

# The emerging digital marketing trends to have on your radar in 2022



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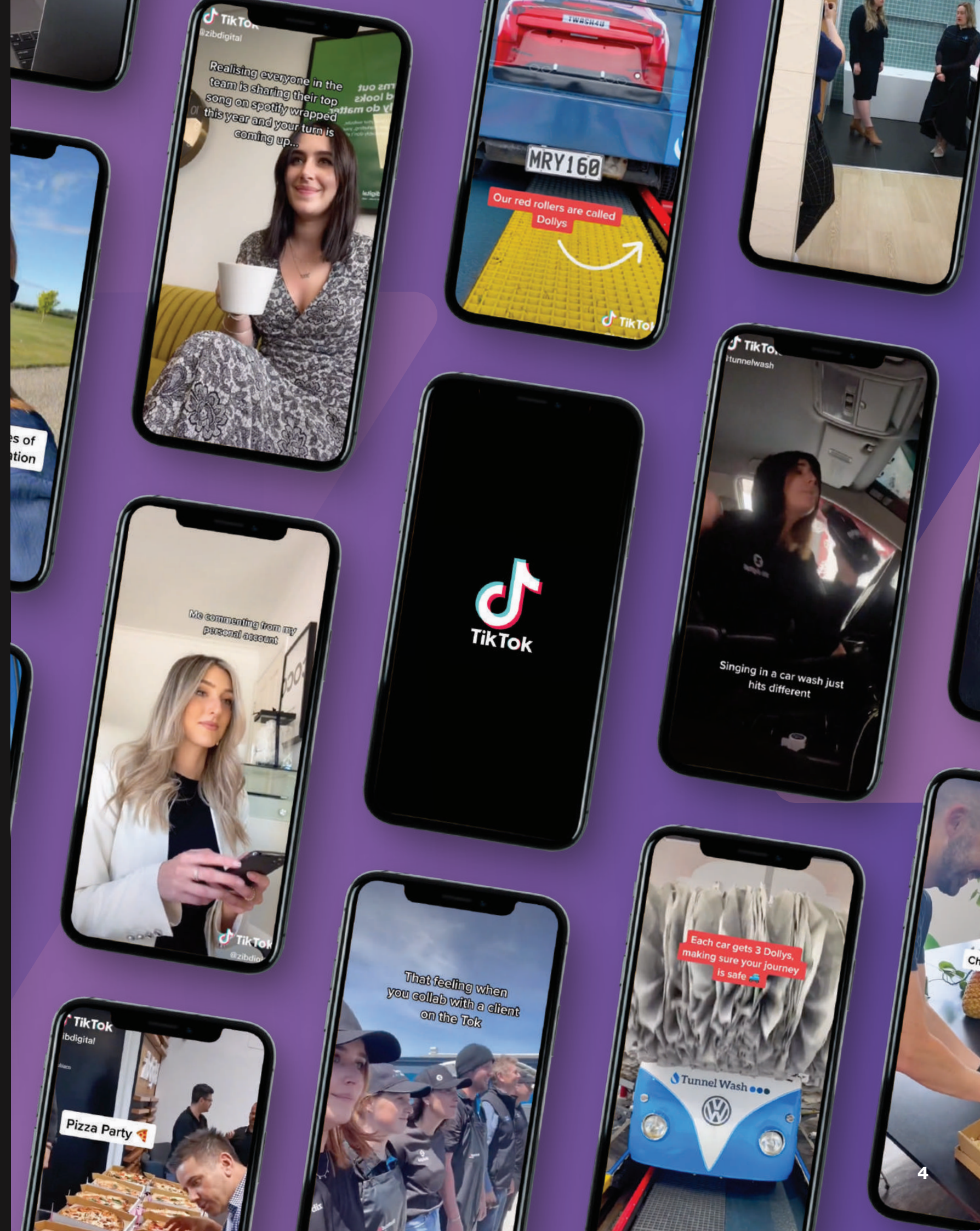
# Introduction

As you begin strategising for a successful new year, it's always a good idea to be aware of content marketing trends. While you may be feeling a bit burnt out following two years of lockdowns and restrictions, it's more important than ever to have emerging trends on your radar so you can capitalise on them for marketing success in 2022.

