

ADL↑FT

Acquire. Amplify. Advance.

2023
Digital Marketing
trends

Your **Mid-Year Trends** Check

Get Ready to Elevate Your Digital Marketing Game

As we hit the midway of milestones for **2023**, it's time to pause and take stock of your digital marketing strategy.

AdLift presents a mid-year digital marketing trends check that is sure to supercharge your success!

01. The New E in Google's EAT:

Google's EAT (Expertise, Authority, Trust)
just got an upgrade with an
additional E - Experience!

Now, Google wants to see that content creators
have real-world experience with the topics they discuss.
So, it's not just about expertise but hands-on know-how too!



Experience



Expertise



Authority



Trust



02. Audience-Targeted Content:

Forget Traffic, Focus on Engagement!

Sure, **SEO** content generation is on fire, but are you really hitting the mark with your audience? Don't just write for high-ranking keywords; write to captivate and connect with your target audience. Google isn't a fan of content that's all about generating traffic but neglects the needs of your audience. Let's keep Google happy, shall we?

03. Lights, Camera, Action!

Video Production Takes the Spotlight!

Get ready for a blockbuster year of video consumption in **2023!** People can't get enough of **online videos**, with an average of **17 hours** per week spent watching them. Businesses have caught on and are investing big in video content. It's time for **lights, camera, & plenty of action!**

DIGITAL VIDEO IN 2023

3.5
BILLION

viewers
worldwide

17
HOURS/
WEEK

watching
online
videos

52%

more likely
to share
video
content

75%

watch short-
form videos
on mobile

83%

of marketers
recommend
videos under
60s.



04. Employee Advocacy:

Let Your Team Be the Social Media Heroes!

Did you know that **90%** of **B2B** social media marketing strategies in **2023** will incorporate employee advocacy programs? It's time to unleash the power of your team on social media. When employees become advocates, your brand gains more visibility, attracts top talent, and takes control of its messaging. **It's a win-win!**

05. Personalized Content:

Make Every Experience Unique!

In **2023**, personalization takes a giant leap forward. **AI algorithms** now gather and analyze user data to tailor content to individual preferences. It's like having a personal concierge who knows exactly what you want! From browsing history to social media interactions, personalization evolves with the user's interests, making every experience truly one-of-a-kind.





06. AI:

The Superhero of Digital Marketing!

Get ready for an **AI-powered revolution in 2023!** From online advertising to chatbots, AI is making its mark. It's the year of **ChatGPT** and the rise of **AI** in e-commerce, content creation, web design, and so much more. **The future is here, and it's powered by AI!**

07. Automatic Campaigns & Smart Bidding:

Sit Back and Let Automation Do the Work!

Google is pushing for automation in **PPC advertising**. Let AI and machine learning handle your ad campaigns and bidding strategies. Use scripts, automated recommendation software, and responsive search ads to optimize your campaigns. It's time to sit back, relax, and let **automation work its magic!**





08. First-Party Data:

Data:

