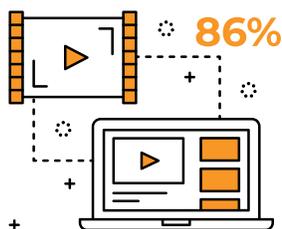


2023 MARKETING TRENDS



Video has become a crucial aspect of many businesses' marketing strategies. 86% of businesses use video for marketing and 92% consider it important, according to Wyzowl research.

VIDEO

The top three types of marketing videos are Explainer, Presentation, and Testimonial videos, while product showcase videos can also be effective in reaching a broader audience through social media.

A digital marketing strategy is important for reaching and engaging with a target audience through various digital channels such as search engines, social media, email, and websites.



STRATEGY

It allows for measurement and analysis of marketing success, leading to data-driven improvements. A successful digital marketing strategy can result in increased brand awareness, higher conversion rates, better customer engagement, and ultimately drive sales and revenue for the business.



User-generated content refers to any written or visual material produced by individuals to promote a business through digital channels.

USER GENERATED CONTENT

Examples of such content include social media posts showcasing real people utilizing a product, video testimonials from customers discussing their experiences with a company, reviews posted on prominent platforms such as Google, Facebook, and Yelp, and live stream videos depicting the unboxing of products.

Personalization will improve the efficiency and success of retention marketing, leading to increased purchases in 2023.



CLIENT RETENTION

Retention over acquisition- Acquiring new customers is becoming more difficult and costly, leading retailers to focus on retention marketing for existing customers through personalized email and SMS campaigns.



Maximize your marketing efforts every month by utilizing content scheduling tools.

SOCIAL MEDIA SCHEDULING TOOL

We know how challenging it can be to balance everything and post on social media. Thankfully there are social media content scheduling tools to help you stay organized and get your content in front of potential customers. The term "social media scheduling tool" refers to any software that allows you to automate publishing your content to your social media channels. Our favorite social media content scheduling tool is Cloud Campaign.