



TOP 10 DIGITAL MARKETING TRENDS

2022 EDITION



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As a digital marketer, there are always a multitude of new technologies, trends, buzzwords, as well as passing fads. It can often be hard to keep up with everything, and know which things you should focus on, and which ones you can pass over.

One of our goals at Attribution is to make it easier for marketers and advertisers to get the best possible results in everything they do. To help with this, we've compiled a list of ten trends in digital marketing that you should pay attention to and strongly consider when planning your upcoming initiatives. While every organization and their marketing needs are different, the list we've compiled should provide some food for thought.

Let's explore our 2022 pick of the top 10 digital marketing trends you should be considering as you plan your efforts for the year.

1 | PERSONALIZATION

Customers not only appreciate personalization, and often buy more when receiving tailored offers, but they have actually come to expect it as well, with [91% saying](#) they are more likely to spend money with brands that provide relevant offers and recommendations. This means they might go elsewhere if you can't deliver more personalized experiences.

While personalization is certainly not new to the marketing world, it is increasingly easy to do, and there are more tools available to use to do it well. Look out for increasing ways that you can custom-tailor your customers' experiences across your digital experience.

The good news is that there are a variety of ways that you can provide the personalization your customers crave. With a multitude of tools and platforms available to companies of all sizes, this is a method of

reaching customers whose time has truly come. If you aren't actively using personalization in your marketing and advertising, let 2022 be the year you begin.

2 | CITIZEN DATA SCIENTISTS

Your company may have a data science team that is able to crunch even the most complex numbers, but what about that statistic that you need right now in order to do your job that can't wait to submit a request to another team? Enter the citizen data scientist.

Just like we're seeing with personalization tools, more and more platforms are providing non-technical users with the ability to do deeper and more robust inquiries into their data. This is great for companies of all sizes, as it means that your data scientists (if you have a team) can focus their efforts and energies on answering big questions and solving complex challenges.

Marketers rely so heavily on data in order to do their jobs effectively. Having tools to analyze channel and campaign effectiveness quickly and easily can make the difference between good results and great ones.

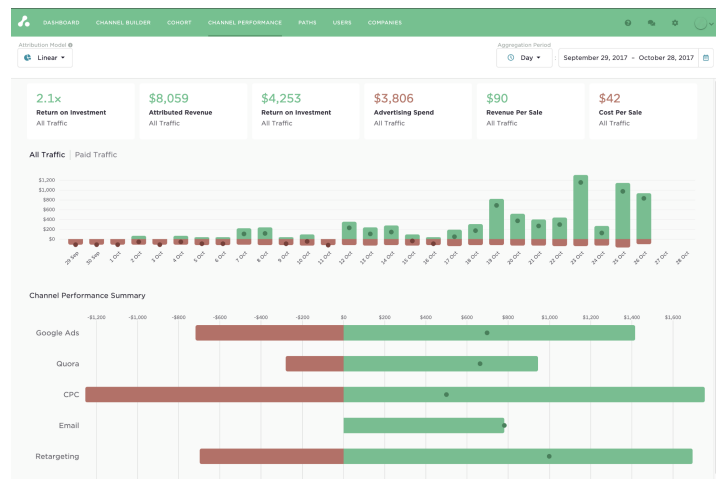
Make a note that hot on the heels of citizen data scientists is a movement allowing low-code or no-code application creation. Many organizations have already started down this path with great success, so look at this as another trend to keep an eye on.

3 | MULTI-TOUCH ATTRIBUTION

Sick of not knowing where you are getting real returns from your advertising dollars? Call us biased, but multi-touch attribution is not only here to stay, but it's now made simple with tools like our own Attribution platform.

With so many advertising and marketing channels and options, it is increasingly important that you can speak to what methods are the most effective. This helps you answer the tough questions marketers often get asked, and it also helps you plan your budgets in order to put resources where they will be most effective.

Marketers are continually asked to justify their budgets as well as their strategic and tactical decisions. By employing multi-touch attribution, you can speak with confidence about the



successes and opportunities available to you and your team.

4 | CONVERSATIONAL MARKETING

More and more consumers want to quickly get their questions answered by asking direct questions. This requires providing interfaces where your customers can “talk” to your brand, whether it’s a real person or a set of automated answers.

There are many ways that you can utilize marketing that talks to consumers. This is a relatively broad category that includes live chat, chatbots, voice assistance, as well as other forms of conversational artificial intelligence (AI).

