

2023 MARKETING TRENDS



Introduction:

Where is marketing headed in 2023? Well, with the onset of new technologies, Instagram's Reels-first strategy, the Metaverse, a cookie-less world, and many more changes and updates, one of the keywords for this year is "adapt".

We've studied algorithm updates, technological advances, and different social media feature releases to determine the marketing trends you need to be paying attention to for the coming year.

As you read through, we hope you'll be inspired to experiment and create new and interesting content that resonates with your audience, leads to higher conversion rates, and propels your marketing strategy forward.

With that in mind, let's dive into the trends to explore how you can practically incorporate some of these big ideas into your strategy for next year.



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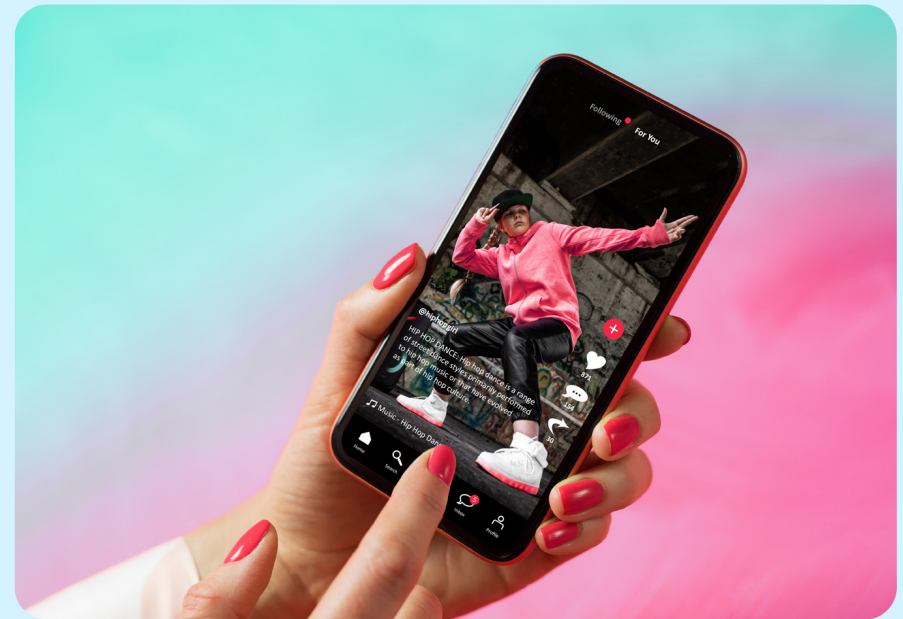
Trend #1:

TikTok

Since 2019, TikTok has consistently ranked as one of the world's most downloaded apps. This remained true throughout 2022, even despite growing concerns about its [data harvesting and privacy policies](#). Still, as it continued to attract users and became the [de facto search engine of Gen-Z](#), TikTok spent the last year strategically courting advertisers with new tools and integrations. Barring any huge hiccups, by the end of 2023, the platform's relationship with marketers will have hit a new groove.

Along with new partnerships with discovery platform [Foursquare](#) and marketing firm [NCSolutions](#), TikTok rolled out a [WooCommerce integration](#) in May 2022 to help businesses create and measure their advertising campaigns. Then in April, TikTok built on the experiential appeal of marketing on the platform by introducing [interactive add-ons for in-feed ads](#) designed to drive engagement. To help with boosting exposure, the platform launched the [contextual advertising program Pulse](#), giving marketers the opportunity to place ads adjacent to trending, highly-engaging, and relevant content. And finally, TikTok began offering the [Follow Me educational experience](#) to help small and medium businesses learn how to best leverage it all.

TikTok shows no signs of slowing down its commitment to advertisers into 2023. Late 2022 updates like Showtimes on TikTok, its movie theater ad experience, point to even more outreach to art and entertainment advertisers. Sony Pictures already saw great success in using the platform to market Spider-Man: No Way Home, according to a [report in](#)



[Deadline](#). However, setbacks like the limited availability of TikTok Shops still have some marketers holding back. And more concerningly, the FCC ended 2022 still debating whether or not to ban the app outright.

Along with contending with government regulation, one of TikTok's biggest obstacles may come with building trust on both sides of their ads. When it comes to trust with advertisers, there will be even more scrutiny of the platform's content moderation policies and processes. On the customer side, [scams](#) and 2022 events like the [Pink Sauce incident](#) — in which one creator came under fire for her homemade food product — have drawn attention to consumer safety and quality control on the platform.

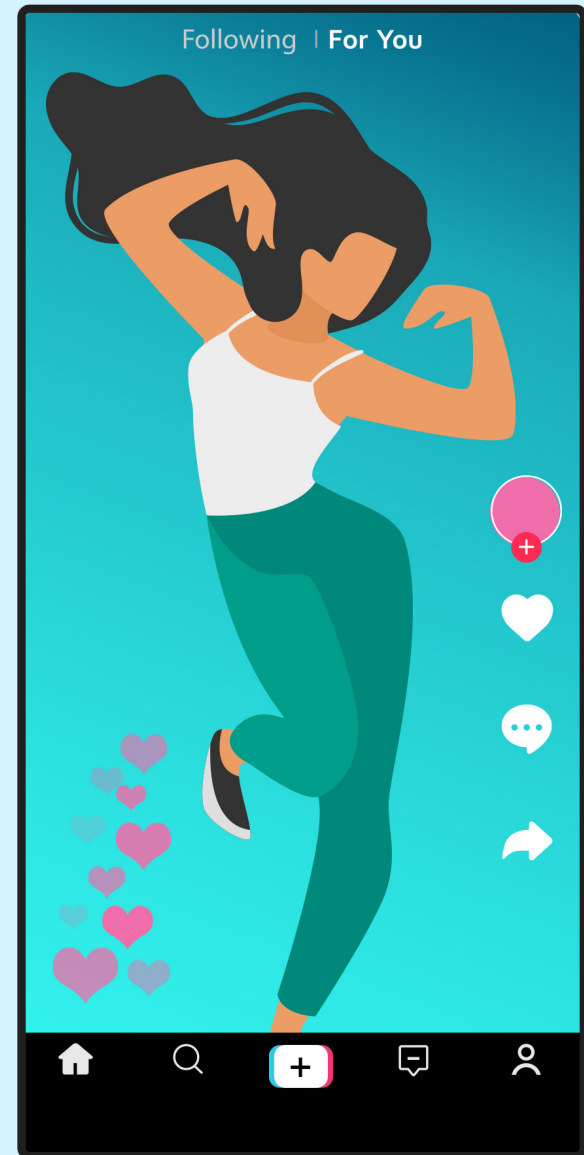
With so much attention and engagement to be potentially gained from TikTok, jumping into the arena too late may be a costly mistake. According to the company's own research, 81% of its users leverage TikTok to [find new brands, products, and services](#). Platform support around new features and integrations makes now a particularly easy time for new brands to get involved and experiment with strategy.

And though there are still a number of giant question marks in TikTok's advertising future, signs point to 2023 being a big year for the platform's relationship with advertisers. Perhaps more than on any other social platform, TikTok's speedy evolution demands real-time familiarity from marketers and brands.

Brands that have already jumped into the TikTok ad world will reap the benefits throughout 2023. As they know well, the platform requires its own style of involved content creation. Figuring out your brand's footprint on the app now will save valuable time and resources in the future as others stumble to keep up with waves of new changes and increasingly platform-savvy consumers.

Mastering [content creation for TikTok](#) is no small task. It will be increasingly important for marketers to wield audio in their branding or marketing campaigns. Plus, the quick evolution of trends and jargon on the platform mean marketers that want to stay in conversation with TikTok audiences will rely even more heavily on social media monitoring.

Additionally, marketers looking to take TikTok by storm will need to take a closer look at their influencer marketing programs and partnerships with content creators. For many, standardizing and streamlining processes with [influencer marketing platforms](#) and hubs will be the best way to establish TikTok marketing that is consistent, timely, and efficient.



Publish TikTok and Instagram Reels

Now you can schedule, publish, and analyze your TikTok and Instagram Reels through Meltwater.

Schedule & Publish

Easily schedule and publish your video content on the go or at your desk with our streamlined publishing process.

