

HOTTEST 10 DIGITAL MARKETING TRENDS

THAT WILL
SHAPE 2022





75%

**RANKED DIGITAL
MARKETING AS ONE
OF THE TOP FIVE MOST
IMPORTANT SKILLS.**

ADMA Professional
Skills Census

The recent ADMA Professional Skills Census found that 75% of respondents ranked digital marketing as one of the top five important skills they need now and into the future, yet 59% of respondents felt they have gaps in this area.

With the digital marketing space evolving, keeping on the front foot is imperative and 2022 looks set to present even more new opportunities and trends for digital marketers to adopt.

BUT WHERE TO START?

From new digital platforms to advances in AI, the transformation of the digital marketing landscape can feel overwhelming.

The Association for Data-driven Marketing and Advertising (ADMA) is the peak industry body and go-to resource for data-driven marketing. We promote best practice, provide insights, and research to help marketers prepare for the future. Here's our guidance on the top digital marketing trends that will shape 2022.

1. DEFINE DIGITAL STRATEGY

Using digital marketing with a clearly defined strategy is the best way to get the most return on your efforts. It will help you focus on the essential channels and content for your business, and align your activity with your overall business plans. It's a marketing roadmap to get you where you want to be.

In 2022, being strategic about your digital marketing should be at the top of your list.

TOP TIP: Defining key business objectives will help you scope the digital strategy that you need for your business. Develop a strategic framework that aligns digital activity to customer journeys and business outcomes.

2. GET SMARTER ON DATA



Digital marketing should be informed by data and insights, so getting smarter on your data is a trend to help you be more effective.

Gartner predicts that by 2023 data literacy will be essential for driving business value¹, so it's now non-negotiable for savvy digital marketers.

Interpreting data into actionable digital marketing activities will make your marketing outreach more effective. It will empower you to respond in real-time to the activity that's working for your audience.

TOP TIP: Test and learn which channels deliver best outcomes for your business. Be clear on which metrics are important when evaluating performance.

3. PRIVACY MATTERS



Global platforms are prioritising privacy for their users to meet the consumer demand for services that promise robust personal data protection. Managing data is a crucial part of being a data-driven digital marketer.



BY 2023 DATA LITERACY WILL BE ESSENTIAL FOR DRIVING BUSINESS VALUE.

Gartner

Putting customers at the heart of your data-protection policies is essential to maintain trust, and to build mutually respectful relationships. In addition to businesses being held accountable for their privacy practices by international governments, this is important as consumers will grow to trust the brands which are open and honest about how they collect and use personal data.

It's a new era where transparency is important, so keep this in mind with your digital marketing planning. Businesses need strong "privacy by design" processes in place.

Ensuring that marketers are across the latest regulatory requirements and compliant is one of our top priorities here at ADMA. It's safe to say these regulations will continue to evolve this year and all marketers will need to stay across these changes and what it means for their business.

TOP TIP: As a marketer, you need to be aware of your own company policies to ensure you are managing customer data within these. While reviewing, check that 'privacy by design' is a priority, as well as your compliance with local and international laws and obligations (SPAM Act, Privacy Act and Do Not Call Registers). We also recommend speaking to your legal and compliance team to ensure contracts and other agreements cover your responsibilities.

4. THE EVOLUTION OF SEARCH



It's predicted that the adoption of voice search will pick up pace in 2022, so consider how you can include optimisation for voice search in your digital marketing strategy.

49% of Australians have used some type of voice assistant to interact with a brand, product, or service, or commence or complete a purchase². Don't miss an opportunity to connect with your audience and be sure to include voice search and smart speakers in your digital marketing strategy.

Google search results are changing. With zero-click results gaining momentum, and with a renewed focus on featured snippets and answers. Think about this in your SEO and digital marketing presence: what search queries could your content be answering and what keywords are they using?

TOP TIP: Think about conversational keywords and queries when optimising your content. Voice search is usually directly related to how we speak, so "What's the capital of France?" rather than "France capital city?"