Dramatic shifts in consumer behaviours and informational needs caused by the COVID-19 pandemic have been driving marketing trends and new opportunities. Consumers will continue to demand quality, relevant and trustworthy content and as a result, there will be renewed focus on understanding consumer intent. It is essential to not only understand what people are searching for but why and therefore intelligent, data-driven content planning is crucial.

A significant challenge for marketers in 2022 will be navigating the changes to consumer privacy. With Apple asking users to 'opt in' to tracking enabling a more 'personalised' experience, multi-channel reporting, assisted conversions and attribution windows need to be a focus for all businesses as we move into a more privatised digital world.

Digital marketing is always changing and evolving. The bar has been set higher than ever before and average content will no longer do. Businesses and brands must plan for the future, while being prepared to take full advantage of the opportunities for a more innovative and ultimately successful marketing strategy in the new year.





# Consumers are driving the shift in how they want to be reached and what data they will give away

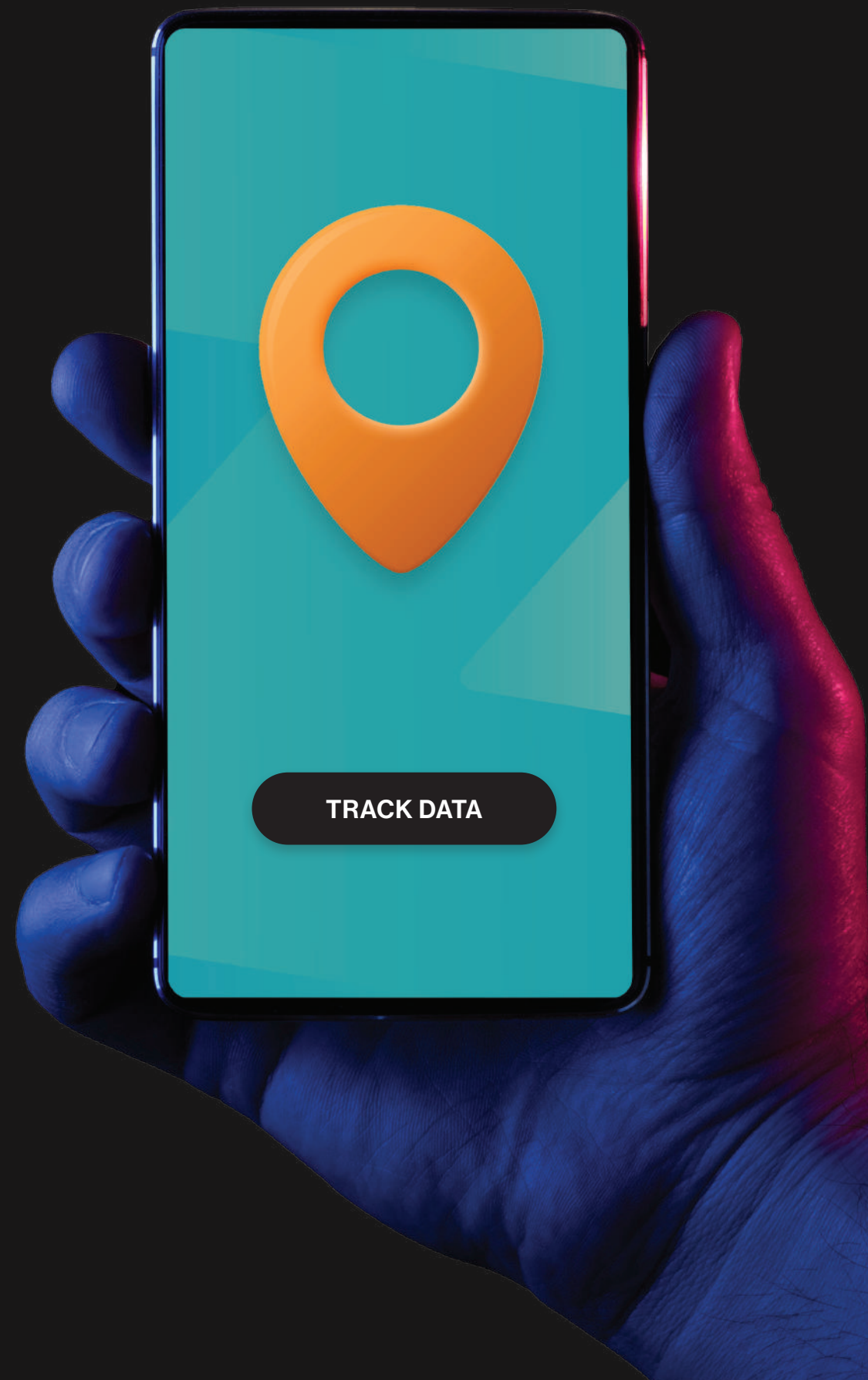
Savvy marketers know that data reigns supreme in the content marketing world and it should be used to build a strong, results-focused content strategy targeted to buyer personas. In 2022, the challenge for marketers is in reaching their audiences as consumers drive the shift in how they want to be reached and what data they will give away.

