

Some of 2022 digital marketing trends

1.Social media stories

A good story attracts a lot of people. A lot of brands make use of story telling to grab the attention of customers to help meet their needs and interact with them over a long period of time. A vast number of people are utilizing social media platforms such as Instagram everyday and creating gripping content can be a very helpful way to keep customers intrigued. Research that was conducted by Google proves that the ABCD fundamentals (attention, branding, connection, and direction) make a 30% increase to short-term sales

2.Conversational marketing

This type of marketing has been used for some time now and statistics show that about 46% of customers prefer this type of engagement over email and social media. One tool that is very helpful in this type of marketing is the use of chatbots. It is highly recommended that brands start adding this automation as part of their marketing strategy in 2022.Live chats enable customers to interact with brands whenever they want to and on their preferred social media platforms such as WhatsApp for Business or Facebook Messenger.

3.Video marketing

About 85% of customers prefer watching videos from brands. Most people spend most of their time glued on their phones watching videos on social media platforms such as Tok-tok and YouTube. Most customers find it better to watch short video clips over reading long articles. About 93% of data-driven market say that videos a big part of their marketing strategies and they plan on to keep using this strategy in the future.

4.Podcasts

The number of people who are listening to podcasts is increasing rapidly by day. Google for example is showing single podcast episodes in its SERPs.A very good example of a company that started early to utilize this strategy is Squarespace.

5.Omnichannel Experience

About 25% of customers claim that convenience influences their decision-making when they look around for ideas, products or experiences. They want to interact with the brand on their devices whenever they can. It is said that brands with omnichannel presences can keep about 56% of their customers captivated and intrigued than brands with one. example: When a customer considers purchasing earphones, they may begin their product research on their smartphone, then visit an electronics shop to check out options, and finally complete their purchase on a laptop.

Other digital marketing trends include **live streaming, inclusive marketing, social media listening, and appreciating user privacy.**

Article source: <https://www.wrike.com/blog/6-digital-marketing-trends-to-watch/#Digital-marketing-trends-for>