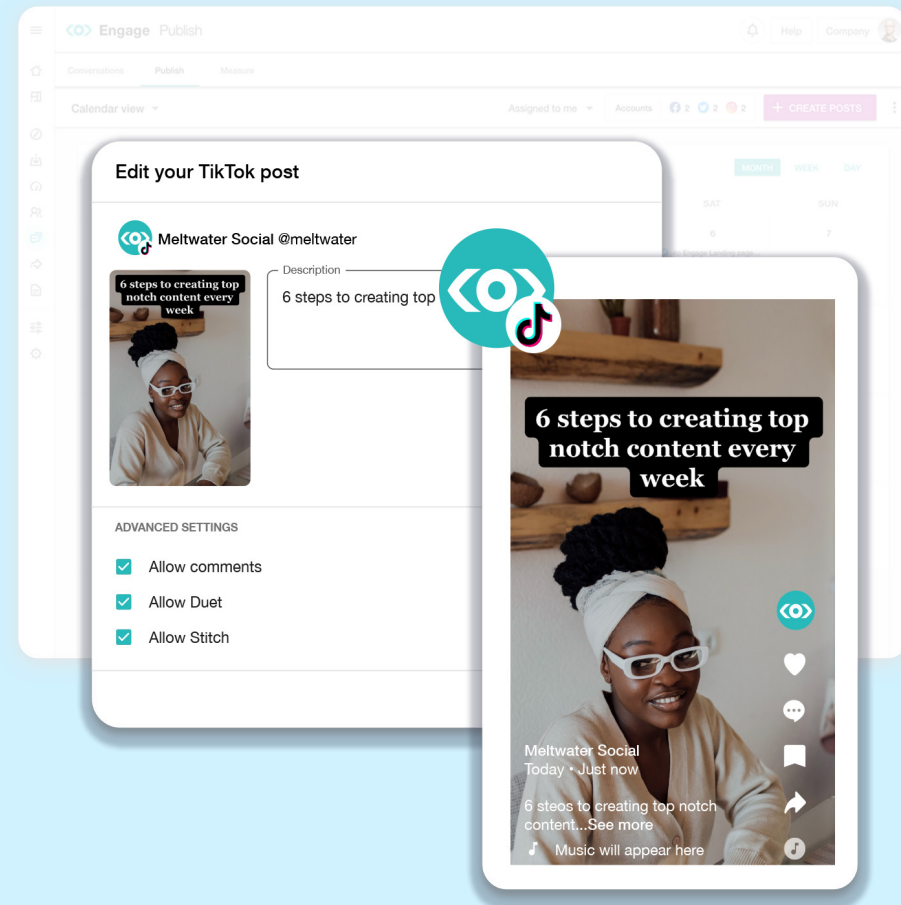
Engage

Grow your online community with our unified inbox that allows you to efficiently engage with your audience across networks.

Analyze

Understand how to optimize and improve your social media strategy with AI-driven insights.

Take a 15-minute tour!



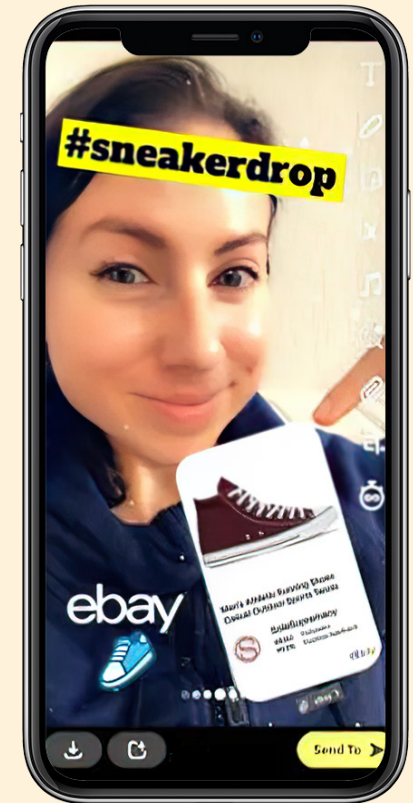
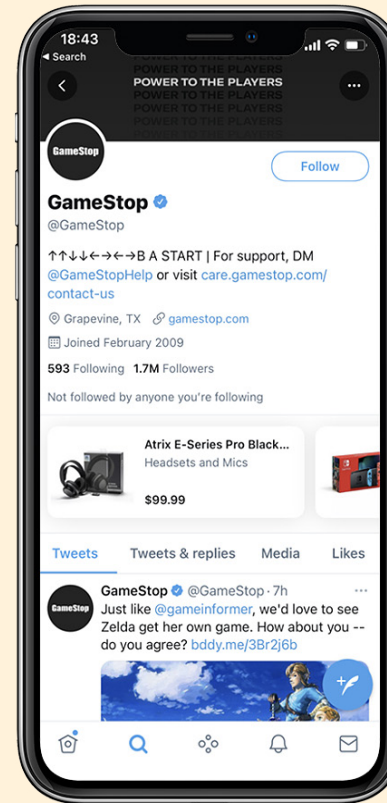
Trend #2:

Social Commerce

Marketers kicked 2022 off with high hopes for social commerce that were dampened by skepticism and slow starts as the year went on. While social buying is already a success in [China and India](#), it has been slower to catch on in the West, where shoppers are [hesitant to trust social buying apps and features](#). At the same time, a wave of new integrations and updates may very well accelerate adoption internationally in 2023, presenting a new world of opportunities for marketers.

[Twitter Shops](#) launched in March 2022. Weeks later, TikTok and Snapchat inched closer to full in-app shopping with announcements of their respective [WooCommerce](#) and [eBay integrations](#). By the end of summer, TikTok, Snapchat, Instagram, YouTube, Pinterest, and Meta had all announced integrations, updates, or test features of their own aimed at making the customer journey from browsing social to check out that much faster. Notably, YouTube introduced [shoppable shorts](#) in June, and Meta rolled out [in-chat purchases and payments](#) for Instagram. Still, unexpected setbacks, such as the [shutdown of Facebook live shopping](#) in October, show that marketers still need to stay agile when it comes to investing in new channels.

Despite some pessimism over pace, [social commerce](#) is here to stay, with sales projected to hit [\\$1.2 trillion](#) (accounting for 16.7% of all e-commerce sales) by 2025. As social



platforms continue working to make in-app purchases easier throughout 2023, each update will allow marketers and brands to get creative with customer experiences as they capture impulse buys. And as more consumers make their first in-app purchases in 2023, building trust through social proof, influencer marketing, social customer service, and multi-channel purchase options will be even more crucial. Across markets, brands need to get creative with new platform features while emphasizing the legitimacy, value, and quality of in-app shopping.

Trend #3:

Accessibility

About [three in every 20 people worldwide](#) live with disabilities, yet excluding them from marketing plans has long been the norm. From ads devoid of visibly disabled people to unusable websites and apps, the industry has a history of overlooking the largest minority group in the world. Those standards are slowly changing as more companies are implementing higher accessibility standards as part of their wider DEI efforts.

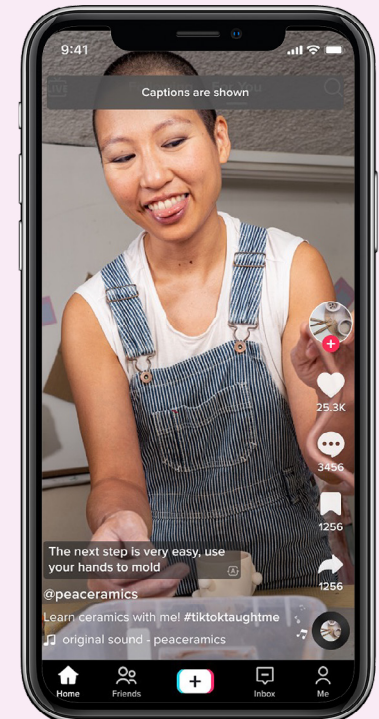
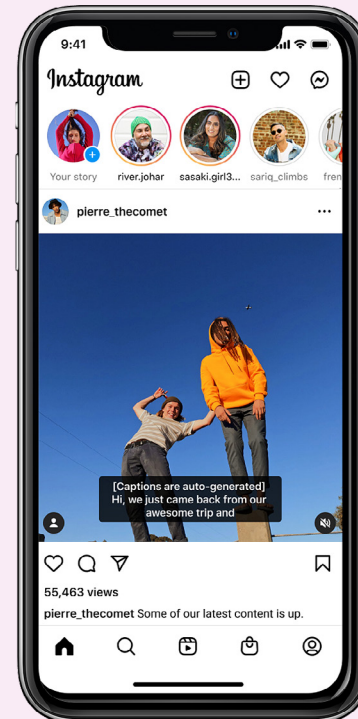
Thanks in part to [subtitle-embracing Gen-Z](#), closed captions are a regular sight across Instagram Reels and TikToks, which both began offering auto-captioning features in 2021. In 2022, Instagram rolled out [auto-generated captions](#) for in-feed videos, while TikTok introduced the option to [toggle auto-captions on and off](#). Meanwhile, LinkedIn began offering [real-time captioning](#) for the platform's Audio Events.

