

Digital marketing 2022 trends

Social Media Stories

At this point, it's safe to say that stories are more than a digital marketing trend. They're here to stay and can be expected to increase in popularity over 2022 and beyond.

Short videos emphasize the fast-paced way in which we consume content and highlights the need for simple and succinct messages or engaging content that asks us to participate—whether it's learning a new dance, joining a challenge, or participating in surveys and polls.

Focus on your audience

Be mindful of just how many sales-y posts each person comes up against in a two-minute scroll, and consider how and why yours would cut through the noise. Focus your strategy on engaging with your existing audience and building your database, and you'll find your messaging reaches those who are most interested in what you do. Not only do personalized emails, products, content choices, and so forth help customers feel catered to, but they reinforce the feeling that they have a close, personal relationship with the brands they buy from.

However, there's a fine line between personalization that feels helpful and personalization that's crossing a line and becoming creepy.

Marketers can keep people at the forefront of what they're doing by:

- Designing advertising experiences with value in mind.
- Being as transparent as possible with customers about why they're seeing certain ads, why they're receiving specific recommendations, and so forth.
- Giving the consumer a say in the type of data-sharing experience they have with your company.

Progressive Web Apps

The more people rely on their mobile devices, and the more comfortable they become accessing the web while on the go, the more critical complete [mobile compatibility](#) becomes. Smartphone apps are still terrific ways to stay connected to your customers. However, they're still often either Android or iOS exclusive. Progressive web apps (PWA) strike an outstanding balance between the streamlined experience of an app and the more comprehensive experience you can get from a website