5. VIDEO WILL CONTINUE TO GROW

Video marketing will continue to be a strong digital marketing trend in 2022. It's a results-driven tactic, with 84% of people saying they've been convinced to buy a product or service by watching a brand's video³.

The good news? Expensive high-value productions are out; authentic and imperfect video via the likes of Instagram Reels and Tik Tok is where the trend is heading.

Audiences are looking for short and sharp content they can consume and share, so keep it punchy.

TOP TIP: Could you be using social proof more effectively in your video content? Think about how you can capture videos from your customers and clients to create engaging content with third-party endorsements for your business

49%

OF AUSTRALIANS HAVE USED SOME TYPE OF VOICE ASSISTANT TO COMPLETE A PURCHASE.

The Smart Audio Report Edison 2021

6. OWN YOUR EMAIL

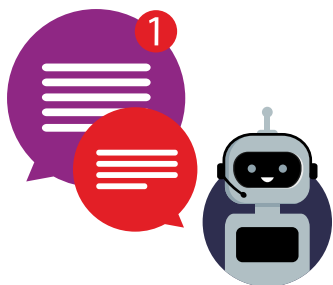


Email continues to be king when it comes to communicating with your owned audience, but the trend emerging for 2022 is an increase in personalisation and segmentation of EDM audiences.

60% of retail, e-commerce and consumer goods and services companies are personalising emails based on past purchases, versus 38% in 2019⁴.

Forget mass emails to your entire database, and get smart about the content you send, and who you're sending it to. Used properly, email marketing is your most powerful digital marketing tool.

TOP TIP: Send out a quiz or survey to your database to gather some nuanced data to help with segmentation. You can incentivise participation by offering a prize or reward.



7. ARTIFICIAL INTELLIGENCE

Artificial Intelligence (AI) continues to present new opportunities for digital marketers in 2022. AI has led to more intuitive reporting and options for automating general marketing tasks.

40%

OF BUSINESSES SAY THAT CUSTOMER EXPERIENCE IS THEIR TOP MOTIVATOR FOR USING AI.

SEMRush

Marketing automation using AI also improves options for A/B testing, communication with customers through chatbots, predictive marketing, content curation and personalisation of content.

40% of businesses say that customer experience is their top motivator for using artificial intelligence⁵.

TOP TIP: Look for AI tools relevant to your business. For example, if you're a product-based business, there are options for augmented reality experiences online for customers to try before they buy, which could help with conversion rates.

8. INFLUENCERS REMAIN RELEVANT

Influencer marketing is not a new digital marketing trend, but in 2022 we'll see it increase in adoption, particularly in the B2B space. It's estimated that 72.5% of marketers plan to increase their influencer marketing budgets in 2022⁶.

Many businesses are recognising the power of micro-influencers with less than 20,000 followers, who are often more accessible and have built a highly-trusted relationship with their audience, often based on a specific niche. Tapping into these influencers can lead to big results for savvy digital marketers.

TOP TIP: Building a meaningful engagement with a micro-influencer can be highly effective. Taking the time to research influencers with a highly relevant focus can lead to big ROI, even with smaller audience numbers.



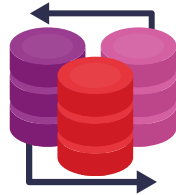
9. POST-PANDEMIC PURCHASING

The pandemic has changed the way we shop, and the way we market to consumers in an online world. Gartner expects new digital commerce trends like live and contactless commerce to continue post-pandemic⁷.

Digital enablement will ensure businesses can thrive during and post-pandemic, giving consumers new digital experiences, such as live remote shopping experiences using video.

TOP TIP: Now is a great time to trial virtual shopping experiences using video. Start by identifying an interest with your existing audience by sending out an invitation to your email list, and invite them to be part of your beta-testing - they'll feel valued and it will build loyalty.