To help the marketers behind the scenes, Google expanded its inclusive marketing resource [All In](#) to cover disability inclusivity and accessibility. And on the PR front, artists [Beyoncé and Lizzo](#) demonstrated how to approach missteps when they apologized and removed a slur targeting disabled people from their songs.

Accessibility will continue to be a hot topic in 2023 as the progress made has revealed how much further there is to go. A [2022 Business Disability Forum survey](#) of disabled consumers found that 42% of respondents couldn't complete an online purchase because of inaccessible websites or apps. Forty-seven percent were unable to find information about a product's accessibility features.

For social marketing, Twitter is [set to roll out image description reminders](#), is working on a closed captions toggle, and is exploring expanded alt-text and captioning features. We'll likely also be seeing platforms investing in more accurate auto-captioning for video as well as live and audio-only events and making accessibility options more visible. For in-person experiences, marketers should pay special attention to the accessibility of spaces and get creative with multi-sensory experiences, giving consumers the chance to sample products and interact with products. Finally, when it comes to disability representation in content, 2023 will come with even more casual inclusion of disabled people in advertising that doesn't center on disability.

Haven't thought about accessibility in marketing yet? Consumers are continuing to demand more inclusivity and representation from marketers, which is why it's imperative to be proactive about implementing solutions.



Trend #4:

Short-Form Video

Short-form video might be a three-word phrase that marketers are sick of hearing, (right up there with “content is king”), but that’s just too bad. The short video trend is here to stay.

But, what does “Short-Form Video” mean? Common denominators of most short-form video content include: quick edits or trick edits, cleverness, transformations, unique ways of adapting trending audios, strong captions, and hooks that encourage viewers to stop scrolling.

However, the definition of short-form video has been changing rapidly over the past few years as new platforms and video lengths emerged.

When TikTok burst onto the scene in 2020, it was somewhat dismissed as just a new version of Vine, which was popular and novel for its 6-second video format. TikTok was much the same, offering a max length of 15 seconds.

Though TikTok started in the same way, it did what Vine could not by achieving mainstream adoption — and it has continued to evolve. One of the platform’s biggest shifts came in 2022, with the announcement that creators would have the ability to produce [10-minute TikToks](#) — the average length of a YouTube video.

On Instagram, [Reels](#) can be up to 90 seconds, and [Stories](#) can be viewed in 60-second chunks. Similarly, YouTube Shorts can be up to a minute long.

Although YouTube Shorts were released globally in 2021, it’s taken a bit of time for them to really come into their own.

Being a video-first platform already, and one with a fairly long legacy, YouTube faces a unique challenge in introducing its own short-form component. It needs to balance things carefully to avoid angering its user base, as Instagram did.

So the rather slow burn of Shorts becoming more prominent on the platform is understandable.

It’s also interesting that with so many short-form options out there, from TikTok to Snapchat to even Pinterest, YouTube has decided to invest so much time in developing its version. And they have been developing at a very fast rate — including making a move to help creators [monetize Shorts through ads](#) — something TikTok and Instagram are still struggling with executing, as of this writing.

Given that monetization through YouTube videos is fairly common for creators, it’s actually not that innovative for the platform, but it could be a defining update if the content creators who are already monetizing their videos on YouTube show the platform more favoritism.

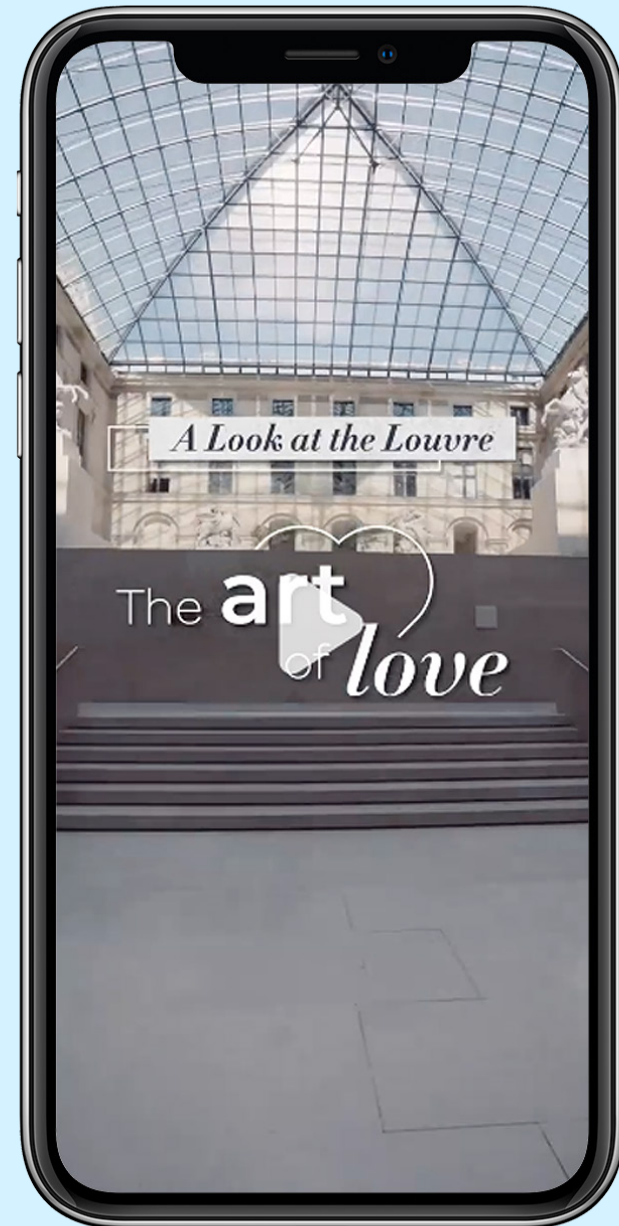
Midway through 2022, YouTube made it easier to create a Short directly from a longer form video uploaded to your channel, so creators who maybe felt they didn’t have the time or mental energy to invest in yet another video format can now simply parse their longer content into shorter clips — getting in front of new audiences and finding more subscribers just like that.

That's not to say that other platforms have been sleeping on new features for short-form videos. Not by a long shot. Pinterest is one platform whose adoption of short-form video will be particularly exciting. The company recently [announced](#) a series of agreements with record labels that will allow users to add popular songs to its video-focused "Idea Pins" in an effort to reach parity with TikTok's audio library.

Pinterest has also slowly been integrating more video capabilities, [introducing a unique live shopping forum](#) showcasing all kinds of different creators and influencers. Since then, the company has made improvements here and there, including partnering with institutions like the [Louvre museum for unique behind-the-scenes video content](#) — a great way to showcase how other creators could use Pinterest for video.

So while the definition of "Short-Form Video content" may be changing as each platform continues to expand the length of the videos allowed to be published, one thing is not: video content remains a priority for the major social media platforms.

Marketing teams should be incorporating more video into their content and social media strategies for 2023, experimenting with different video lengths and several of the new features. Next year, we expect to see even more [social commerce](#) features — paid ads, and purchase capabilities — to be coming to short-form in response to a growing need to provide a seamless buying experience, minimizing in-app interruption.



Trend #5:

Social Listening Data

Social listening certainly isn't a new idea, it's been around for at least 15 years, but for a long time, it was largely focused on Twitter data, since that was the platform with the most readily available data. This is now changing, and we're starting to see a much wider range of data sources available in **social listening platforms**, which means users are able to get a far more detailed picture of whatever topics they're analyzing.

This broader range of data comes from a variety of sources. Reddit and Twitch, for example, are two hugely popular social media platforms that can now be analyzed through third-party social listening tools.

