

# A Study on Recent Marketing Trends

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## ABSTRACT

The traditional concept of marketing as a whole has been fundamentally altered by technological advancements, forward-thinking behavior, and the insatiable desire for goods and services. Now, marketing encompasses more than just the act of buying and selling. Customer experience at every touchpoint, building relationships with customers, offering and providing a variety of free and value-added services, continuously familiarizing oneself with new digital landscapes, and marketing across multiple channels to reach various consumers are all central to the modern marketing concept. The current study focuses on Recent Trends and how they affect marketing today.

**Keywords:** Content Marketing Trends, Social Media Marketing Trends, SEO Marketing Trends, AI and Automation Trends and Privacy Marketing Trends.

## INTRODUCTION

Marketing trends shift over time as a result of changes in how consumers live their lives and consume content—the consumer is ultimately the king—and as a result of these shifts, businesses must adapt to them. Assuming we consider promoting in 1900 it was generally finished through spreading high quality handouts, placing messages in paper and getting the news out about it through speakers and house to house messages. As year passed this pattern changes in term of more use of disconnected publicizing stations like radio, TV, papers since web was as yet not normal.

After 2005, a number of platforms like YouTube and Facebook were discovered, and people began to upgrade their internet services to make it easier for them to use these apps. For the purpose of promoting their goods and services, numerous businesses began approaching these websites. Companies engage with their audience on social media platforms, launch new products, and promote existing products to make up the majority of the digital advertising. A lot has changed in modern marketing, and brands are now finding new ways to explore the online world and better connect with their audience.

## REVIEW OF LITERATURE

- Mr. A.R. Dandekar, Mr. Hargude N. V., and Miss Raut Nutan Dattatray (2016) researched "Modern Trends in Marketing Management." Social media, e-commerce, and other digital marketing trends present new challenges for an organization's marketing department today. As a result of these factors, consumers' purchasing habits are also drastically changing. As a result, the various marketing tools and strategies that are currently available were the primary focus of this paper. In conclusion, they advised the industries to select these tools and marketing strategies immediately in order to maintain their competitive edge.
- Ramu Murthi (2016) learned about "Late Patterns in Promoting." Customers can now find comparative information about products, competitors, and businesses without having to leave their homes thanks to a recent marketing system. They can easily compare information about online service quality, performance, price, and availability. The researcher looked at various marketing trends that can be used to track customers. He advised businesses and industries to immediately implement these trends if they wanted to survive in today's competitive world.

## Research gap:

The over two exploration papers predominantly centered on the new patterns in Current Promoting. I expanded my research to include how current trends affect businesses as well as consumers.

## OBJECTIVES:

To research the most recent developments in marketing to understand how current trends affect on modern marketing.

## **METHODOLOGY:**

The secondary data have served as the foundation for achieving the research's goals. Various websites, journals, magazines, and other publications have provided the necessary data.

## **ANALYSIS OF CURRENT TRENDS**

Main attraction is Influencer marketing which evolve into a common marketing tactic.

1. Video marketers will keep content short.
2. Social media will become a customer service tool.
3. More businesses will leverage SEO to concur search traffic.
4. Mobile optimization will be even more important.
5. More companies will prioritize social responsibility.
6. Aligned marketing and sales teams will win.
7. Experiential marketing could make a comeback.
8. Inbound marketing will remain a best practice for growing brands.
9. Virtual reality (VR) and augmented reality (AR) will experience slow adoption in themarketing sphere.
10. More brands will test out native ads.

## **INFLUENCER MARKETING IS A STRATEGY FOR MARKETING**

“Influencer marketing will become increasingly popular as a marketing strategy.”

Marketers can increase brand awareness and gain fans from the influencer's own audience when they collaborate with industry thought leaders and influencers.

Social media promoters with a smaller following (typically thousands to tens of thousands of followers) are known as micro-influencers. Despite having fewer followers, their posts frequently have a greater impact due to their higher engagement rate.