While conversational marketing covers a range of options, many organizations employ several of them at different points in the customer journey. If you’re not any of these, the best idea is to start with one and add from there. If you’re already employing one or more, it’s time to look at your measurements to see where there might be gaps or opportunities to improve.

Either way, conversational marketing is here to stay, and smart brands are embracing it quickly.

5 | EMPLOYEE ACTIVATION

It turns out that some of the greatest advocates for your company’s products and services sit right next to you (physically or virtually!). Employees within your organization have the potential to broadcast your branding and marketing messages in ways that it can often be difficult to get new or potential customers to do.

Consider activating employees to be brand ambassadors, and provide them with the materials, content, and motivation to get your marketing messages out there.

6 | PUSH NOTIFICATIONS

Concerned about being too “push”-y? It’s time to rethink any objections about push notifications, because they really work! Consumers are busier and busier, and sometimes your notification is all it takes to remind them that they should take the next step with your product or service.



Creating personalized notifications and introducing them at meaningful and relevant times in the customer journey make these messages a welcome reminder, and not an unwelcome intrusion. With easy ways to opt out of these types of messages, you can ensure only the customers that prefer this method of communication are receiving them.

7 | STORYTELLING WITH WORDS AND VISUALS

Who doesn't love a good story? It turns out, almost everyone agrees that storytelling in marketing is incredibly effective and creates an emotional connection to your brand. Regardless of what industry you are in, or what products or services you may be selling, there are smart ways to integrate storytelling into your marketing efforts.

When you add compelling content to help illustrate that story, you can have even greater impact. Utilizing multiple channels and mediums to bring a story to life in a bigger way can also immerse your audience, and make a deeper connection.

Storytelling isn't just for B2C brands, either. Business to business (B2B) marketers have had great success with storytelling as a way to empathize with some of the common challenges that their customers face. Find creative ways to illustrate your product or service's value proposition by making your customers the hero of a story that is relatable to them.

8 | ONLINE-OFFLINE CUSTOMER EXPERIENCE

Consumers switch between devices, channels, and even between in-store and online more often than ever these days. A customer could be walking in your store while comparing prices using their mobile devices, then turn around and drive home and buy a competitor's product at home on their laptop.

Customers also expect the experiences they have online and in real life to be consistent when dealing with the same brand. This means your digital presences, your customer services teams, and your front line employees need to be all on the same page. It also means that the same customer may be bouncing from device to device, and location to location throughout the buying process.

Brands that understand this behavior and take intentional actions to streamline these experiences are successful because their customers can depend on consistency and quality no matter how they choose to engage.

9 | LIVE STREAMING

While any organization can put content online for all to view, there is nothing quite like being part of a shared experience. Live streaming your content helps bring the excitement of live in-person gatherings, presentations, and events.

There are now also more choices than ever to live stream from your platform of choice, and broadcast to your audiences on social media, through your website, and more.

Live streaming your content allows you to create urgency in the moment, and then utilize that content afterwards in a number of ways. Your recorded content can live past the live event, educating and enlightening your audiences for months and years to come.



10 | HYPERLOCAL MARKETING

Just like we saw with personalization, the first trend to watch that we recommended, advertisers are having great success with targeting customers in highly specific geographic locations. This isn't simply targeting a by city/state combinations. Hyperlocal marketing takes this further and targets within a matter of a few blocks or streets, which allows marketers and advertisers to reach people that are searching for specific content on their mobile devices.

Hyperlocal is a great way to ensure that the people you are reaching are in the right location and have the proper buying intent. While it's not for every marketer, brands that want to drive foot traffic to their physical locations by utilizing "near me" searches as a way to both capture intent from the users, and attract interest through relevant offers, products, and services. These can include companies that sell products in their stores, or those that deliver.

There are many ways to start with hyperlocal marketing, including building your presence and reviews on platforms like Google, Yelp, and Facebook, as well as targeted advertising. If your business is looking for more foot traffic in 2022, you should definitely consider hyperlocal.



CONCLUSION

As you can see, there are a lot of things to keep in mind as you are planning your upcoming marketing and advertising initiatives. While it's important to keep your existing programs running successfully, make sure you are adapting your efforts to utilize the latest methods, and testing what works best along the way.

We hope you've found some inspiration and ideas as you plan your marketing and advertising initiatives for the year ahead.

Want to take your marketing and advertising further in 2022?

Check out [Attribution](#) to understand which of your marketing efforts are performing best, and where you should be prioritizing your resources to maximize results. With easy to understand reporting for your marketing team, and advanced capabilities for your data scientists, get ready to take your marketing further this year.



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