It's certainly not a new notion that marketers have been tracking user behaviour across various platforms such as Facebook and Google. In 2021, marketers were presented with significant challenges as governments around the world moved to provide 'safer' and more private user experiences online.

Additionally, the release of Apple's iOS 14.5 update tasked marketers with navigating the challenges presented by the 'app tracking transparency' feature which required applications to ask for users' consent before they are able to track their activity across other apps and websites.

How platforms are adapting to the tracking changes will continue to be a focal point in 2022. Multi-channel reporting, assisted conversions and attribution windows need to be a focus for all businesses as we move into a more privatised digital world.

Building content based on the analysis of data helps marketers to understand consumer preferences and trends in the industry as well as how best to communicate that messaging. Data highlights benchmarks and allows businesses to make smart decisions, enabling more successful campaigns.



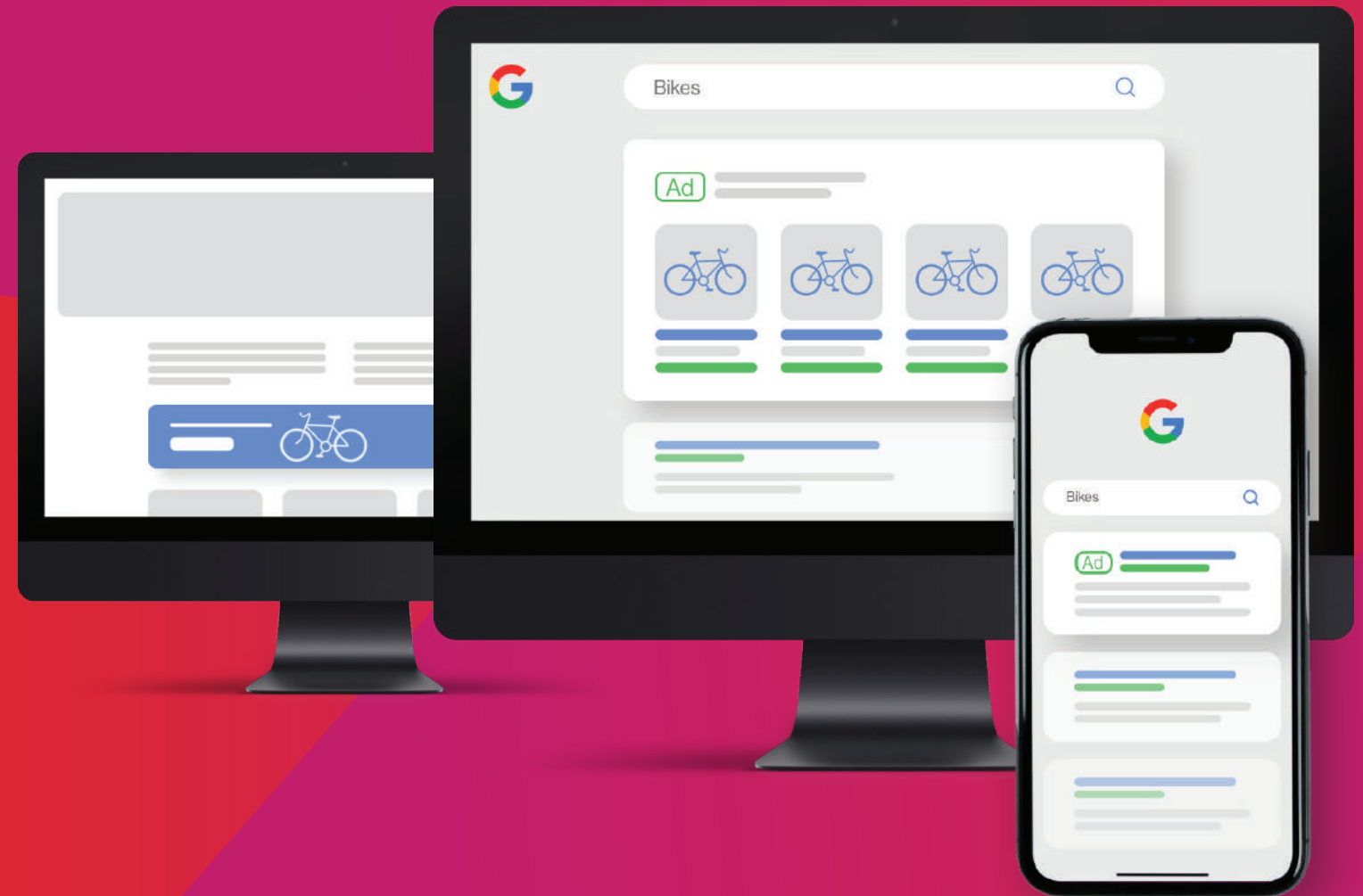
# Consumer search behaviour and expectations continue to evolve

As we consider what the world could look like post-pandemic, it is clear that many consumer habits have changed, perhaps permanently. Consumer behaviours remain dynamic and new needs continue to emerge. It's important for businesses to adapt strategies to allow for a swift reaction to meet changing consumer behaviours, which highlights the need for a qualified team that can quickly identify emerging opportunities.

Google Search offers powerful insights into changing consumer habits. Insights show that local based search intent is continuing to gain traction. When it comes to how people are searching online, our insights indicate that long tail searches are linked to people who are at the purchase intent stage of their search, while short tail searches are being utilised at the research and information based point of the search.

Shifting consumer behaviours also affect their expectations around what is being communicated to them. Natively created content is generating higher engagement and consumers are looking for ways to relate to the brands they are buying from.

Producing content is becoming easier for everyday people, but producing meaningful content that drives engagement is as hard as ever. Having a solid strategy in place to support creative ideas that includes consistent A/B testing will help brands find their place in the increasingly crowded digital space.



Long tail searches are longer and more specific keyword phrases that users are more likely to use when they are closer to a point of purchase or if they are using voice search. While most long tail keywords have lower search volume than short tail keywords, they can be hugely valuable to an SEO strategy. Managing long tail keywords is a matter of understanding your customers and what they are actively shopping for.

Short tail keywords on the other hand are much more general search queries containing only a few words and are used when people online are searching for a general topic or information. These keywords help to drive a lot of traffic to a website and generate greater brand awareness though they are much more competitive than long tail keywords.



# Email marketing is back in the spotlight

The drastic consumer privacy changes rolled out in 2021 have highlighted the need for businesses to pivot their strategies in order to reach target audiences. Typical evergreen funnels are no longer working as they would have and ad specific campaigns are not having the same effect on audiences.