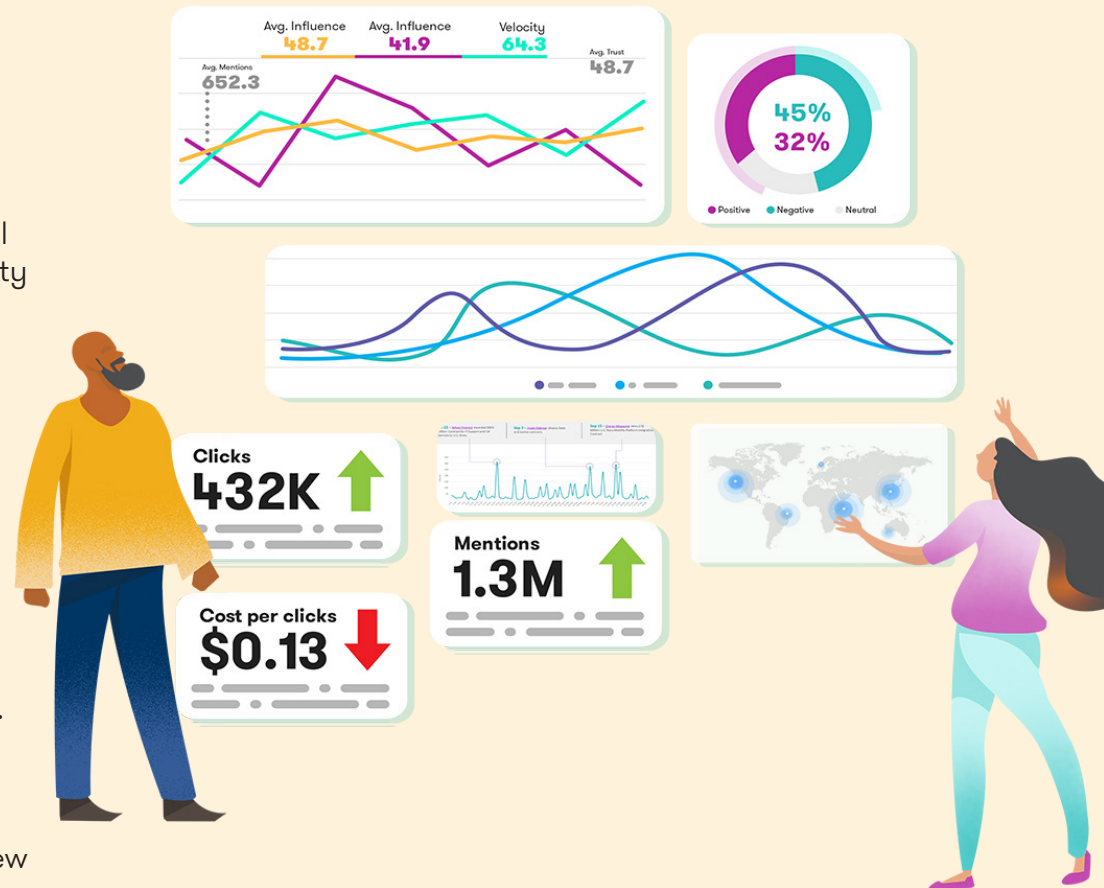
Equally, social platforms which are popular in Asia are increasingly becoming available in listening tools, and this includes newer rising stars such as the video streaming site **Bilibili**, as well as more established services like Weibo and Xiaohongshu. For global brands hoping to make inroads into the Asian market, access to data from these platforms can provide valuable insight into the attitudes and behaviors of those consumers.

AI has also enabled rich new data sources for social listening. It's now possible to automatically analyze online images, not just to identify brand logos, but to describe their overall content with a high degree of accuracy. With so much social media content consisting of images, this opens up a whole new

world of analysis for marketers to explore how their brand is represented in social media.

As well as transcribing the content of images into text, AI can also help us analyze the content of audio formats, providing you with the ability to not only detect when your brand is **mentioned in a podcast**, but to understand the context of the discussion.

All of these new sources of data mean that social listening is more powerful and useful than ever before, and is becoming a must-have in the marketing tech stack.



Do you know what consumers are saying about your brand?

Monitor the billions of conversations on social media with Meltwater's [social listening platform](#).

Never miss a mention across blogs, podcasts, forums, review sites, popular social media networks, and more.

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Trend #6:

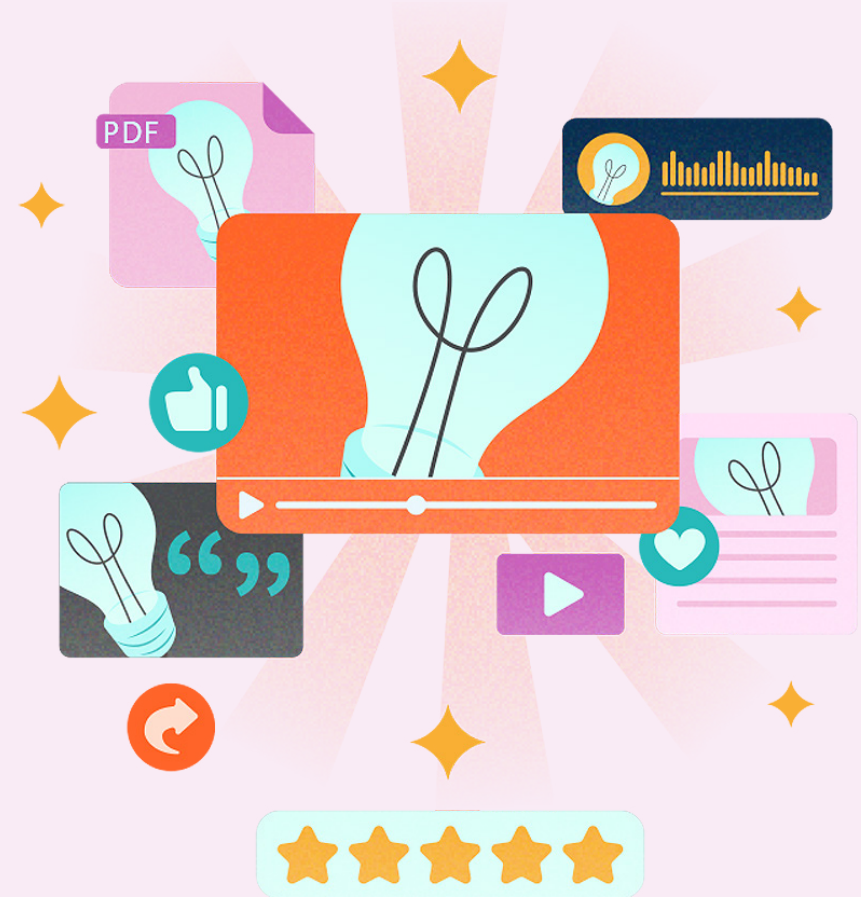
The Value of the Brand

These days, consumers are used to having infinite choices, from the content they consume to the products and services they buy. But with the death of cookies and the continued popularity of “infinite scroll” platforms like Instagram and TikTok, the value of the brand will reach a new high in 2023.

As organic reach has declined further on some social platforms, brand exposure is just one battle in the war for consumer dollars. Winning attention is one thing, but it's the brands that consumers know, trust, and love that earn those valuable clicks. Brand awareness is a marketing team's best tool for overcoming the limited exposure an algorithmic-based social platform may provide.

Visibility and discoverability are especially large obstacles for small brands contending with top-of-mind commerce giants like Amazon. And businesses of any size can find themselves in a constant game of catch-up with platform updates, such as Instagram's test of [getting rid of Recent hashtags](#) this past April.

At the same time, the rise of consumers using [TikTok](#), [Instagram](#), and other platforms as search engines makes the playing field a bit more level for brands with strong identities. In 2023, a large part of strong brand identities will rest on in-depth, real-time knowledge of target audiences in niche, online communities.



Across industries, marketers and brands that get the clicks in 2023 will do so via in-depth [consumer and audience intelligence](#) that puts them in authentic conversation with their consumers. Additionally, creative interactive content, short-form video, holistic brand experiences across platforms, and responsive customer service and engagement will continue to be critical brand differentiators.

In 2023, brands that cast too wide of a marketing net are bound to get lost and forgotten. Investing in the value of your brand identity now will only make content creation as you waded into new ad and platform features that much easier looking forward.

