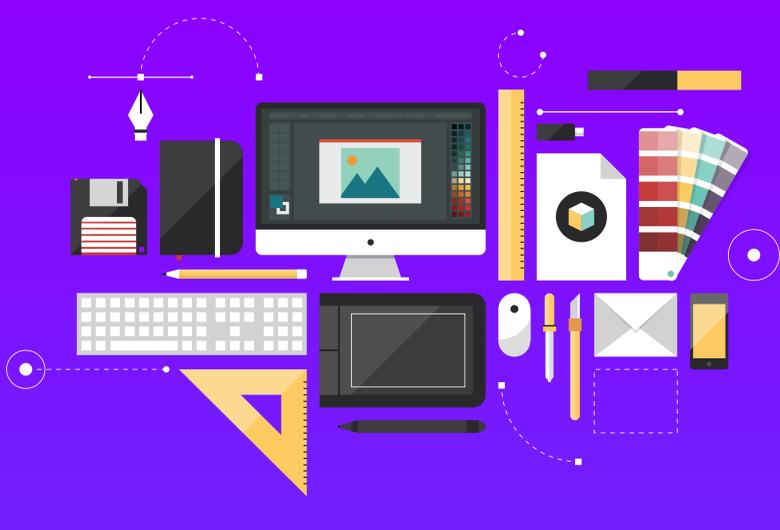


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Digital marketing trends to grow your business online in 2022

The world is constantly changing, and your business needs to keep up to stay relevant!

With 2022 being the Year of the Tiger, our 7 digital marketing trends are all about helping you to increase your competitiveness, take risks and see results.



1.

Users value design:

75% of consumers make judgements on a company based on their website design. Focus on creating topical, informative and sticky content that draws your audience in keeps them engaged.

Faster websites:

Since google has launched their core web vitals, speed and overall user-friendliness of your website has become ever more important. It is vital that your website is optimised for both desktop and mobile users.

2.



3.

Video marketing is important:

Video content captures and holds your audience's attention more than most static assets helping you to beat the algorithm and increase traffic to your platform.



Case Studies Drive Credibility:

Consumers don't just want to hear why you think your product is better than others in the market, they want to see real customer stories on how the product has benefited them.

4.



5.

Personalised conversational marketing:

Creating less formal, human-centred advertising that considers the locations and cultural associations of potential customers, putting you in the right place at right time.



Influencer marketing:

82% of consumers have been influenced to make a purchase, research a product or consider making a purchase after seeing friends, family or influencers posting about it.

6.



7.

Business sustainability:

The rise of conscious consumerism means that purchase decisions now rely on how ethical and environmentally friendly both the product and the brand are.



The Tweak team can help your business to get the best ROI from their digital marketing, from brand and content creation to results driven lead generation campaigns.

Get in touch and receive a tailored marketing package to fit your 2022 needs and objectives.