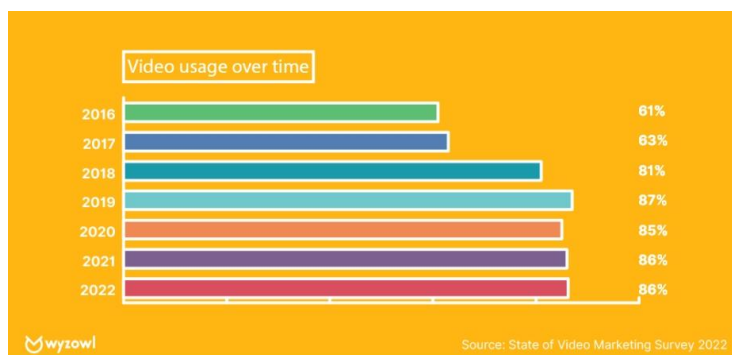
As a result, these influencers have begun to play a larger role in converting leads, connecting with audiences and increasing brand awareness because they have also established a niche in their sector.

In contrast to celebrities who are difficult to reach, micro-influencers are still regarded as "everyday people." As a result, their audiences are actually more likely to trust the advice and opinions that they provide.

For instance, Rosie, who goes by the handle "The Londoner," is a well-known travel and lifestyle influencer who has more than 330 thousand devoted followers who interact and respond to her posts. The image below shows a post on Rosie's profile, which has nearly 36,000 likes and almost 11% engagement.

When deciding whether an influence is right for your brand, it's tempting to focus solely on their number of followers. However, engagement rates (clicks, subscriptions, and purchases) are the true measure of influence.

## **VIDEO MARKETING AS A CONTENT BELIEF**



Marketers of video always keep their content brief.

We anticipate that short-form video will continue to dominate marketing in 2023. One in five marketers plans to use short-form video for the first time in 2023, and astonishingly 90% of marketers who use short-form video will increase or maintain their investment in the coming year.

Long-form videos can provide audiences with depth and a lot of information about a product, brand, or service; however, both B2C and B2B marketers have discovered that short-form videos can actually be much more effective at getting to the point.

A short-form video not only requires less bandwidth to make, but it also works well with the short attention spans of a wide range of online audiences. This is probably why platforms like TikTok, Reels, and Snapchat have experienced rapid growth and marketing interest in recent years. An excellent illustration of a TikTok video produced by Canva, which demonstrates to viewers how simple it is to produce graphics with a professional appearance using the website.

### **CUSTOMER SERVICE WILL MAKE USE OF SOCIAL MEDIA**



Although the practice of using social media as a customer service tool is relatively new, it is quickly gaining popularity. In fact, 15% of marketers plan to use direct messages (DMs) for the first time in 2023, and over 25% of marketers use DMs to provide customer support.

This trend's emergence at a time when numerous social media platforms, including Instagram and Facebook, are expanding their e-commerce capabilities is no accident. As a result, providing excellent customer service on these platforms will grow in importance.

It's also important to note that consumers, particularly Millennials and Generation Z, want to communicate with brands through direct messages. 20% of Gen Zers and nearly 25% of Millennials, according to the HubSpot 2022 Consumer Trends Survey, have contacted a brand for customer service via social media in the last three months.

### **SEO WILL BE USED BY MORE BUSINESSES TO ATTRACT SEARCH TRAFFIC**



As marketers, we need to make sure that our websites and content are as easy to find as possible, especially on search engines like Google, which can bring in both long-term and short-term traffic returns. Even though SEO is not new, its methods are becoming increasingly ingrained in contemporary marketing strategies.

SEO comes in third place, behind influencer marketing and short-form video, when it comes to the trend that marketers will spend the most money on in 2023. In addition, compared to the previous year, 88% of marketers with an SEO strategy plan to increase or maintain their investment in 2023.

All opportunities for search optimization expand in tandem with the growing demand and interest in SEO strategies. SEO has evolved to encompass much more than simply producing basic posts that respond to straightforward search queries as Google's algorithms have changed. Brands are now making investments in SEO specialists who can assist them with everything from multimedia optimization to search insights report.

### **THE IMPORTANCE OF MOBILE OPTIMIZATION WILL INCREASE**



Mobile devices are being used by consumers more and more. In fact, mobile devices, including tablets, account for more than half of annual website traffic.

Mobile-optimized digital experiences will become even more important for business owners who market to millennials and Gen Z audiences because of their growing purchasing power.

#### **The following are just a few of the reasons:**

- 33% of global marketers invest in mobile web design;
- 64% of SEO marketers consider mobile optimization to be an effective investment. Additionally, mobile experiences are important in other key marketing strategies in addition to being important on brand websites.