Email marketing and social media are two of the most powerful marketing tools for growing an audience and building a brand. Together they can help supercharge engagement and in the changing digital space, collecting first party data through email marketing is key to mitigating the changes in the social media advertising space. By integrating email marketing into digital advertising strategies, marketers can get the best cost per lead.

With email marketing in the spotlight, assuring best practice is a non-negotiable. Personalisation should be a core focus – making contact with the right people at the right time will drive conversions. Automating SMS marketing alongside email marketing presents a wealth of opportunity for businesses in 2022. Dynamic live email is predicted to be another big feature moving forward.

The iOS changes mean open rates can no longer be tracked but in reality, these are vanity metrics anyway. Conversions and clicks are the main metrics marketers should be focused on to determine the success of a campaign.



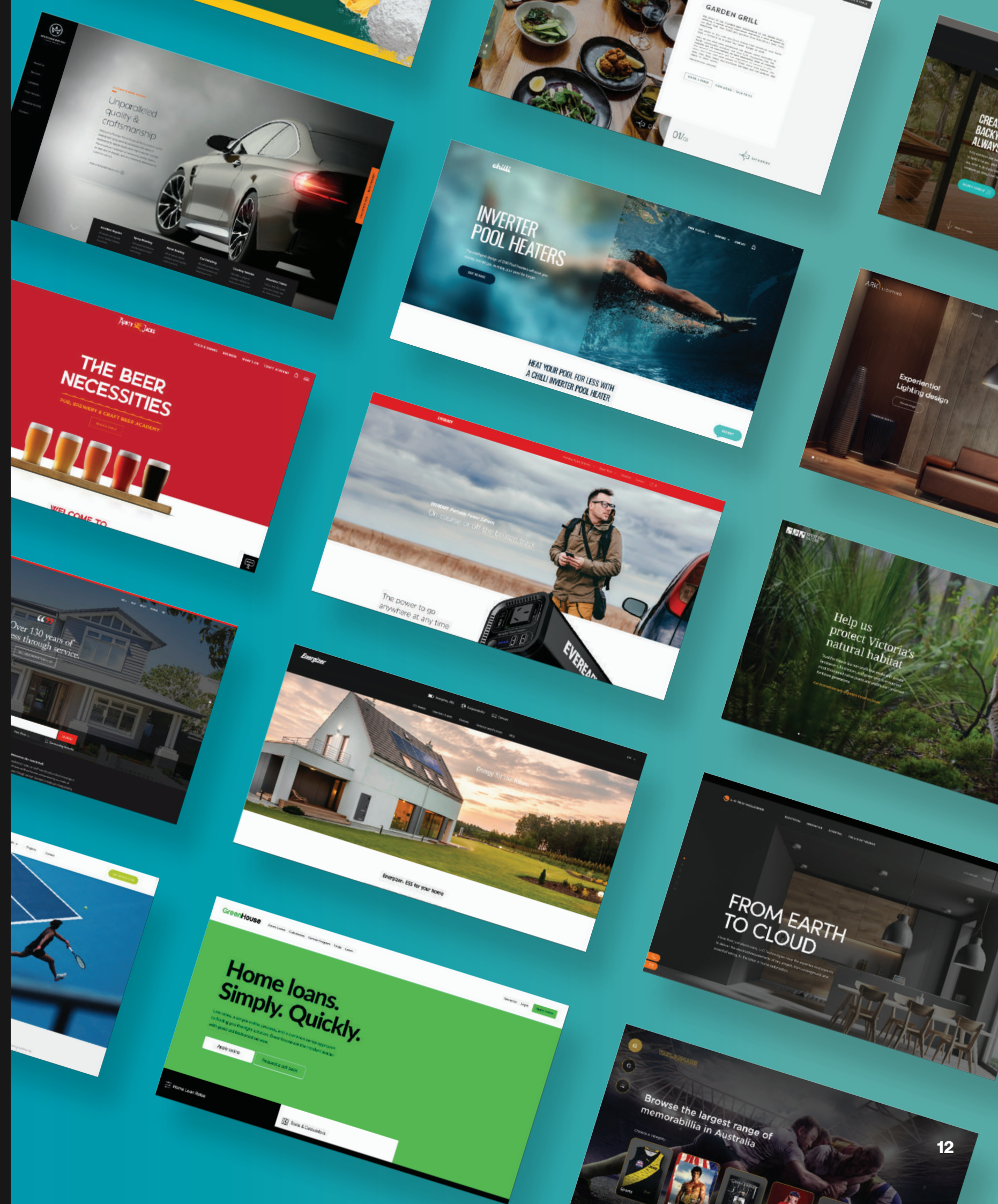


# Your website is the most important tool for running a business

During the pandemic, consumers have moved dramatically towards online channels and websites are now the most important tool to run a successful business. Businesses that were hesitant to go digital were left with no choice if they wanted to reach their market. Consumers have more purchasing power than ever before and can buy from anywhere in the world. From a consumer perspective, the experience of buying is the same regardless of location.

The mobile versus desktop discussion is one of the most relevant of current times. While mobile usage remains high, there has been a significant shift back towards desktop usage and highlights the need for websites to be optimised for both. The pandemic has also brought on changes in consumer demographics. The digital space was previously saturated by younger users, however older consumers have moved online as well and there is a need for simplicity in website navigation to cater to all audiences.

Developers and SEO experts need to work hand-in-hand to ensure the coding structure of a website is thoroughly clean. This will help both with a website's Google ranking as well as in retaining users when they visit the site. Additionally, websites need to be constantly updated and therefore an investment in website maintenance is crucial. Picture this: if your website server is down for more than three hours, it will cost your business greatly.





# TikTok presents a massive opportunity to reach audiences

As the fastest growing social media platform since the birth of Facebook, businesses harnessing the power of TikTok will be able to engage with audiences who are at the forefront of the latest trends.

