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# GET AHEAD OF THE CURVE: THE TOP DIGITAL MARKETING TRENDS FOR 2023

The digital marketing landscape is constantly changing and it can be tough to keep up. To stay ahead of the competition and make the most of your digital marketing efforts, you need to be aware of the latest trends. With 2023 just around the corner, now is the perfect time to start planning. Let's review several overall marketing trends and some specific trends in content marketing, social media marketing and search engine optimization (SEO). These are all intertwined, creating a comprehensive

and interlaced digital marketing presence.

## Overall trends From third-party data to first-party data

In the world of digital marketing, data is king. One trend that you should pay attention to is the shift from third-party data to first-party data. "Third-party data" refers to anonymous information collected by companies other than your own; while "first-party data" is data collected directly from your customers. The former gives marketers a

better understanding of their target demographic; while the latter provides more detailed insights into individual customers.

First-party data allows marketers to gain a deeper understanding of their customers and create more personalized experiences for them. This can be done through tactics such as tracking website visits and behavior; segmenting customers based on their interests and buying habits; and gathering feedback about products and services. With this data,

marketers can develop more targeted campaigns that are tailored to each individual customer's needs and preferences to build long-term relationships and offer a more engaging experience that leads to higher conversion rates.

This is one of the main reasons Google Analytics is moving away from universal analytics and moving to GA4. If you haven't spun up your GA4 analytics profile and deployed it on your website, you may want to



do that soon, as universal analytics will be pulled at the end of June.

## **Video marketing: still a top trend**

Video marketing has been a key trend for a few years now and that isn't changing anytime soon. Video can be used to share your brand message, showcase new products and services, increase engagement with customers and even provide educational content. It's no surprise, then, that video marketing has consistently been named one of the top digital marketing trends for 2021, 2022 and now 2023.

So how can you make the most of this trend in the coming year? Focus on creating high-quality, engaging videos that are optimized for mobile devices. Develop content that resonates with your target audience, incorporating visuals and sound that make an impact. Additionally, consider using live streaming services such as Facebook Live, TikTok Live and Instagram Stories to create interactive experiences for your customers.

By leveraging the power of video marketing in 2023, you can effectively reach new audiences and engage your existing customer base. From driving sales and boosting customer loyalty to improving brand awareness and increasing website traffic, video marketing offers numerous benefits for businesses of all sizes.

If you want to get ahead of the competition in 2023, don't forget about video marketing.

## **Content marketing Blogging is here to stay**

Another trend that is here to stay is blogging. High-quality content can help businesses achieve their goals by attracting new customers and building trust with existing ones. And as marketers look for ways to differentiate their products and services from those of their competitors, personalization will be key. From targeting specific audiences to tailoring custom messages for each user, personalization can make all the difference when it comes to reaching potential customers.

## **Infographics are making a comeback**

These creative visualizations are an effective way for businesses to communicate with their target audience and present valuable insights about their products or services in an easily understandable manner. Infographics are highly shareable, making them an ideal tool for content marketing strategies. They are also great for boosting SEO, as they often include links to other related content or websites.

Furthermore, infographics help to break up large chunks of text into smaller, easily digestible pieces. This makes it easier for



readers to quickly scan and understand the information you're presenting—and we all know that time is money. As technology advances and more people rely on mobile devices, having visuals that look great on all screen sizes is becoming increasingly important.

## **Social media The meteoric rise of TikTok**

TikTok is the perfect platform for marketers to reach a wide range of audiences. With its easy-to-use interface and innovative features, it allows brands to create highly engaging content that resonates with their target audience—whether B2B, B2C or experiential. With its vast array of effects, music and videos, TikTok enables businesses to create viral campaigns and build brand recognition quickly. In addition, its advanced analytics provide useful insights that help marketers better understand user behaviors and track performance.

## **Leveraging influencer marketing**

In 2023, brands should focus on developing more meaningful relationships with influencers. Brands can use various tactics, such as offering exclusive product previews or access to exclusive content, in order to incentivize influencers to partner with them. Additionally, brands should work to better understand the audience of their chosen influencers, in order to create more effective and tailored content. Influencer marketing has become an incredibly powerful tool for brands looking to increase their visibility and reach. According to research from McKinsey & Company, influencer-based campaigns are up to 11 times more effective than traditional digital campaigns. This is because influencers have a built-in audience that is highly engaged and willing to trust the opinions of the people they follow. By leveraging the power of influencers, brands can increase



brand awareness, drive engagement and boost conversions.

## **Social media as a customer service tool**

Customer service is more important than ever before and companies that can leverage social media platforms to provide quality customer service are sure to stay ahead of the curve. By using social media, companies can easily connect with their customers and answer questions or address issues have via an over-the-top application like Facebook Messenger or WhatsApp. This creates a great user experience that can help increase customer satisfaction. Additionally, it allows companies to respond quickly to customer feedback and issues, which can help build trust.

## **SEO**

### **Prioritizing keyword optimization**

Keywords are the foundation of any successful SEO and digital marketing campaign, as they allow you to target relevant audiences and appear higher up search engine results. When it comes to optimizing your website for keywords, it's important to keep in mind that the best way to do this is by creating content that is tailored to the specific search terms you're targeting. This means that you should be researching relevant keywords and tailoring your content



accordingly. Additionally, pay attention to the various keyword tools available online and use them to identify high-performing keywords for your website.

Another important step for effective keyword optimization is to optimize your website's metadata. Metadata is essentially invisible code that tells search engines what your website is about and can be optimized to include relevant keywords. This ensures your website appears more prominently on the search engine results page when users search for those specific keywords.

### **Historical optimization**

Historical optimization is the process of analyzing past performance of

content to determine where improvements can be made in order to achieve better results in the future. It is especially useful for improving your SEO efforts, as it can help you identify keywords that are popular among your target audience and adjust your content accordingly. By leveraging historical optimization, you can ultimately reach a larger audience. This strategy can help you create content that resonates with your target audience and drives more traffic and engagement to your website or blog.

### **Advanced link building**

Link building is a key component of any effective digital marketing strategy and it's important to stay on top of the latest trends. The first advanced link-building

technique is utilizing an outreach program. This involves developing relationships with other websites or influencers in your industry who have the potential to link to your content. By building these relationships, you can have your content featured on other websites, resulting in more organic links pointing to your own site. An internal linking strategy is a great way to maximize the value of your existing content.

By utilizing these advanced digital marketing trends, you can stay ahead of the curve and get a jumpstart on your 2023 digital marketing plan. If you need help getting started or would like assistance with your digital marketing efforts, reach out to a trusted marketing team today!