For instance, 56% of marketers who work with email prioritize providing subscribers with mobile email experiences.

### **SEO WILL BE USED BY MORE BUSINESSES TO ATTRACT SEARCH TRAFFIC**



SEO will be used by more businesses to attract search traffic.

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### **SOCIAL RESPONSIBILITY WILL BE PRIORITIZED BY MORE BUSINESSES**



89% of advertisers who make social obligation content intend to increment or keep up with their interest in 2023, which is practically twofold from the prior year.

The pattern is obvious: Transparency, ethics, and social responsibility are important to the modern consumer.

For instance, 40% of Millennials and 50% of Gen Zers want businesses to take a stand on social issues like climate change, LGBTQ+ rights, racial justice, and gender inequality. With all of this in mind, businesses have begun to reorient their social media strategies to place a greater emphasis on inclusive initiatives, promotions, and offerings while also highlighting causes or missions they support. It's still thoughtful and effective to demonstrate a sense of social responsibility, even if this doesn't immediately result in product sales.

Hal Gregersen, Senior Lecturer in Leadership and Innovation, offers his perspective on the matter:

"I believe there is currently a perfect storm of opportunity for strengthening D&I (diversity and inclusion) in organizations," "Says Gregersen. " Traditional ways of doing business and working were disrupted by the pandemic, and barriers to the idea of change are now falling down.

### **THE MARKETING AND SALES TEAMS THAT WORK TOGETHER WILL WIN**

As we inch more like 2023, it's turning out to be progressively urgent for deals and showcasing groups to cooperate. Marketers can get a more complete picture of their customers, including their interests, hobbies, and demographics, when these teams work together.

However, when this does not occur, it results in a flurry of issues for all parties involved. Most notably, it is more difficult to share and access data between teams, which is a problem that one in five marketers currently faces.

Surprisingly, only 31% of marketers claim that their marketing and sales teams are strongly aligned. It's nothing unexpected



that close to half of advertisers are moving their objectives in 2023 towards deals and promoting arrangement.

### **IT'S POSSIBLE THAT EXPERIENTIAL MARKETING WILL RETURN**



Audiences are able to enter an immersive experience through experiential marketing campaigns, which typically take place in a real location or through an AR/VR platform.

The M&Ms Flavor Room pop-up was one example of an experiential campaign you may have seen in the past.

There were "rooms" in the shape of orbs, each with decor and scents specific to a particular candy flavor. In addition, there were snack and drink lounges with M&M-themed cocktails at the pop-up, which was held in NYC in 2018 and provided excellent opportunities for M&M to appear on the social media pages of various attendees.

In spite of the fact that immersive experiences like these were entertaining, productive, and highly shareable on social media, they encountered obstacles in the years 2020 and 2021 when the global pandemic necessitated the closure of businesses, public venues, and entire nations.

Additionally, fewer small brands have invested in digital experiential marketing due to the high cost of creating branded AR/VR experiences that require audiences to have the latest smartphone technology or AR/VR headsets in order to access the content.

However, the possibility of experiential marketing being reintroduced for the year 2023 is now on the table as digitally immersive platforms continue to become more accessible to a wider audience

### **INBOUND SHOWCASING WILL STAY A BEST PRACTICE FOR DEVELOPING BRANDS**



In this era of digital transformation, adopting inbound marketing is an extremely intelligent decision.

Outbound marketing methods have become even less effective at reaching prospects and leads as a result of the world's unprecedented change over the past two years.

Inbound marketing has emerged as one of the most efficient strategies as a result of the transition from in-person to hybrid work from home (WFH) business practices. For instance, as a result of COVID-19, there has been a significant rise in the number of virtual events, necessitating innovative marketing strategies to pique customers' interest.

The founder and content strategist of the digital marketing agency Lighthouse Creative Group, John Hazard, sees this as a chance to attract attention despite their usual formulaic output. Brands face a significant issue with screen fatigue.