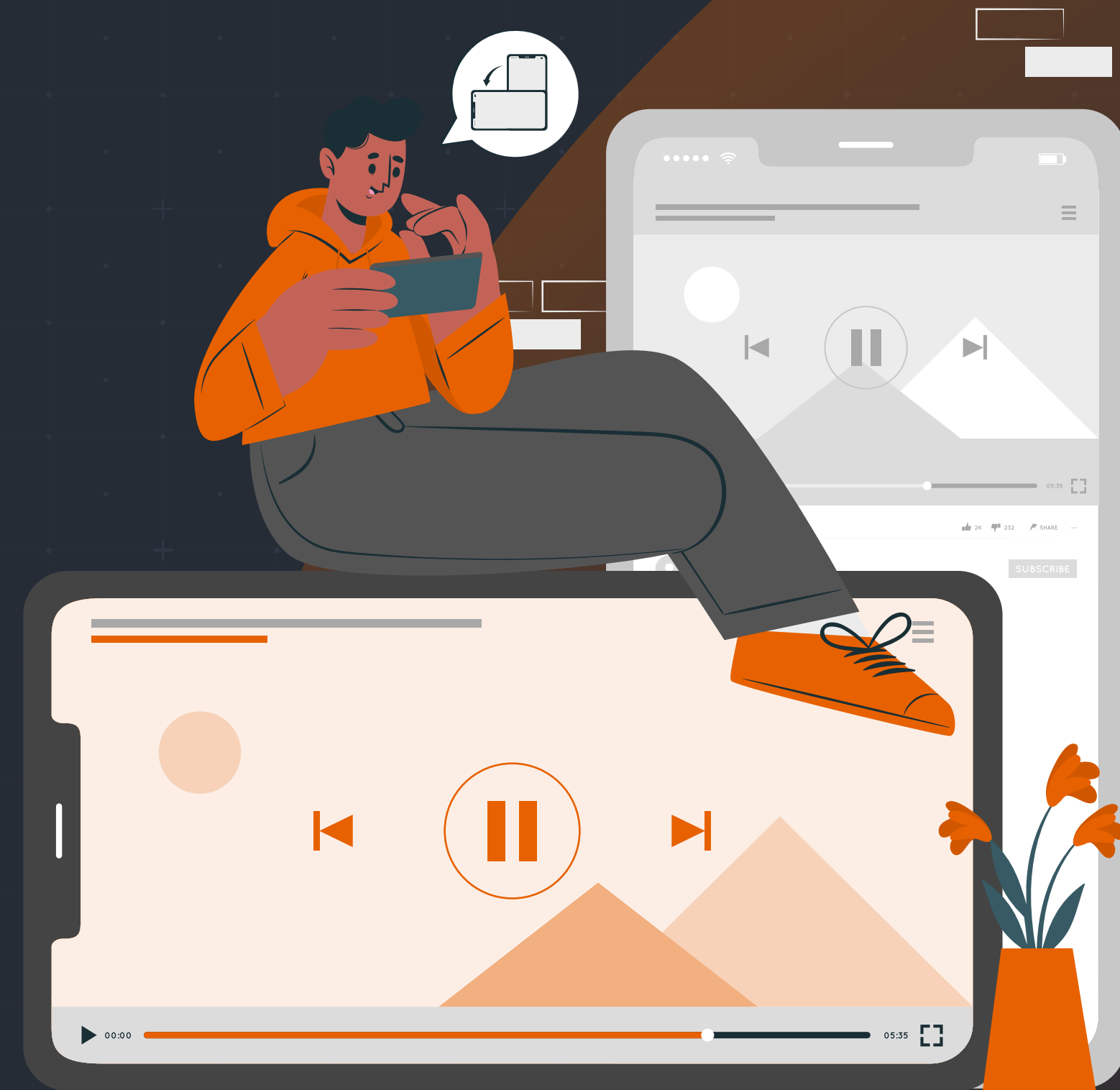
Your Ticket to Success!

Privacy concerns are soaring, and first-party data is becoming a game-changer. As access to third-party data diminishes, your first-party data becomes invaluable. Capture, enrich, and utilize it for precise targeting and personalized customer journeys.

It's time to put your data to work!

09. Be Real, Be You

Gen Zers can spot a sales pitch from a mile away, but they gravitate toward authentic connections. Platforms like TikTok and BeReal thrive on unpolished, genuine content. It's time to let your brand's true colors shine and create unfiltered, authentic moments that resonate with your audience.



2023 has witnessed the emergence of "de-influencers" – influencers who guide their audience on what products or services to avoid. The hashtag #deinfluencing has gained tremendous traction on TikTok, amassing over 76 million views and igniting a broader discourse about excessive consumption.

Although the impact of this trend on brands is still uncertain, it's crucial for brands to be aware and evaluate their position in this evolving landscape.



10. Long-Term Influencer Relationships:

Trust Takes Time!

Short-term influencer partnerships are losing their sparkle. Building **long-term relationships** with influencers is the secret sauce for building trust and authenticity. Find creators who align with your business and target audience and nurture long-term associations for the ultimate return on investment.

With these mid-year digital marketing trends in your arsenal, get ready to soar to new heights. Engage your audience, create authentic experiences, and watch your success take flight. Let AdLift be your guide as you make 2023 your most exciting and successful year yet! Get ready to lift off!

