



DIGITAL MARKETING TRENDS 2023

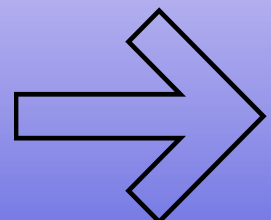


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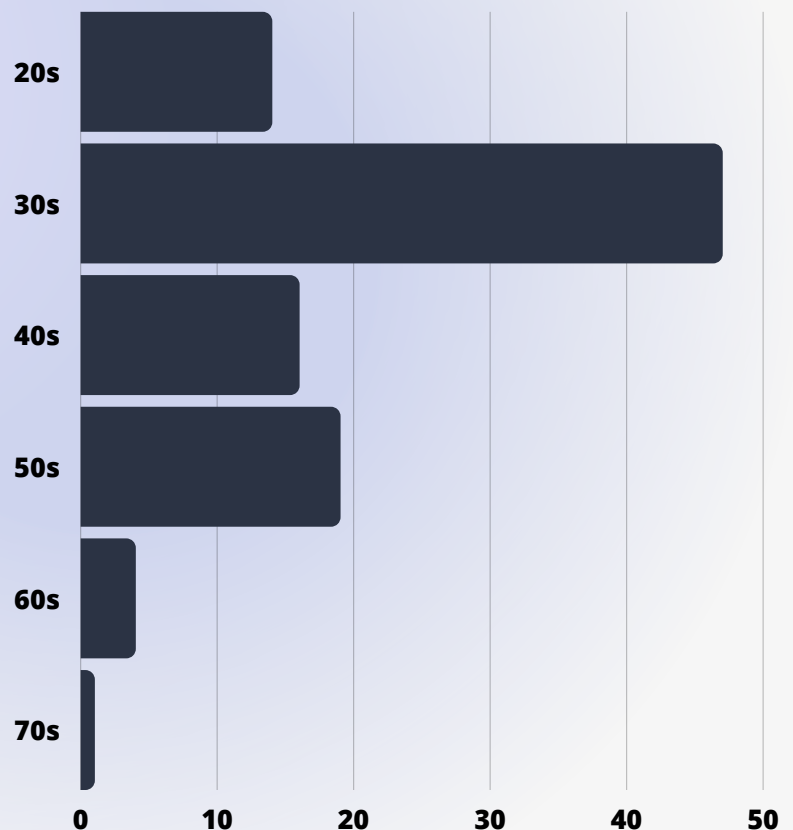
NOMADIC TRAVELERS

In the past two years, many companies have fully embraced the idea of WFA (Work From Anywhere). They have recognized that their employees really can WFA - all they need is Wi-Fi and a laptop. But businesses should not expect digital nomads to become the new normal across the board. A more likely reality of 2023 for digital nomads and businesses is those that accommodate a hybrid work schedule with part-time at home, and part-time at the office.

As a brand, it is important to know how to reach this rising high-value audience, whose shift in lifestyle will impact how you form marketing strategies and messages.

There are increasing challenges for marketers to reach this client. In-person conferences and face-to-face meetings have become less popular. The traditional playgrounds for marketing no longer exist. The personal touch gained from F2F conferences and meetings is missed. Ever than before, marketers need to be more innovative. All the campaigns need to focus on establishing a personal connection.

MOST DIGITAL NOMADS ARE IN THEIR 30S AND 40S



Don't assume your consumers are where you are or are all in the same place. Create strategic marketing plans that are inclusive and can be altered to varying consumers' needs.