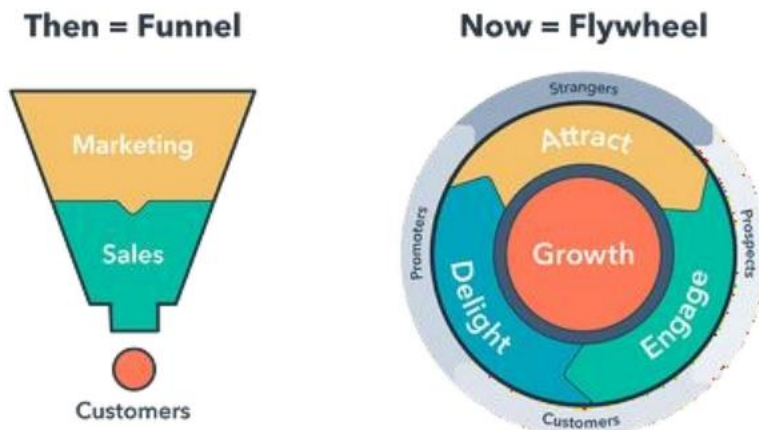
"Every business has tried to roll out events, webinars, and virtual conferences as virtual events have exploded as a replacement for in-person engagement," Hazard continues. However, the majority are PowerPoint presentations or executive conversations with their kitchen background. That's not interesting. In 2021, graphics, directors, professional hosts, equipment, and no kitchen backdrops will compete for polish and production value.

Through a refocusing strategy that encourages customers to search for your content, inbound marketing can be a useful tool for raising brand awareness and fostering digital trust.

You must create high-quality, useful content that is tailored to your buyer personas, target audience, and their requirements as part of the inbound marketing process.

### **BUSINESSES ARE USING THE FLYWHEEL THE MARKETING FUNNEL IS A THING OF THE PAST**

The one-way funnel has been replaced by the flywheel, and a subsequent emphasis on service has placed it at the center of numerous inbound marketing strategies.



Customers were an afterthought in the marketing funnel world. Businesses regarded them as obsolete once they became paying customers—until, of course, it was time to resign that contract.

On the other hand, the flywheel puts the customer at the center of everything. One of the most effective forms of marketing is word-of-mouth advertising, so it's wise to train your customers to become advocates and promoters of your brand in addition to serving them. This procedure is depicted by the flywheel: great help similar to claim advertising system.

Your customers will be delighted and empowered if you keep the flywheel at the center of your marketing efforts. It's beneficial to put a weighty accentuation on client support and train your group to deal with solicitations and issues.

Customers who are able to promote and advocate for your company through their networks, both online and offline, will result as a result of this.

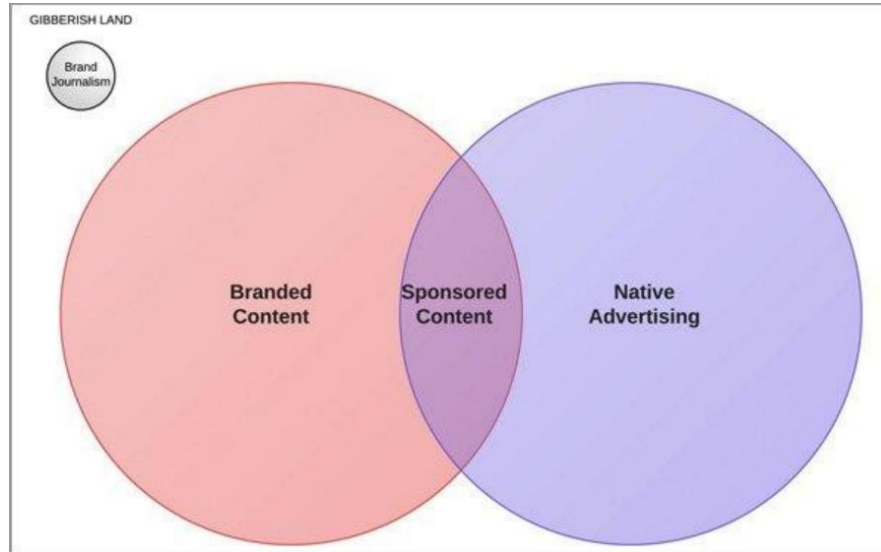
The Ultimate Customer Case Study Creation Kit, which includes Free Templates The marketing industry will adopt virtual reality (VR) and augmented reality (AR) slowly.

We had high hopes for virtual reality and augmented reality in marketing at first. 35% of marketers were using augmented reality or virtual reality in their strategies in 2021, and almost half of those marketers planned to increase their investment in 2022.

