news/26-predictions-for-social-media-marketing-in-2022/608443/>

LinkedIn

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# All-in on Google Listings

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# Local SEO

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# The Power of Voice Search

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# Optimized Website Experience

- Concise & Clear
- Easy To Navigate  
both Desktop &  
Mobile



# Resources

<https://dabrianmarketing.com/blog/marketing-strategy/8-key-digital-marketing-trends-2021/#:~:text=Social%20Media%20To%20Engage%20%26%20Retain&text=During%20the%20COVID%2D19%20pandemic,products%2C%20brands%2C%20and%20organizations>

[https://www2.slideshare.net/DianaVicente6/web-design-trends-for-2021?qid=e1354dc0-7ebf-4fa0-8387-c0ddee325d85&v=&b=&from\\_search=4](https://www2.slideshare.net/DianaVicente6/web-design-trends-for-2021?qid=e1354dc0-7ebf-4fa0-8387-c0ddee325d85&v=&b=&from_search=4)

<https://www.smartinsights.com/digital-marketing-strategy/social-media-trends-2021>

[https://www2.slideshare.net/DarleneFlorrie/8-main-content-marketing-trends-of-2021?qid=e1354dc0-7ebf-4fa0-8387-c0ddee325d85&v=&b=&from\\_search=7](https://www2.slideshare.net/DarleneFlorrie/8-main-content-marketing-trends-of-2021?qid=e1354dc0-7ebf-4fa0-8387-c0ddee325d85&v=&b=&from_search=7)

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<https://www.hootsuite.com/research/social-trends>

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<https://www.talkwalker.com/social-media-trends>

<https://www.forbes.com/sites/forbescommunicationscouncil/2021/11/09/five-digital-marketing-predictions-for-2022/?sh=2bc78e2d164f>

<https://www.linkedin.com/business/marketing/blog/trends-tips/data-suggests-a-huge-year-is-ahead-for-b2b-content-marketing>



Thank you!

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