GEN Z

Being the first generation to grow up immersed in a digital-first society marked by severe shifts in economic, environmental, and political circumstances, gen Z strongly influences trends across all digital platforms and shapes the future of media. Concerning the latest research within social studies, gen Z focuses on:

EMBRACING
DIVERSITY

AN ETHICAL
CONCERN OF
CONSUMPTION

GENDER FLUID
CONCEPTS

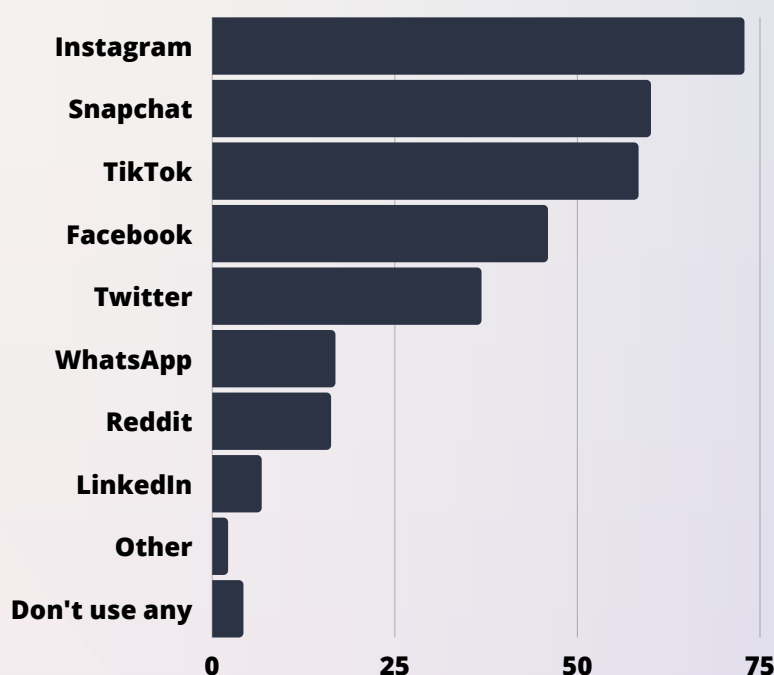
MENTAL HEALTH
ISSUES

ACTIVISM

SUSTAINABILITY

All the above mentioned are trendsetting that community building and storytelling will be more important than ever in 2023.

THE POPULARITY OF SOCIAL MEDIA PLATFORMS AMONG GEN-Z USERS



Source: [Pew Research Center](#)

Gen Z doesn't simply want to buy what your brand is selling, they want to join you. They want a community — a tribe to which they belong. That's where your brand can stand out. Brands that prioritize community-building will win over the young demographic that wants to connect through shared values.

Also, keep in mind that no gif, meme, or heart emoji is too silly or flippant to communicate gen Zers' feelings, as long as it's effective and efficient.

If your target audience is gen Z you definitely have to put these principles into your coherent marketing strategy.

PRIVACY

Trust and reputation are essential for growing any business, and they can increasingly be won or lost by how you handle your customer data. With each passing year, consumers are more cautiously concerned about data gathering due to the vulnerability of fraud, privacy invasion, and intrusive marketing pitches. Consumers need to see a clear link between the personal information they've shared with you and the value they get back.



65%

OF APAC CONSUMERS
BELIEVE MOST
COMPANIES AREN'T
TRANSPARENT
ABOUT HOW THEY
USE THEIR DATA



67%

CONSUMERS WILLING
TO LET BRANDS THEY
EXPLICITLY APPROVE
USE TRACKING
COOKIES TO IMPROVE
THEIR EXPERIENCE

The ethical collection of data is now appealing to the masses and first-party data will be the go-to strategy in 2023 for marketers. Marketers will need to stay up to date with the latest EU regulations, make smart marketing adjustments, increase focus on privacy, and give serious consideration to the potential of cookie-free advertising in the future.

GAMIFICATION

30%

CUSTOMER RETENTION HAS BEEN INCREASED BY 30% THROUGH THE GAMIFICATION OF LOYALTY PROGRAMS



Games have the ability to change everything, as they can be used to create a tight community around a brand, while static images and passive videos have become stale.

It is possible for brands to incorporate fun games where consumers can earn a few rewards or integrate a brand's products into popular games.

