

# 14 DIGITAL MARKETING PREDICTIONS FOR 2022

## 1. CONTENT SELLING

Content marketing will take the approach of content selling – focusing on helping sales with content marketing and measuring the results.

93% of the most successful B2B content marketers are extremely/very committed to content marketing.



## 2. A SINGLE TECHNOLOGY PROVIDER

One of the emerging trends in digital marketing is switching to an all-in-one software provider.

The average enterprise uses **91 different** marketing cloud services.

## 3. HYPER-TARGETED CONTENT

People don't like being bombarded by irrelevant ads – but most of them don't mind ads targeted to their specific needs.



49% of people will disregard a brand if it bombards them with ads or if they perceive the advertising to be irrelevant.

## 4. VOICE SEARCH

OC&C predicts that voice-activated commerce will increase rapidly in the coming years.



Voice commerce sales have been estimated to reach \$40 billion by 2022 in the US.



## 5. NEW POSITIONS IN MARKETING

Boston University predicts that the position of Market Research Analyst will increase in popularity by **41,2%** by 2020.

Traditional titles in marketing will give way to jobs focused on analytics and growth, such as Growth Hackers and Market Research Analysts.



Hello, \$First Name\$!

## 6. PERSONALIZATION

One part of closely targeted marketing is personalization – 2022 will see an enormous rise in the amount of personalized content.

## 7. COMBINING MARKETING AND SALES

Marketing and sales will continue to collaborate and move closer together – some teams will even merge together.

According to Liana's survey, **29,5%** of marketers see closer collaboration of marketing and sales as a main benefit of marketing automation.



## 8. INVESTMENTS ON THE RISE

Global DMS market:



According to CMO, **87%** of total marketing budgets will be going to digital by 2022.

## 9. CATER TO GEN-ZERS

Gen-Zers are expected to constitute about 40% of all consumers by 2020. Their consumer behaviour differs from that of previous generations.

How to approach Generation Z:

- Collaborate with influencers
- Invest in video content
- Be transparent and honest



## 10. TRANSPARENCY AND DATA SECURITY

People are more aware of their data, and want to know how it's used.

**94%** of consumers say they would remain loyal to a brand that provides complete transparency.



## 11. THERE'S AN APP FOR THAT

According to AdAge, mobile spending will grow to **\$65 billion** by 2020 in the US alone.

The increasing speed of the mobile network will make sure that marketers need to focus their efforts on mobile marketing.

## 12. THE FALL OF SOCIAL MEDIA

Traditional social media platforms are losing their popularity. Efforts need to be relocated to other channels, such as email and PR.



**32%** of all users in the UK and U.S. say they have deactivated or closed a social media account in the past 12 months.



## 13. JUST-IN-TIME MARKETING

**38%** of companies utilizing just-in-time marketing have grown their annual revenues by more than **25%**.

Just-in-time marketing focuses on giving consumers exactly what they want, when they want it.

## 14. THE RISE OF THE MACHINES

AI is no longer a buzzword, but is being implemented in marketing and communications technologies on a rapid pace.

Gartner predicts that AI features will be in almost every new software product by 2020.

