

DIGITAL TRENDS 2022

What are Digital Trends?

Digital trend is when a lot of people search or follow content related to technology, the content can be anything that is lifestyle, information website, reviews, guides, tutorials, how-to's, videos, podcasts, electronic products, and recommendations.

Why is Digital Trends Important?

As much as digital trends are there to grow content, most important they also are opportunities to grow the customer lifecycle. Digital trends are important as they have a lot of impact for any kind of business whether online or offline. Digital trends are a way to reach your customer and influence your business's growth.

Every year is a different year when it comes to Digital Trends. Every year we watch and wait for the new and unexpected trends but there is just one that is not a surprise at all which is Tik Tok. Tik Tok has taken over and it is now a leading social media platform and with the momentum that is gaining it will take over the whole world.

The following are the 2022 Digital Trends

- **Personalisation** – Personalisation means creating specific content or advertisement to cater specific audience, that could lead to increase customer loyalty. The example that I can think of is a Message that goes like: "Hi Miss Lehutso, get 10% off when you buy your favourite snack with us, offer ends 10 Feb 2022".
- **Short Video, DIY** – Short videos emphasises fast-paced simple straight to the point content, which is less time consuming, can be in a form of a challenge, participating in surveys and polls.
- **Privacy, transparency, and trust building** – Remember as much as you are trying to target your audience, once targeted you want to have and maintain a long-term relationship with your customers, transparency is the key, sure anyone would like to know what they get themselves into most of the time consumers are all about keeping it real.
- **Artificial intelligence** – This is one of the greatest marketing trends that seems to grow every day, just the other day I was a curious about an app that google recently came up with called lens. Lens is a Google App that is designed to search information using pictures instead of typing words, looks like models were trained to recognise different pictures how awesome and convenient.
- **Content Segment** – This trend targets consumers with demographics, psychological, behavioural, and geographic interests via updates, newsletter, promotion offers etc. I can think of an example of promotional offers that's suites consumer's interests which the Valentine's Day since we are in February which is the month of love. The promotions will evolve around consumers that are much keen and interested in celebrating the valentines.
- **Conversational marketing and quality interactions** – Conversing with consumers is another way to get interactions with your consumers this is one of the traditional of marketing's. As a consumer I need an interaction especially if I need an information about a specific product or service and I also don't want to call (calls take time as you will need to hold or be connected to the right department or person) these days there chats bot that you can converse with and get all the information that you need.