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TRENDS IN MARKETING IN 2023

Annotations: It is very important to know trends in marketing and marketing strategies for each new year, because they provide new opportunities for business development, help convey brand values in new or improved ways.

Key words: Marketing, marketer, trend

It is important to be aware of trends in marketing because trends allow businesses to push the boundaries of the market. Trends bring new ideas and opportunities. And trends allow brands to communicate their values in different ways.

- Video content

In 2022, we saw trends in social media marketing and video content gaining popularity and becoming a trend. In 2023, the trend of video content and live broadcasts will continue to grow.

- Application of artificial intelligence

Also in 2022, we observed the development of artificial intelligence. It will have a significant impact in 2023 on the development and trends of marketing. A business

that applies machine learning and artificial intelligence creates technology first to collect and analyze information about its target audience. Developments are already being used to modernize digital marketing strategies. Many apps and programs already incorporate machine learning:

1. Google Ads.
2. Facebook IQ.
3. Bots in messengers for CRM.

All these examples refer to the practical application of artificial intelligence in digital marketing. With their help, it is possible to increase the effectiveness of reaching the target user base in order to further convert them into potential customers.

As an example, the company Amazon and its web application. They are used to analyze online requests, view purchase history, and view specific categories and products on the site. This helps you set up hyper-personalized targeting for the highest converting products.

- Chat bots and voice assistants

Chatbots and voice assistants became another trend in 2022. In 2023, they will not have enough business and marketing. The most popular work option in retail is working with customers, where artificial intelligence helps predict customer behavior and creates hyper-personalization. The main advantages of such assistants:

1. Round-the-clock service.
2. Instant answers to questions.

The development is actively used in the Facebook Messenger business, but there are many other platforms for implementing messaging technologies and applications. Among them are Botsify or Chatfuel.

- Influencer marketing

It's no surprise that influencer marketing will continue to boom throughout 2023. As of now, it's responsible for bringing in, on average, \$5.20 for every \$1 spent on this type of marketing. Some influencers' influence, whether through Tiktok to, Instagram or YouTube, or companies collaborating with these users, can generate a great return on investment.

- New targeting solutions

Google is set to phase out third-party cookies by the end of next year due to rising privacy concerns. Cookies play a role in target marketing by tracking a user's behavior across the web so marketers can deliver a customized experience. In order

to remain relevant, brands are testing alternative targeting solutions to continue developing highly personalized content and ads.

- Agile marketing

As the name would suggest, Agile marketing is an approach inspired by the Agile methodology. It's a way of working that involves rapid iterations rather than one big project. Agile marketing emphasizes real-time collaboration and is designed so that marketers can respond more easily to change.

Benefits of Agile marketing include:

1. Flexibility to adapt to change due to iterative planning
2. Ability to deliver value early and often by grouping individuals into small cross-functional teams that can finish projects autonomously
3. More focus on customer value and business outcomes as opposed to activity and output
4. More data-driven decisions thanks to an emphasis on experimentation
5. Better transparency and collaboration through visualized workflows and frequent touchpoints

To sum it up, marketing trends in 2023 will be diverse. We will have an increase in the popularity of some trends in 2022, as well as new interesting trends that will help marketers engage the audience, go beyond the boundaries and create great advertising campaigns and bring revenue to companies.

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