Trend #7:

Influencer Management

Influencer marketing has been a trend for the past several years, and it was estimated that **72.5% of marketers** planned to increase their budget for influencer marketing in 2022. Marketers can expect to continue investing in working with influencers in 2023. Still, with social media constantly changing, the way marketers think about this unique tactic's scope, priorities, and possibilities will shift dramatically.

For instance, marketers will need to consider if consumers still trust the influencers they are considering partnering with. One stat from Shopify.com indicates that **48% of consumers** are actually starting to distrust influencers due to a sort of fatigue with the amount of branded content they see on social media. So even if you as a brand have done your homework to find influencers that reach your target audience, an influencer who posts more branded content than organic content could be losing influence over their audience. More marketers will begin expanding their influencer due diligence to include vetting the number of other partnerships an influencer is engaged in and how frequently they post sponsored content.

This means we could see a big move towards nano influencers who don't yet have numerous brands they're working with, or we could see a resurgence of **tapping into niche communities** for the ambassadorship.



But you will not be the only one doing the vetting in 2023. As you vet potential influencers, they'll also vet you, checking to ensure your brand values match those of their community.

They may also be looking at who else you have tapped for influencer marketing partnerships in the past. We have seen many more co-produced influencer spots from influencers and brands lately, so they may want to understand whom they may be asked to work with in the future.

In 2022, several platforms introduced updated or new versions of collaborative posts, making it easier to promote ongoing partnerships and highlight fellow creators that made a piece of content come together.

Now instead of having to list the @'s that contributed buried in your description, you can tag alongside each other — a great shoutout opportunity for photographers, musicians, makeup artists, writers, and other talents.

Social media platforms continue to prioritize features that enable content creators to utilize their platforms better. We can expect them to release more tools for influencers to have at their disposal to grow their communities. For example, Instagram released an update allowing followers to [subscribe to their favorite creators](#), gaining access to exclusive content — similar to the Patreon model.

This kind of perk helps the influencer earn more, enabling them to invest in improving their content, meaning they'll be in a better position to gain new partnerships. It also facilitates new ways to build community, such as group chats.

Another shift we're seeing in influencer marketing is the improvement of promotion tools offered on their behalf from the platforms themselves. YouTube and Instagram introduced a [Media Kit feature](#) to help influencers better represent their achievements and metrics to brands. [Social media reporting](#) also continues to see improvements, with multiple platforms updating their interfaces for usability and scannability.

So, what does this all mean for the brand-creator relationship? Brands hoping to either start or continue with [influencer marketing](#) in 2023 will need to recognize the cottage industry aspect — influencer marketing is mainstream now, and so creators are becoming more savvy business people. Brands must think creatively about their campaigns and goals to maximize their influencer partnerships' output.

The good news is that with such a growing industry, there are more and more influencers to choose from, and even those with much lower followings now have the tools to grow quicker.

Brands could start capitalizing on this, getting in on the “ground floor,” so to speak, and establishing a relationship early. Influencer marketing is here to stay, and we think it will hit a unique stride in 2023 if brands are willing to adapt and see the opportunities of working with a wide range of influencers.



Find, vet, contact, and manage influencer partnerships.

Take the guesswork out of finding the right influencers for your brand with Meltwater's [influencer marketing platform](#).

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The screenshot shows the profile of Laura Kaspemak, a fitness influencer from the United States. Her profile includes a circular profile picture, her name, location, and a score of 92. Below this, there are tabs for Overview, Content, Demographics, Network, and Manage. A price range of \$450 - 1.2K and a 'Collaborate' button are visible. The main content area features three key metrics: Influence (72), Engagement (45K per post), and Audience Insights (158K True Reach). The Audience Insights section shows a breakdown by platform (Instagram, TikTok, Facebook, Youtube) and a 'Suspicious Audience' indicator. A 'Portfolio' section at the bottom displays a grid of images related to fitness and yoga.

The screenshot displays a campaign management interface. At the top, there are summary statistics: Posts 161, Eng. 140K, Reach 1.5M, Links 21K, and EMV \$631K. Below this, three campaign cards are shown: '#TravelLife Campaign' (11 New Posts), '#StayFit Campaign' (3 New Posts), and '#FoodArt Campaign' (17 New Posts). To the right, a 'Yoga Campaign Brief' is visible, along with a 'Set Campaign Requirements' panel that allows for selecting specific influencers and platforms. At the bottom, a row of four images shows various yoga poses.

Trend #8:

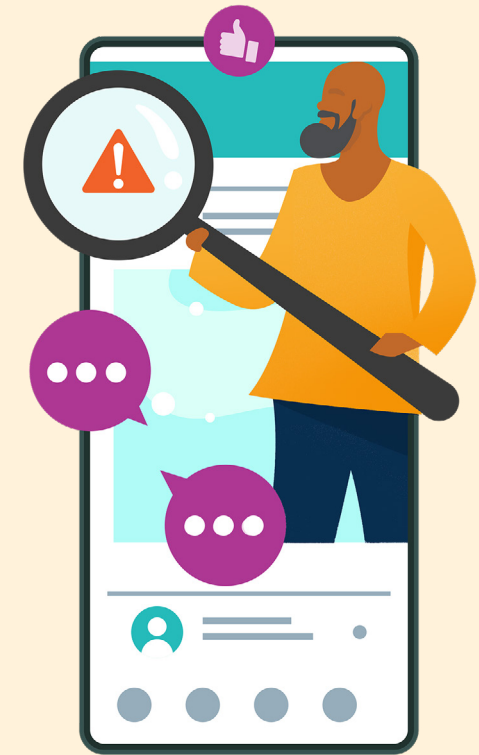
Guided Marketing Insights

The volume of data available to marketers has increased exponentially, year on year, for a long time. The problem is that our ability to make sense of all this data hasn't increased at the same pace, and many marketers have been left feeling as though they aren't making good use of data to improve their decision-making.

This is another area where advances in AI are offering hope. One of the strengths of AI is the ability to spot patterns in data that a human analyst might miss because our brains and AI algorithms work in very different ways. Machines, of course, also scale up much better than human analysts, so they're capable of working with much larger and more complex data sets.

What this means is that analytics tools are increasingly offering what we might call "guided insights," which is where the platform's algorithm detects patterns and trends in your data that you might not be aware of, so you can investigate further.

An example of this can be found in Google Analytics (although Google calls it "[Automated Insights](#)"), which



shows you interesting new insights in your website data alongside your regular analytics dashboards. Microsoft offers a similar technology in its Excel spreadsheet software, called "Analyze Data," which helps users find patterns in large data sets, which is useful for analyzing raw data dumps exported from your favorite tools.

At Meltwater, we're working on introducing guided insights to help our customers more easily find insights hidden in social data. As this technology becomes more widespread in the martech industry, rather than feeling overwhelmed by the ever-growing ocean of data available to them, marketers will be able to rely on AI to help them make sense of it more quickly and effectively.

Trend #9:

The Future of Demographics

Marketers have relied on demographic data to segment their audiences for a long time, grouping people together based on things like their age, gender, geography, education, and income levels. While this has enabled them to make broad assumptions about different groups of people, it's always been something of a blunt instrument.

With the huge amount of consumer data available these days, it's now possible to segment audiences in far more sophisticated ways. By analyzing social media data, we can now understand how people form [“digital tribes”](#) based on their shared attitudes, behaviors, interests, and influences. This gives marketers a much more useful picture of an audience segment than simply assuming that people will have something in common because of their age or where they live.

Tools like [Linkfluence Tribes](#) do most of this segmentation work automatically. Given a few cues on what topics you're focused on, the platform can identify who's talking about those things on social media, and then looks for commonality between the conversation participants. Based on these common threads, different tribes are defined, helping marketers to understand their drivers and how best to engage with the different segments.

The benefits of this more powerful [approach to segmentation](#) are huge. As well as being able to target campaigns and content more effectively, businesses can gain an all-round deeper understanding of their customers, which can inform strategic decision-making far beyond the marketing department.

This shift in technology has been enabled by advances in AI and increases in brute computing power, which make it possible to analyze huge volumes of social data, identifying the patterns and links behind these tribes. As more marketers embrace advanced segmentation techniques, we can finally say goodbye to basic demographics and hello to better relationships with our audiences.