Although gamification in marketing is quite an effective way to improve customer loyalty, tech support is still in its infancy. **But considering how fast the technology is advancing, there is always room for pleasant surprises that can change gamification as we know it.**

68%

GAMIFICATION AMPLIFIES CONTENT DISCOVERY INCREASING ACTIVITY FEED ENGAGEMENT BY 68%

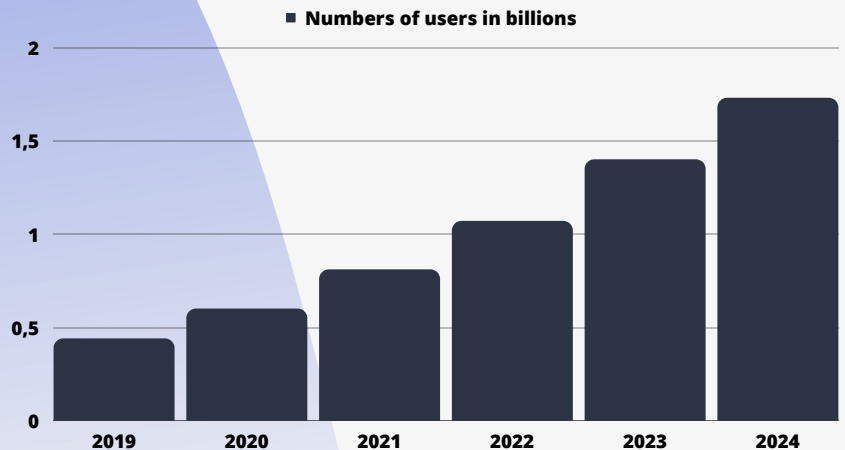
AR/VR



IT'S EXPECTED
THAT VIRTUAL
REALITY REVENUE
WILL REACH

**\$7 BILLION
IN 2023**

PROJECTED NUMBER OF MOBILE
AUGMENTED REALITY (AR) ACTIVE USER
DEVICES WORLDWIDE FROM 2019 TO
2024 (IN BILLIONS)



Virtual reality is here, and it's fast becoming a part of our daily life. Companies across various industries are adopting this technology to train their employees, test new or existing procedures, and develop new products.

Aside from improving efficiency and enhancing operations, businesses are seeing virtual reality as an invaluable tool for marketing. A technological blend of virtual and real elements can provide an effective means of telling your brand's story, creating a more memorable experience for customers, putting the fun into advertising, or showcasing your product in a new light.

Besides that, VR is redefining the online user experience by reinforcing the "try before buy" concept.

A number of global enterprises have already incorporated virtual reality into their marketing campaigns, including:

L'ORÉAL



COMMUNITY BUILDING

Creating a sense of community is vital as we spend more and more time online and become disconnected from the geographies and institutions that used to shape our identities. The way we self-sort and identify in the modern world is by joining tribes and fandoms based on shared passions.

01 Through online communities, customers can communicate and are encouraged to stick with a certain brand, since participatory experiences reinforce loyalty.

02 Apart from increasing retention, online communities can also help you understand your customers' wants and needs.

03 By viewing what they are discussing directly on your servers, you do not need to monitor social media extensively in order to identify trends in social media.



85%

OF MARKETERS AND COMMUNITY LEADERS BELIEVED THAT HAVING A BRANDED ONLINE COMMUNITY IS CRITICAL FOR IMPROVING CUSTOMER JOURNEY AND INCREASING TRUST.

As of 2023, we expect to see an increase in the number of online community platforms that businesses will be used to create spaces for their members. Because developing a great B2B community website is hard work, **while online community platforms are providing businesses with options that allow them to have communities, online courses, paid memberships, and virtual events. And most importantly, they might be under the company's branding, available across the web, iOS, and Android devices.**

ARTIFICIAL INTELLIGENCE —

Another one of the digital marketing trends to watch in 2023 is, the increasing use of AI in digital marketing. Marketers have always had immense power over consumers and society. With AI, this power grows. Currently, AI technology is being used to:



Generate fresh content ideas by copy/paste keywords and topics into content idea generator which runs on the OpenAI network

Identify patterns in customer behavior to create personalized email marketing campaigns or targeted ads.