What was once a platform for teens to post videos of themselves doing popular dance routines has become a serious competitor for Facebook media spend. In fact, TikTok has recently rolled out features that take a leaf out of Facebook's playbook, such as product catalogues, dynamic ads, custom audiences and Spark Ads (which act like boosted posts).

With 7.6 million monthly users, TikTok's largest age group has shifted from 13 - 17 year olds in the early days to 18 - 24 year olds now making up over 40% of their audience within Australia. Following this, 25 - 34 year olds make up 26% and 13 - 17 year olds account for 15%.

Businesses on TikTok are seeing higher levels of receptiveness to brand messaging, calls-to-action and ad breakthrough. Social media users are spending the most minutes (daily and per session) on TikTok compared to time spent on other apps including Facebook, YouTube, Instagram and Snapchat.

Collaborating with content creators presents a considerable opportunity for brands. TikTok content creators are known to value authenticity over aspiration, which inspires interactivity. The one-way street of social advertising dialogue is being phased out.

As businesses look at how to reach new audiences in 2022, TikTok is a serious contender and will be driving social media activity in the new year.





# To succeed in the fast-paced marketing world, your digital agency needs to stay ahead of the game

The digital marketing space continues to evolve at lightning speed. Over the past two years, we have seen just how quickly the industry can change and marketers and businesses have embraced digital transformation more than ever, amidst a constantly changing virtual landscape.

In order for businesses to succeed and remain relevant with audiences, it's vital to stay ahead of the trends. To build innovative and competitive marketing strategies in 2022, choosing a digital agency with a team of experts with core specialties will put you on the right path forward.

When you partner with Zib Digital, you don't just get help from a single marketing professional. Your business will benefit from our SEO masters, Google Ads specialists, social media experts, digital design geniuses and skilled developers. Plus, our team of digital marketing specialists ensure that the strategy in place is the right one to foster growth for your business.





# Let’s have a chat

Zib Digital - putting digital into business strategy

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<a href="http://zibdigital.com.au">zibdigital.com.au</a>	<a href="http://zibdigital.co.nz">zibdigital.co.nz</a>
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