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Jeremiah 29: 11 "For I know the plans I have for you," declares the Lord, plans to prosper you and not to harm you, plans to give you hope and a future."



Marketing Trends to Embrace in 2022

If there is one thing that the COVID-19 pandemic has taught the marketing professionals, it's that having a strong online presence for your business is a must. The need for a user-friendly & intuitive website has gone from an option to a necessity. As we enter 2022, your marketing strategy also needs to keep up with the digital evolution to remain relevant.

Let's dive into ten prevalent marketing trends to consider in order to future-proof your business!

Looking Forward to 2022 Marketing Strategies

1. Video Marketing

Short-form content is on the rise, and it doesn't seem to be slowing down anytime soon. Instagram Reels, TikTok, and YouTube Shorts are some of the most popular video-based content channels today. They have a strong ability to capture attention which leads to stronger engagement than other content.

2. Voice Search Optimization

Today, about [48% of consumers use voice assistance](#) for general web search. To adapt to this rising number, marketers will begin to optimize their content for voice search. Unlike text SEO, voice search optimization involves a greater focus on those long-tail keywords and question queries.



3. Virtual Reality (VR) and Augmented Reality (AR)

This is one of the marketing trends that will not just be evident in 2022 but the years following. We'll begin to see these technologies used to promote products and services, which will forever change the marketing world. VR creates a computer-generated reality that incorporates a fantasy-like world in three dimensions. AR is based on the current real-world setting but layers parts

of another world onto it.

4. Influencer Marketing

Over the past year, the influencer economy has drastically grown and will continue to do so over the years. By the end of the year, it is expected that [influencer marketing](#) will evolve into a \$15 billion industry. This growth is mainly due to Tik Tok's rapid expansion. Influencers have proven that their audience will follow them across platforms, providing, even more, reach for creators and brands alike.

5. Conversational Marketing

This marketing strategy is a way to talk to your audience one on one to improve customer experience and sales. These one-on-one conversations can take place through live chat, chatbots, messengers, voice assistance, and more. Better communication with customers means your business can shorten the sales cycle and significantly improve your marketing funnel.

6. Artificial Intelligence (AI) and Machine Learning

Marketers now join web developers and engineers when using AI and machine learning. Today, marketers, too, will increasingly utilize these technologies in their everyday marketing efforts. AI in marketing uses online and offline customer data along with concepts such as machine learning, natural language processing, social intelligence, to gauge your audience's future engagements.

7. Livestreaming

Viewers tend to find streaming highly

engaging. In fact, watch time for live content is up 250%! This strategy and rising marketing trend is an excellent way for brands to showcase not only their personality by their values authentically.

8. Branded Audio Content

Podcasts, social media audio, and editorial listening all fall under this strategy which is something we will all be seeing much more of in 2022. Since podcasts can drastically build awareness and increase brand recognition, more businesses will follow this trend. Adding audio to your marketing mix will expand your content marketing strategy and even increase your website SEO.



9. Organic SEO

Driving traffic to your site through an SEO strategy is a solid marketing strategy that is not going anywhere. In 2022, SEO continues to be a leading source of new business and traffic for most companies. Prepare for the increase of Featured Snippets by following best practices, including bullet points, numbers, and complete answers to organize your content to increase the chances of gaining a snippet feature.

10. Inclusive Marketing

An inclusive marketing plan isn't just about showing diverse images on your website or social media pages. Rather, inclusive marketing is neither a gimmick nor a sales truck. Consumers, more than ever, are looking for brands that practice what they preach and are aligned on all values. If you are looking for customer loyalty and lasting respect from your users, you will want to be an authentic brand.

We'd love to hear which of these 2022 marketing trends you are incorporating into your mix! Feel free to reach out to see how the Spectrum Net Design's Marketing Team can help boost your efforts and put your brand in front of the RIGHT audience.

Ready To Boost Your Marketing Efforts?

SCHEDULE A QUICK CALL

In Case You Missed It!



How to Optimize for Voice Search

Voice search is the action of using speech to ask a questions or give commands to compatible devices like smartphones or smart speakers. The searcher speaks into the device and the device fulfills the command or answers the question. Voice search had made its appearance into the mainstream in 2011 with the launch of Apple's Siri on the iPhone 4. In 2015, the Amazon Echo became one of the first established smart home devices. From there on, several competitors entered the voice search



Why Choose WordPress Over Other CMS Platforms

Beginning out, WordPress was a well-known blogging platform. Now, not only used for blogging, it is a great content management system (CMS) to consider for your business website. There are other free and paid CMS options out there, but WordPress solutions can help improve your user's online experience while answering your company's need for website control, flexibility, and ease of use. WordPress is free for anyone to download and it an open-source platform that has

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