10. MEANINGFUL MARTECH



A key trend for MarTech is the increase in adoption of customer data platforms (CDP), which brings customer data into a single platform, rather than having to rely on data from third-party platforms to inform marketing strategies.

Used properly, CDP can create more meaningful relationships with customers. By being able to better understand previous customer purchase behaviour this can inform audience segmentation and marketing personalisation.

61% of current CDP users say their CDP is critical to their customer personalisation efforts⁸, and we're predicting a robust CDP will be an essential for marketers in 2022, rather than a nice to have.

TOP TIP: When researching the ideal CDP for your business, take part in some free trials and demonstrations, to really see the potential of the platform when used correctly.

SO THERE YOU HAVE IT, OUR SNAPSHOT OF THE TOP 10 DIGITAL MARKETING TRENDS FOR 2022.

If reading this list has inspired you to brush up your own digital marketing skills for the year ahead, why not join us on our upcoming virtual instructor-led [Digital Marketing Certificate course](#)?

1 Gartner <https://www.gartner.com/smarterwithgartner/a-data-and-analytics-leaders-guide-to-data-literacy>

2 The Smart Audio Report Edison 2021 <https://www.edisonresearch.com/the-smart-audio-report-australia-2021/>

3 Optin Monster 2022 <https://optinmonster.com/video-marketing-statistics-what-you-must-know/>

4 Litmus 2020 <https://www.litmus.com/resources/2020-state-of-email-report-fall-edition/>

5 SEMRush 2021 <https://www.semrush.com/blog/artificial-intelligence-stats/>

6 Statista <https://www.statista.com/statistics/1198525/influencer-marketing-share-usa/>

7 Gartner <https://www.gartner.com/en/newsroom/press-releases/2020-10-08-gartner-identifies-top-five-areas-in-digital-commerce-that-covid-19-will-change>

8 Segment 2030 Today <https://segment.com/2030-today/>



READY TO LEARN FROM SOME OF AUSTRALIA'S TOP CMO'S?

Join us starting 7th June 2022 for the Digital Marketing Certificate 10-week course from ADMA, delivered with guest appearances from some of Australia's top 50 CMOs.

The ADMA Digital Marketing Certificate is Australia's most-loved digital marketing certificate for marketers serious about progressing their careers.

The marketing landscape doesn't stagnate, neither does our course content. We've overhauled our Digital Marketing Certificate for 2022, giving you confidence that you're learning the most up-to-date skills from the most highly qualified leaders.

This is a unique opportunity to boost your career and be the best by learning from the best. Discuss your marketing challenges and future with:

- Susan Coghill, Chief Marketing Officer, Tourism Australia
- Stuart Tucker, Chief Customer Officer, hipages Group
- David Morgan, Principal, Morgan Next Practice Growth
- Trisca Scott-Branagan, Chief Marketing Officer, Australian Business Growth Fund.



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You will be part of a small exclusive group led by a virtual instructor and gain access to some of Australia's greatest marketing minds.

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AGREE THE INSTRUCTORS
ARE KNOWLEDGEABLE, AND
THE COURSE CONTENT IS
INTERESTING AND RELEVANT.**

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WHAT OUR STUDENTS THINK

This is the best course I ever attended. It was engaging & relevant from start to finish and I feel upskilled and empowered as a result.

Brand Health & Care Marketing Manager

I found the course beneficial, it has helped improved my confidence and knowledge of digital terminology and activity. I feel like I can go back to work and have the confidence to ask and critique digital marketing plans and strategies better.

Marketing Manager

Whether you are new to Digital Marketing or already practising and looking for the latest developments, this course provides valuable information and insights, combined with practical examples of applications, delivered in a no-nonsense, informative and enlightening format. Thoroughly recommend.

Marketing Executive

This is a fantastic course providing clear, relevant and up to date training in digital marketing. With great guest speakers and an industry experienced digital tutor I would highly recommend this course to anyone looking to be involved in the digital space.

Ecommerce Manager