

6 DIGITAL MARKETING TRENDS TO TRY IN 2022

1. VIDEO CONTINUES TO RISE



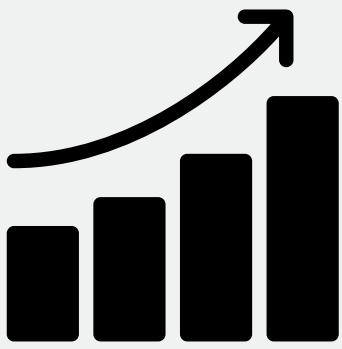
Online videos make up more than 82% of consumer internet traffic. Upload your videos to other platforms (YouTube, social media pages, etc.) Leverage more content by embedding them into email newsletters, blog posts and more.

2. FOCUS ON INBOUND MARKETING

As inbound marketing continues to rise, 11% of marketers say it will be their biggest investment this year. It's designed to draw attention to the right audience and provide valuable content to build connections and conversations.



3. GROWING ON LINKEDIN



Two new members join LinkedIn per second. Companies looking to reach a business-minded audience can find success by leveraging new features and content strategy on this platform.

4. INTEGRATED CAMPAIGNS WITH DIRECT MAIL

A direct mail campaign integrates digital elements to reach your audience with the right message at the right time.



5. MAKE IT MEMORABLE



Make it unforgettable! Marketers are putting focus on creating more memorable experiences through campaigns with elements and personalization. Use interactive features and tailored content to bring your marketing plan to life.

6. EMAIL MARKETING TAKES CENTER STAGE

Email marketing provides a direct, open line of communication. Build a segmented list so you can tailor specific messages for different groups of your audience.

