

December | 2021

**Psalm 34:8** Taste and see that the LORD is good; blessed is the one who takes refuge in him.



## New Year, New Marketing Strategy

The challenge marketers are facing is to manage to think on their feet as trends begin, change, and fastly fade away. Fortunately, with our experience of observations from 2020 and 2021, we can create a solid 2022 marketing strategy that will take everything into account. Trial and error through 2020 and the first part of 2021 have given an advantage to marketers and a good grasp on what to keep, what to change out, and what tactics to start implementing in a new strategy.

## Social Media Strategy 2022

One area that continues to be dependable for a solid ROI is social media. Some [insight from the first quarter of 2021](#) provides a good indication that social media will be in your "keep" and "change" column for your 2022 marketing strategy. Of course, social media is in the keep column, but you also might want to look into tweaking a couple of things in regard to your social media marketing outreach.



Pinterest is now attracting up to 5 billion searches a month. This isn't just searching for décor inspiration, either. People are searching for actual products on Pinterest at a rate of 20x higher than the previous year. This is an increase of 150% from their average 2 billion searches a month in 2016.

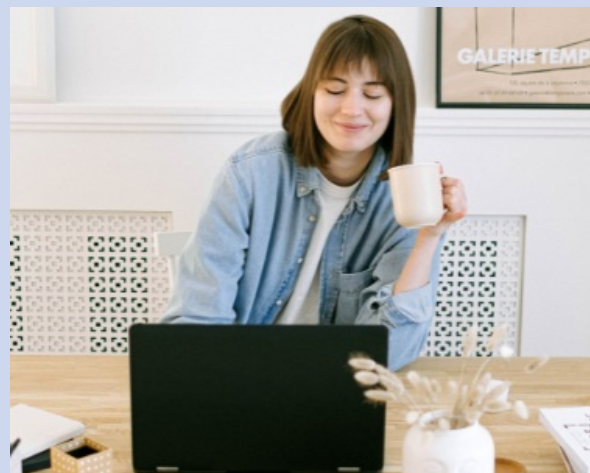
Facebook is still the most visited social media site but TikTok has become the major platform for [influencer marketers](#). Over half of B2B marketers in the U.S. are finally now using Instagram, which is up from 30% in 2020, the platform did see its biggest decline in influencer marketers, down from 80% last year to 68% this year.

## Experiential Marketing Strategy 2022

We have come to the conclusion that virtual events are probably here to stay, for at least the foreseeable future. Companies are investing time and money into the increased technology that is necessary to help bring consumers together for various events on digital platforms. The majority of companies have noticed the same or greater attendance for virtual events than they'd previously expected for live events.

### Insight for Experiential Marketing

Since companies have been investing so much in technology that is necessary for virtual events, many organizations are likely to create hybrid events, with parts of the agenda being accessible online. Incorporating a hybrid approach includes the opportunity for your audience to attend virtually or the speaker, or a mix of the two. BY creating a 2022 marketing strategy for live and hybrid events, you will be allowing the option for remote viewing to anyone who may not be comfortable with in-person activities or simply can't make the trip to the event.



# Seamless Multi-Channel Retail Experiences

As more and more companies adopt a permanent work-from-home policy and consumers revel in the convenience of in-home streaming, finding new creative ways to reach buyers is more important than ever. Your in-store, online, in-app, and out-of-home advertising should all cohesively work together to identify your buyer, understand where they are in their buyer's journey, and help persuade them to complete a purchase without skipping a beat between your various channels.

## Insight for Multi-Channel Retail Marketing



You should not only focus on creating a seamless experience for your website, social media, and app by all working together but also consider the entertainment streaming services. This will provide another avenue for you to potentially reach new customers. Traditional ads might become a thing of the past, but [Hulu](#) has introduced interactive ads that will provide an even richer experience

for prospects that have already expressed interest in what you sell.

With the increasing availability through consumers' cell phones, tablets, and other wearable technology, marketers are now more than ever able to change how to utilize out-of-home messaging that can reach their buyers. Nowadays digital billboards can sync with a website that was viewed previously, there is nothing more omni-channel than that!

While it may seem impossible to completely predict the future and guarantee the results of these suggestions, you can plan for uncertainty by building out agile marketing plans and a comprehensive budget. By preparing to grow your brand's reach through smart approaches to digital – there are some risks – but no doubt that marketers will be better prepared for whatever 2022 may bring!

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# Let's Go Digital!

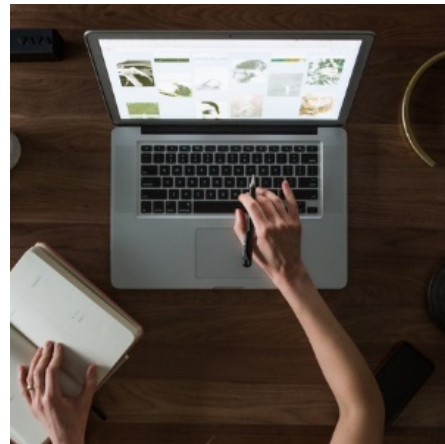
SCHEDULE A QUICK CALL

## In Case You Missed It!



### **Quick Tips for a Clean, Professional Instagram Aesthetic**

Your Instagram aesthetic is one of the first things your potential customer will recognize when considering making a purchase from you. The colors, layout, tone, and overall feeling of your page will contribute to their first impression and can either gain or you a new follower or send them to one of your competitors. Creating a clean, professional Instagram aesthetic is not only visually appealing for your audience, but it also aids in improving brand awareness and overall



### **5 Ways to Prepare & Optimize Your Website for the Holidays**

The holidays aren't over yet and it's not too late to get your website in the mood for some holiday cheer. The holidays are a great time to freshen up your website for any newcomers and create a new fun look for your faithful and returning online visitors. The appearance of your website isn't the only thing to worry about this holiday season, with the increase of traffic and online shopping, it's important to optimize your website for the increase in traffic most

business success. It showcase your brand's voice, personality, and helps your audience recognize your brand when scrolling their feed.

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businesses experience this time of year. Decorate your website with some Christmas Cheer. This is a fun way to showcase the more fun side of your business.

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