Trend #10:

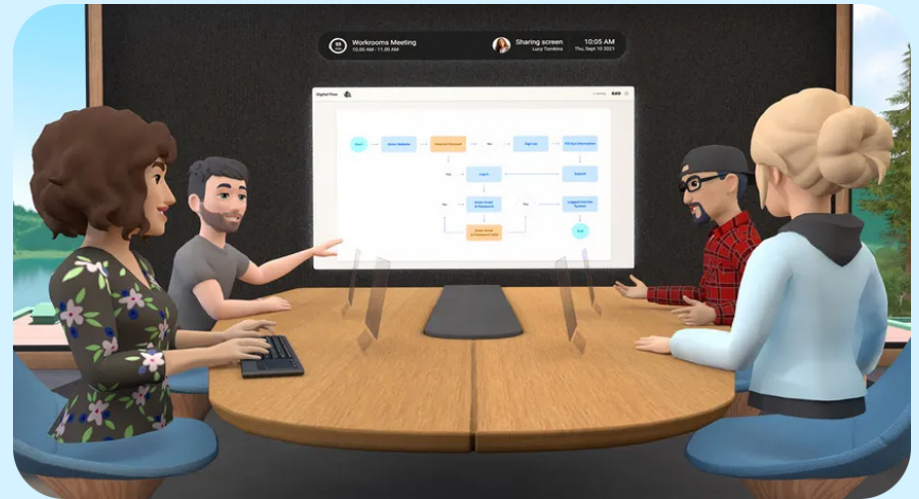
The Metaverse

In October 2021, Facebook announced that it was changing its name to Meta to reflect the company's new focus on building the "metaverse." This generated a lot of excitement, and very soon, a wave of big tech companies and new startups announced their own plans to help create the metaverse.

But what exactly is the metaverse? That's where things start to get a little muddled.

The concept of a metaverse has existed in science fiction for a while (notably in works such as Neal Stephenson's *Snow Crash* and, later, Ernest Cline's *Ready Player One*) and is generally taken to mean a virtual alternative reality where people can spend time away from the real world. Think of it as the Internet, but rather than simply being a web of connected pages, it's a 3D world you can explore, either via a VR headset or simply through a screen, the same way you would interact with a video game world.

A similar idea was briefly popularized following the launch of [Second Life](#) in 2003; a virtual world where users could explore, play, hang out with friends, and generally do whatever they wanted, free from the shackles of physical reality. The platform was breathlessly hyped as the next big thing, and big brands rushed to announce that they were among the first to [build an office in Second Life](#), with the expectation that consumers would soon be spending much of their work and leisure time there.



It all fizzled out very quickly, and despite retaining a cult following, Second Life never really became the thriving metaverse science fiction had promised.

So, how is this new incarnation any different?

The problem is that right now, there are several companies (Microsoft is another big player) that are talking a lot about their vision for the metaverse, and claim to be building the technologies to realize that vision, as well as any number of journalists and industry analysts sharing their predictions, but there's very little in the way of concrete product.

The metaverse, ironically, is still very much a virtual concept. And that concept remains somewhat nebulous. To some, the metaverse really is as simple as one big virtual world where we can all come together to work, socialize, play, and shop in an immersive environment; all we need is to strap on a VR headset. If that's the case, it's hard to see how it's likely to succeed where Second Life failed.

To others, the metaverse is more than that. Some envisage an entire virtual economy based on Non Fungible Tokens (NFTs) to prove ownership of digital assets such as avatars, virtual real estate, and other items that only exist electronically within the metaverse. Some have even argued that existing virtual worlds, such as popular games like Roblox and Fortnite, are [already part of the metaverse](#).

What the metaverse actually is depends on who you speak to, or, more importantly, who you believe. Much of what's being described by metaverse believers already exists in some form. Virtual worlds with virtual economies? Look at almost any popular online role-playing game, they've been doing exactly that for decades.

Likewise, it's hard to imagine that consumers would choose to put on a VR headset and navigate through a 3D environment to speak with a sales or customer service agent represented as an avatar in a virtual store, instead of a phone call, email, or live chat. And, in all honesty, do any of us really want to attend a Monday morning virtual meeting, rather than a simple Zoom call?

If you're struggling to see where this is all going, you're not the only one. In the final quarter of 2022, the tech and business press saw a [flurry of reports](#) taking a [highly skeptical](#) stance on the outlook for the metaverse, particularly in the wake of disappointing Q3 results for Meta.

And yet... Maybe the metaverse is just one of those ideas that works better in the pages of a sci-fi novel than it ever can in reality. But with so many companies, including heavyweights like Meta, Microsoft, and Epic Games, investing so much into making it happen, maybe there is something in the idea that just isn't clear to us quite yet.

Marketers are always keen to jump on hot new tech trends, especially during [the early stages of the hype cycle](#), and the metaverse is no different. [Marketing Week recently reported](#) that 90% of marketers plan to invest in the metaverse within the next five years.

Of course, it's great to experiment with new marketing concepts, to get ahead of the curve, but at a time when marketing [budgets are under close scrutiny](#), it seems prudent to approach the metaverse with caution.

Trend #11:

The Death of Third-Party Cookies

Midway through 2021, Google announced it was doing away with third-party cookies, which allow other sites to access your customers' data, which they can then use for advertising, selling, or other purposes.

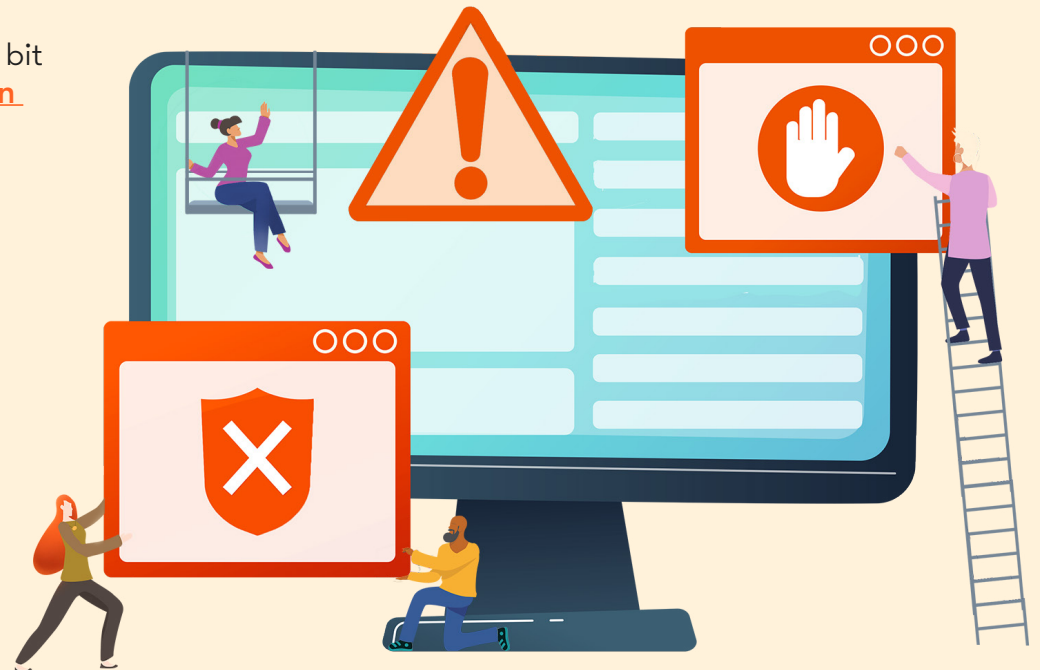
The original target date from Google for officially ending cookies was the end of 2023, however marketers now have a bit more breathing room. As of July 2022, the [deadline has been extended to 2024](#). But regardless, we are now entering the endgame for adjusting strategy.

In anticipation of doing away with third-party cookies, marketers will need to reconsider how to achieve and measure the success of their online advertising campaigns, email marketing, brand awareness, and other key marketing initiatives.

One major shift that will take place here is gathering “first-party” directly from the customer. That is, data the customer provides, or agrees to provide on apps and websites. Some say this method is actually better because it provides more relevant and accurate information that you can use to improve your marketing.

Related to this, many marketers may start using “contextual marketing,” which targets based on content that people view, rather than matching only their data. This definitely seems like a wise move, as demographic data only goes so far, and doesn't truly represent interests, needs, or the idiosyncrasies of our lives that lead to purchase decisions.

