



**TOP MARKETING  
TRENDS OF 2022 YOU  
NEED TO KNOW TO  
GROW YOUR  
BUSINESS.**

In today's digital world it is of utmost importance to keep up with latest digital trends. In digital marketing, it is necessary to adopt latest trends to be par with the competitors.



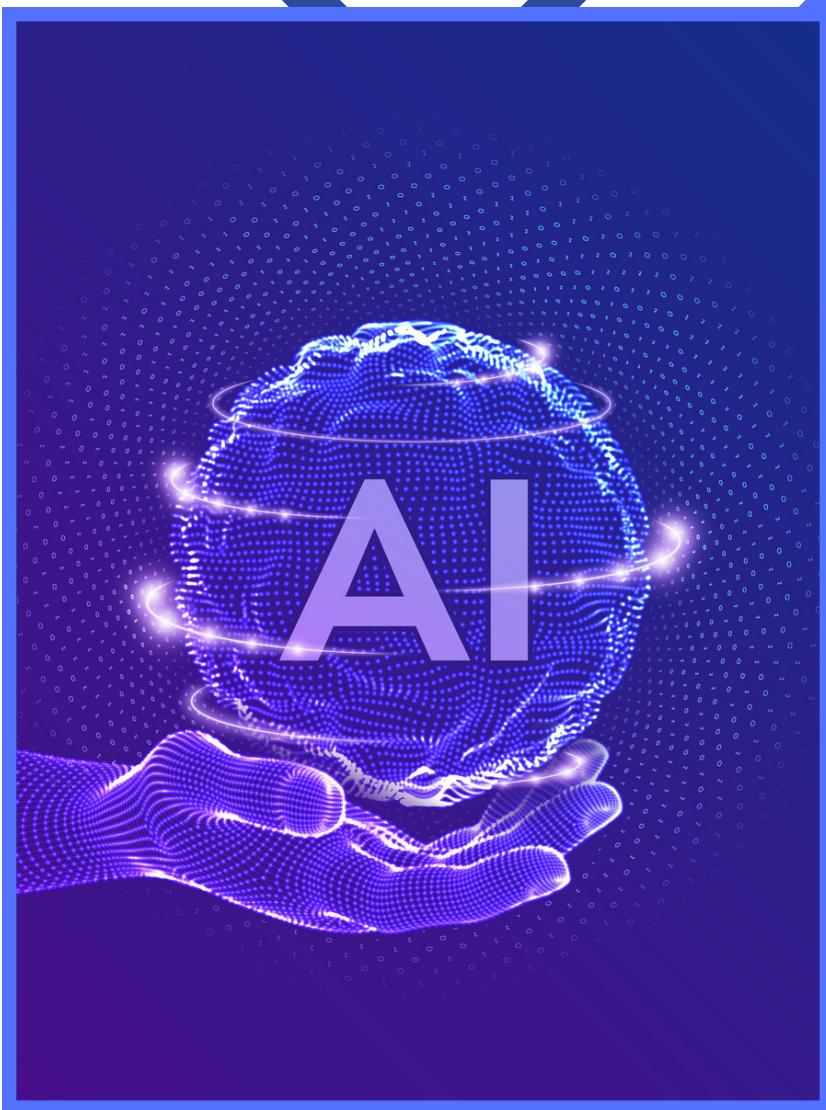
**LET'S TAKE YOU THROUGH THE TOP  
TRENDS OF 2022**

# 1: AI IS HERE TO HELP

In recent times, artificial intelligence has taken the digital world by storm. It can be seen in Smartphones, GPS in Automobiles, video games etc. Some people even fear of losing their jobs because of growing usage of AI.