Create a catchy headline based on the information in the article

Automate the capturing, processing, and analysing of real-world images and videos, improving image quality and developing digital twins.

Write an article within 30 minutes with the help of blog post story generator, which gives you a title, an intro and an outline — which you can all use as drafts and ideas.



With AI, marketing operations will become more efficient, allowing marketers to allocate budgets and resources toward activities that contribute to a more dynamic marketing organization. If you haven't incorporated AI into your marketing strategy yet, it's definitely worth doing in 2023.

CONCLUSIONS

2023 in marketing is going to be as disruptive and alive as ever. You've read about 7 key capabilities to look for in digital marketing, which can help you to create a winning marketing strategy heading into 2023.

2023

**NOMADIC
TRAVELLERS**

GENERATION Z

PRIVACY

GAMIFICATION

**AUGMENTED/
VIRTUAL
REALITY**

**COMMUNITY
BUILDING**

**ARTIFICIAL
INTELLIGENCE**

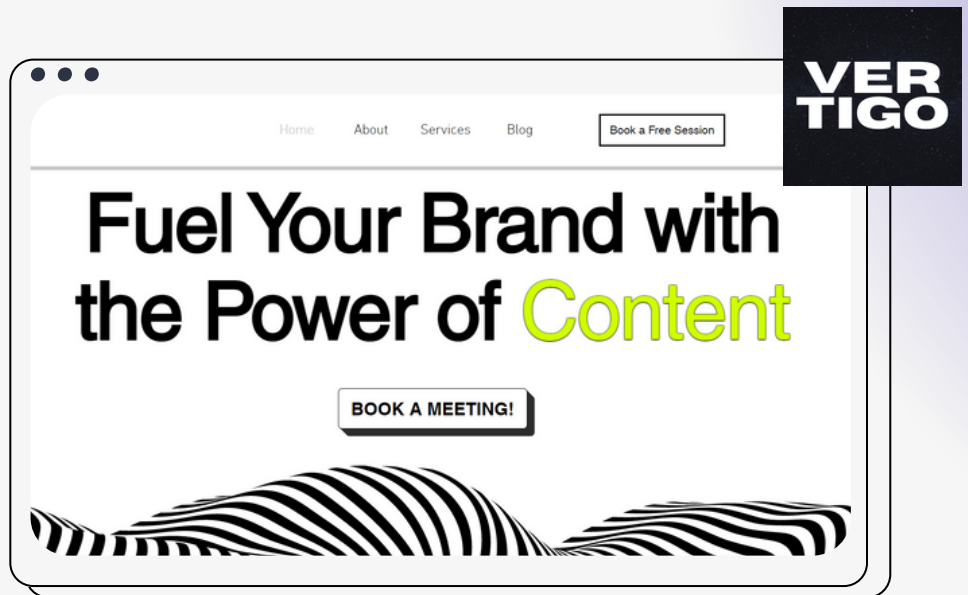
If you need support with your advertising, social media, SEO and content, get in touch. We help businesses all over the world with marketing strategy, content, and performance.

ABOUT VERTIGO

Vertigo provides content-marketing & branding services to digital and high-tech businesses on a subscription basis.



BOOK
A FREE
CONSULTATION



We work with clients that look for long-term growth through communications. However, they don't have time and a million-dollar budget to promote themselves or to have a fully-fledged marketing department. Here we are! Vertigo helps your digital business to:

GET QUALIFIED
LEADS

GROW IN PUBLIC

INCREASE
BRAND
AWARENESS

REDUCE
MARKETING COSTS

MOVE FASTER
WITH FLEXIBLE
BILLING

ACQUIRE A
BIGGER MARKET
SHARE

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