Marketers have relied on third-party cookies for over 30 years, so their disappearance means reporting teams need to research and implement new solutions for tracking their campaign success. To provide some level of context to how ingrained cookies are in most marketing team's reporting, nearly 80% of marketers rely on third-party cookies for measuring and reporting on digital campaigns, according to an [Eplison study](#). 2023 won't be the year that cookies disappear for good, but it will be the year that marketers spend time thinking about how to find an alternative to uncover similar [audience insights](#) and campaign measurement.



Trend #12:

Social Media Integrations

Technology is rapidly changing and advancing, and how platforms are growing is important for brands to be aware of as they make marketing decisions in the years to come.

More and more social platforms are looking to other companies, platforms, or creators to innovate. Here are some of the recent integrations we've been keeping an eye on.

Music licensing

In 2022, Meta, YouTube, and Snapchat made interesting updates to facilitate more open music use — a traditionally sticky area when it comes to legality and copyright. Meta introduced a [rev-share program](#) wherein licensed music can be added to the content, paying the music artist through ad revenue. YouTube added a [music library](#) where creators can legally access a broader range of music (for a small fee) and remain monetized.

Geotargeting

There's also been some movement in geotargeting features promoting experiences, travel, and events. Snapchat got in on the fun by [partnering with Ticketmaster](#) earlier in 2022 to bring its users easy ways to buy tickets to events in-app. On Twitter, businesses can now add a map feature and additional information, such as opening hours.



Giphy integrations

Communication via GIF has grown in popularity over the years. The “response GIF” communication style practically has its own dialect. Their popularity means they're here to stay for the foreseeable future, and social platforms are noticing. In 2022, both [Reddit](#) and [TikTok](#) established partnerships with Giphy, a major GIF search website, improving the ease of uploading and sharing for their users.

Attracting new audiences

Another key trend we expect to see on social platforms in 2023 is the focus on widening their user bases through different kinds of partnerships. For example, Snapchat sought to bring a new audience into the fold when they [partnered with European football league LaLiga](#). Pinterest is also doing some legwork to attract new audiences, partnering with various celebrities, influencers, and institutions to produce video series and live streams.

As we enter 2023, we expect to see more social platforms incorporating new features in partnership with other services and technologies. As marketers, it's important to stay informed of [social media news updates](#) to utilize all of the latest features at your disposal in your next campaign.

Trend #13:

Instagram Reels

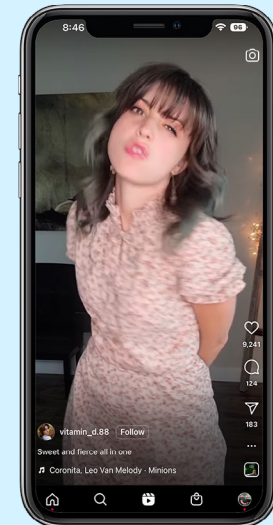
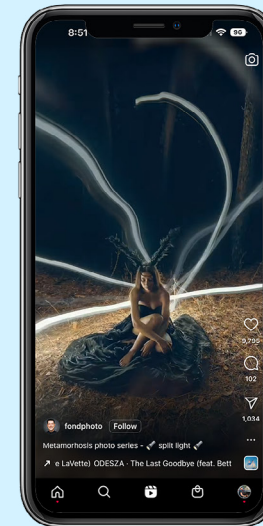
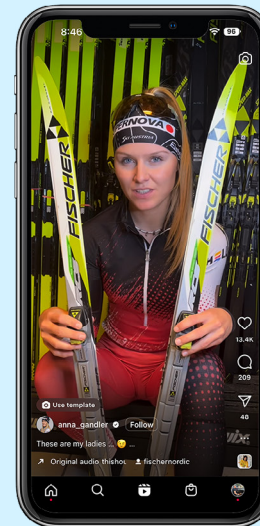
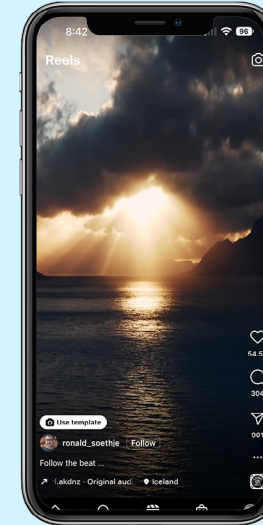
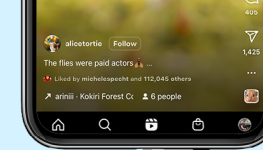
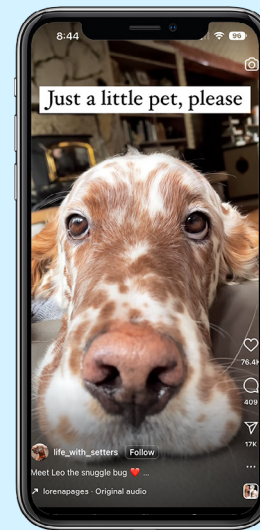
Instagram made a few big changes and updates in 2022, but none were as noticeable or met with as vocal of a response as their decision to replace all versions of video, with the exception of Stories, with [Reels](#). The reactions to this update were good and bad, but mostly disappointing (and as everyone knows, that's worse).

This update was a long time coming, though, and certainly not surprising. Instagram hasn't made its strong push to video-first a secret — or its desire to keep up with TikTok.

Part of the backlash that Instagram has received since its Reels announcement, which again deprioritizes static images, has come from the photographer cohort — Instagram's original user base. Additionally, Instagram's announcement that all video formats would be replaced with Reels negatively impacted brands and other creators that had been using their Grid to upload videos shot horizontally rather than vertically.

For many users, Instagram has taken it too far.

Certain trends within Reels even lean into this. Unhappy users have been poking fun at the video-first mentality by posting still photos as Reels, paired with audio that says, "Instagram is telling everybody to make Reels, but I'm a rebel, so here's a photo as a Reel."



However, all of this bluster has done little to encourage changes, and Instagram is continuing to work on providing ways to Reels easier to make, share, and use in your marketing.

So what updates has Instagram introduced to try to prevent its users from becoming TikTok users? Here are a few of the biggest:

- [Eliminating IGTV](#)
- [Converting all videos into Reels](#)
- [Allowing users to respond to comments with Reels](#)
- [Introducing several Reels templates](#)
- [Extending the maximum length to 90 seconds](#)
- [Releasing remixing and collaborations features](#)
- [Developing achievement badges to encourage Reels creation](#)

If your brand still isn't on the Reels bandwagon, 2023 might be the time to invest in this short-form video format.

Reels offer a wealth of opportunities for brands, especially as Instagram continues to improve usability. It has also been well established that today's consumer values authenticity, and Reels are a great medium for giving your current customers, as well as potential customers, a behind-the-scenes glimpse into your brand.

Reels allow you to humanize your company by hopping on trends, giving a quick office tour, or providing quick tips relevant to your industry. And there's also room to showcase your products with more polished videos.

Working with influencers who already have a solid following is another popular and effective method that brands can use to build their own following and encourage sales.

While fashion and beauty products fit extremely well within Instagram, a quick scroll reveals that there's plenty of opportunity for other types of products and businesses to take advantage.

Instagram seems to be very focused on functionality right now, keeping up with TikTok's updates and new features. But if the company truly wants to differentiate (which, again, is unclear at this point), it is going to need to think outside the box, or at least a bit more adjacent to the box. We'll be watching this closely — in particular, it will be interesting to see if Instagram taps into its own creator cohort to advertise; similar to the "[TikTok Taught Me](#)" campaign.