However, as fewer marketers plan to invest in it in 2023, it may fall to a lower position on the list. Over a quarter of marketers, or 27%, plan to stop using VR and augmented reality next year.

Due to expensive equipment and bulky headsets, marketers have generally been slower to adopt this trend. However, this could change as VR glasses and augmented reality apps become more accessible.

### **NATIVE ADS WILL BE TESTED BY MORE BRANDS**



Nearly 23% of marketers planned to use native ads for the first time this year, and we anticipate that this percentage will continue to rise in 2023.

Why is this strategy receiving more attention? It works, then. More than 36% of marketers who use native ads say that it works, and nearly 50% say that it is their best way to get an ROI.

Native advertising is an investment made by your company when it pays to feature content on a third-party website. Native advertising, on the other hand, is intended to blend in and introduce your brand to a new audience that might not otherwise be aware of you. This is in contrast to traditional advertising, which is intended to interrupt and stand out.

Consumers are more likely to consume native ads because they do not "feel" like traditional ads. In fact, consumers view native ads more than 50% more than banner ads.

On social media, in search engine results, on content recommendation platforms (those links to various other content you can click at the bottom of the page to read more on or related to the topic), and in campaigns are all examples of native advertising.

For instance, Instagram is a well-known social media platform that frequently makes native advertising partnerships with brands. By exploiting the Instagram Story or Shop highlights, brands can share presents that seem to be comparative on the normal client's devotees posting style, while quietly publicizing an item.

Trends in Content Marketing At least 47% of buyers read three to five pieces of content before speaking with a sales representative, and the majority of them anticipate that brands will produce content to pique their interest. As a result, global brands' investments in content marketing have only increased.



## THE MOST POPULAR MARKETING CONTENT FORMAT WILL ALWAYS BE VIDEO



We anticipate that the marketing industry will continue to be dominated by video in 2023. Why? because marketers intend to invest more than any other trend in short-form video in the coming year. In addition, in 2023, a staggering 90% of marketers who use short-form video will either increase or maintain their investment.

According to Neil Patel, CMO and Co-Founder of NP Digital, "video creates a deeper connection with your potential customer base and it is easy for brands to repurpose video content into podcasts and text-based content."

Due to expensive production and resources, video creation and marketing strategies were limited in the past. It is now much easier to find. Video has become less intimidating to incorporate into your marketing efforts due to its lower cost barrier.

"Our company, Jotform, has been intensifying its YouTube video efforts. "Because we invested in video on this platform, we have more than 16,000 subscribers and have seen a huge increase in site traffic and signups," says Aytakin Tank, founder and CEO of Jotform.

You are not required to employ a marketing agency or production team; All you need is inexpensive editing software and a smartphone, like an iPhone. Don't think so? At the beginning of the COVID-19 pandemic, the method by which our own video marketers produced home-based video content is highlighted in this post.

Blogging will never go away.

Since brands began creating their own websites, blogging has become a common marketing strategy. But the fact that this strategy is old shouldn't mean that it's no longer effective. Since it works, blogging has actually been used for a long time. So much so that one in three marketers uses their own blog or website. Our research also found that the majority of customers read blogs multiple times per week and have purchased something from a brand after reading the blog of that brand.

Blogs not only encourage customer interaction and, possibly, sales, but they also bring a significant and important advantage to your website or online pages: discoverability in a search.

In the end, websites with robust blogs have a greater search potential and are much simpler to implement SEO strategies than websites without them.

## CONCLUSION

Customers of today are more adamant: they want to define their own experiences, communicate through channels of their choosing, and discover problems on their own. Marketing is evolving at a rate faster than ever before. Brands' methods for attracting, interacting with, and converting customers are changing thanks to technology solutions. Marketers now have more power than ever before thanks to mobile devices, social media, data, visual platforms, empathy, and personalization. Customers are interacting with businesses through an ever-increasing number of channels, and voice assistants are transforming the way people search. When devising a plan to keep up with the changing habits of customers, these aspects must be taken into account. Experiences with customers are becoming a major factor in a brand's differentiation as consumer behavior shifts. Companies must first comprehend consumer demand before implementing the appropriate technologies to provide exceptional, individualized customer experiences in order to create exceptional experiences. Every

interaction presents an opportunity to acquire new clients, influence favorable business outcomes, and adapt to change.

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