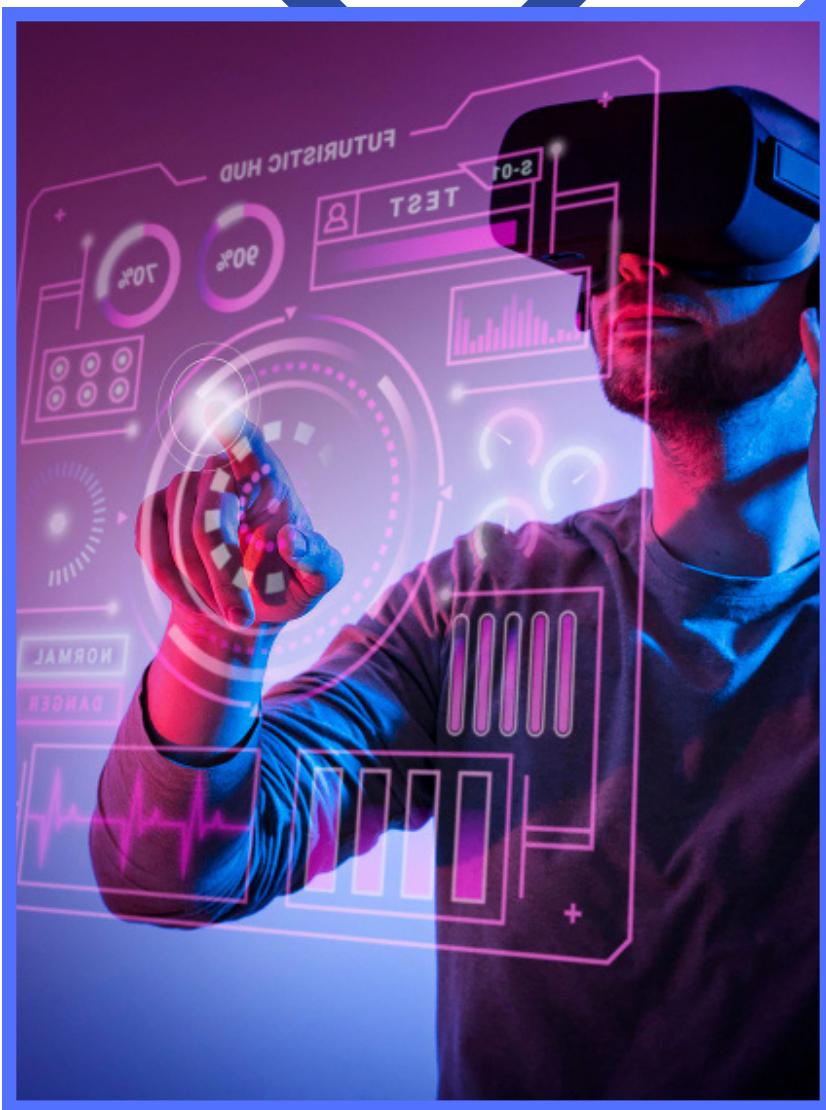
Let us look at some examples of AI

- Copy.ai helps in copywriting as well as provides various ideas on same.
- Creative ai-Dalle helps in converting ideas into visuals which makes the content creation easier.
- Video ai (synthesia) helps in creating videos out of text.



## 2: BIG BETS ON METAVERSE

Today many big brands are supporting metaverse. There are also Metaverse shopping stores like Zara's - Lime Glam. Metaverse has also entered into Real estate, Gaming and even Cosmetic Industry.



## 3: THUMBSTOPPING SHORTER VIDEO

Nowadays people have short attention span, which makes it necessary to grab their attention quickly while there are just surfing the stuff on internet, hence it becomes very much important to create short and crisp content which delivers the right message to right people at right time.

## 4: 5G IN INDIA

Recently 5 G has started to gain prominence. It will bring improvement in videos and quality of content. Depending upon sectors, 5 G varies significantly.

## 5: VOICE SEO (VOICE ASSISTANCE)

Voice SEO is also gaining momentum, which is quite convenient and can be used effectively.



## 6: FUTURE OF TWITTER?

Twitter has few changes in recent times like priority in replies & searches with blue tick feature

## 7: COOKIES LESS FUTURE

Now on third party cookies will no longer be able to keep track of personal information. Brands are now focussing on first party data which is genuine and highly reliable. It helps in targeting the right audience and also helps businesses with relevant customer information.

# 8: PROGRESSIVE WEB PAGES

Progressive web pages requires less loading time and it can run even without internet and in an efficient manner.

# 9: INTERACTIVE AUTOMATED CHATBOTS FOR MARKETING

AI Chatbots are automated and helps to get the correct information from customers which in turn accelerates the process of marketing. As these chatbots directly connect with customers which helps in increasing sales of various brands.

# 10: SOCIAL ECOMMERCE IS YOUR NEW SALES CHANNEL

The best way to communicate with broader audience is Social Ecommerce. It consists of real time videos where people can interact. Applications like Amazon-Live makes use of Social Ecommerce which helps to increase their sales.

To know more about such trends reach out to Impulse Digital



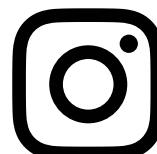
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*Thank you!*