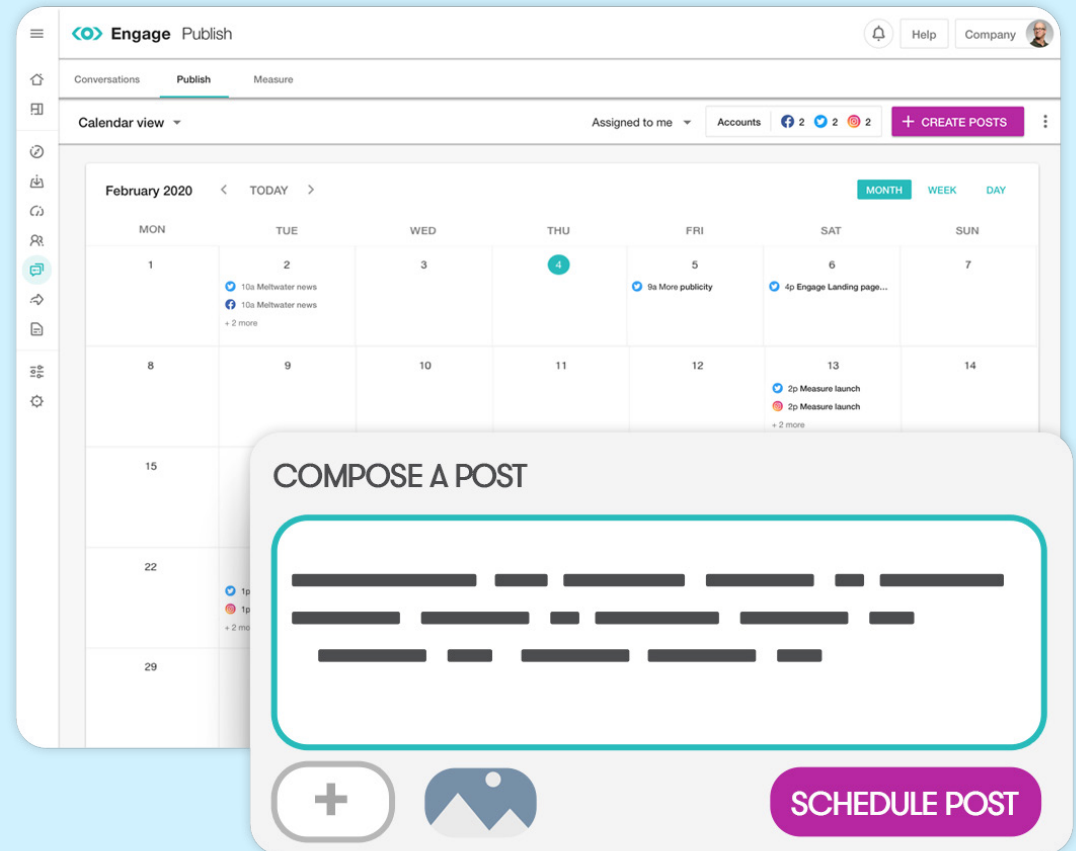
Reels has an uphill battle to differentiate, there's no doubt about it, especially as TikTok is rapidly becoming synonymous with short-form video creation (akin to "Kleenex" or "Chapstick" being catch-all terms for other brands). TikTok has also made it clear that they don't see Instagram as a threat, with a brazen move introducing "[photo mode](#)", allowing users to upload a still photo carousel as a TikTok — rendering Instagram undifferentiated to those users who are on TikTok exclusively.

As Instagram continues its Reels-first strategy, we look forward to the new ways they'll find to get out of the TikTok shadow.

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Trend #14:

Interactive Content

In the era of endless scrolling, marketers need interactive content more than ever to capture consumer attention and engagement. That fact was clear throughout 2022 as top social platforms continued investing in features to help bring entertainment and shopping experiences to users wherever they may be. TikTok introduced [interactive additions](#), Twitter started [testing interactive ads](#), and [Spotify rolled out clickable CTAs](#) to accompany podcast ads — all giving marketers more opportunities to attract engagement from each platform’s dedicated user bases.

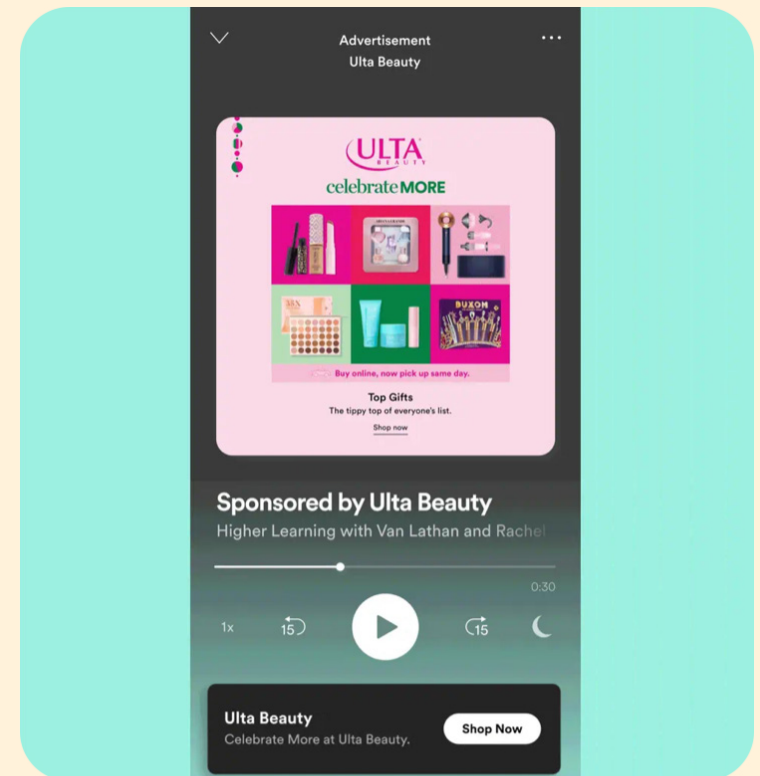
Meanwhile, marketers and brands have become more innovative about deploying interactive content that makes consumers feel engaged and seen. Some standout examples include [Google Search’s look back](#) at its history and, of course, Spotify’s annual, [personalized Wrapped campaign](#).

Notably, interactive content is more closely wedded with social commerce with each passing day. For example, Snap rolled out [shoppable AR lenses](#) in 2022, beginning with ones from MAC and Ulta that let users “try on” cosmetics and immediately buy them. 2023 will see even more innovation in how marketers use AR to drive conversions.

Across platforms, brands continued innovating with evergreen favorites like branded filters. One popular example is [Fenty Beauty’s contour filter](#) created with influencer Grace M. Choi. Outside of custom branded ones, filters play major parts in Instagram, TikTok, and Snapchat trends, offering another avenue for brands to connect and communicate with their audiences.

However, 2023 won’t just be about digital interactive experiences. Capitalizing on the value of “IRL” experiences, brands will have a wealth of opportunities to deploy physical, interactive, UGC-inspiring content in brick-and-mortar locations and public spaces.

Along with offering marketers an added source of consumer insights, interactive content is a major brand differentiator and critical weapon against the algorithm. Overall, the creative bar to keep consumer interest and engagement will only get higher as 2023 unfolds.



Trend #15:

AI Content Creation

When futurologists first warned that robots would be coming for our jobs, few of us imagined that they'd start with graphic artists and copywriters. But 2022 was a big year for AI-powered content creation, and it looks set to play a bigger role in the future.

We've reached an inflection point where a combination of improved algorithms and raw computing horsepower has enabled "Generative AI" to create visual and written content at impressive levels of quality. Tools like [Dall-E](#) and [Stable Diffusion](#) are now capable of producing images of anything you want, in any style you want, from a natural language prompt.

Similarly, platforms like [GPT-3](#) can generate authentic-looking copy in a wide variety of formats. Numerous products are now using AI to automate copywriting tasks ranging from optimizing email subject lines to mass-producing SEO blog copy; although it's worth noting that Google considers AI-generated content to be against its guidelines for webmasters.

Can these tools replace human artists and copywriters? That depends on your quality standards. Certainly, AI is capable of producing high-quality images, even close to photo-realistic, which may be good enough for some use cases as an alternative to stock images, but for situations where you have very specific requirements, a professional graphic artist is still essential.

For AI-generated copy, the answer is less clear. When you ask an AI to write a blog post about, for example, the benefits of owning an electric car, the AI does not research that topic and build a human-like understanding of the issue before putting its thoughts onto paper. Rather, GPT-3 has been trained on millions of existing diverse examples of human-generated text, and it uses that training to predict what text is most likely to provide a plausible response to the prompt you have given it.

So the copy it produces is not based on a deep understanding of the topic, but just a statistical model of what has already been written on that topic by humans. It's a neat trick, but it doesn't help marketers write engaging, original content that answers the needs of their audiences.

But we've come a long way in a short time, so it's likely that the technology can still improve significantly, and in a year or two, it may prove far more useful to marketers.



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