

# Top Marketing Trends for 2023:

Which marketing trends are going to be popular in 2023?

**2023 is just around the corner and with that, we can see a dramatic shift in customer behaviour as the vast growth of technology and innovation makes it difficult for businesses to keep up with these changes.**

Customer behaviour has been evolving rapidly since the pandemic. Ecommerce continues to grow, with more focus on wellness/leisure, sustainability and value-based purchasing.

This is shaping the digital marketing landscape and business processes. For example, retailers are becoming more 'phygital' (or hybrid) to cater for customers who want to have the option to shop both in-store and online.

For marketers, what worked well a few years ago may no longer have the same impact. Businesses in 2023 may use more growth marketing trends that focus on making existing channels, customers, staff and content more efficient and impactful rather than spending time and resources on producing entirely new strategies.



## Macroeconomic issues are not only affecting supply chains and products, but they are also affecting the acquisition and retention of staff and talent.

There is a huge skills gap in the global workforce, meaning that it is more important than ever to develop your current talent and use technology where possible to make up for missing human talent.

The martech landscape<sup>[1]</sup> has more than doubled from 5000 to 10,000 solutions during 2020–2022 and you may see a greater need to establish processes, systems or best practices that will allow for greater growth in organisations.

Using technology that supports your methodologies and team in the most efficient way is fundamental, not only for growth, but to structure your organisation. B2B organisations are also reducing advertising budgets in proportion to the decrease in customer spending habits.

With all these changes and developments afoot, we gleaned in-depth insight from clients, partners and colleagues and extracted what clearly stand out as the top 2023 marketing trends to prepare for:

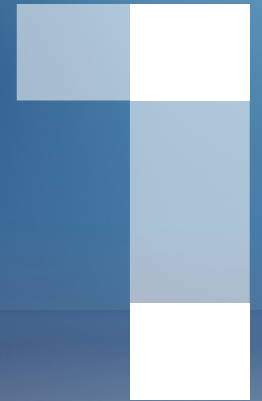
1. Keep the brand going
2. Sweat the assets
3. Stand for something and stand out
4. Integrate tech and integrate people and tech
5. Process, process, process
6. Centralise to save, localise to thrive



# Keep the brand going

**As mentioned previously, it may seem prudent to reduce budgets when marketing in a downturn. However, it is essential to make smart assessments of expenditure.**

Reducing marketing and advertising budgets may often be a tactic to stay afloat during downturns, but it is a misconception that could result in your competitors gaining advantage in the future.



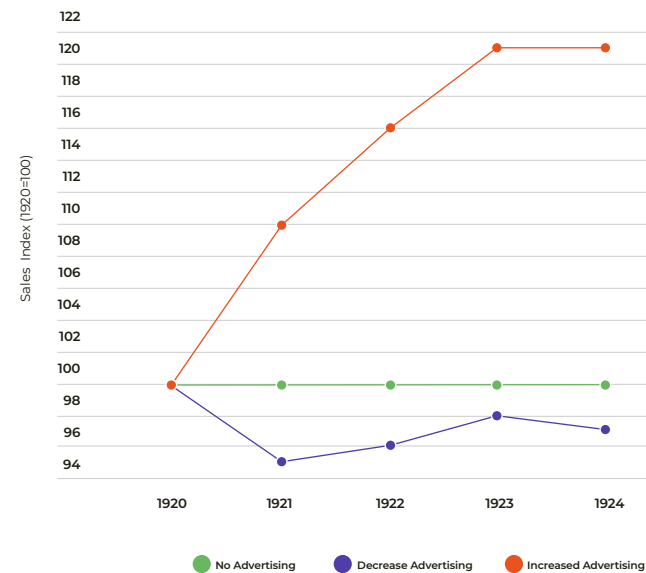
## This may be an innate reaction that has some rationale behind it, as this practice has been conducted for a long time.

Studies found that during a recession it was reported that those who continued to advertise during a downturn saw sales increase by 256% more so than their counterparts after the financial crisis had ended.

Businesses are more likely to recover if their budget is maintained. Rather than responding in the same manner as other businesses, you have the chance to stand out amongst the crowd.<sup>[2]</sup>

It can be tempting to drastically cut spending on marketing and advertising, but data shows that in the future it can keep your brand going after a crisis. Though you should only spend as much as you can afford, do what you feel is right for your unique situation.

## An example of advertising during a depression in the 1920s:



Vaile, Roland S. "The Use of Advertising During Depression"  
Harvard Business Review 5, April 1927

# Sweat the assets

**Businesses will create a significant number of assets over the years, including blogs, videos and infographics.**

After having spent time and resources on producing assets that have served their purpose and gained all possible traction, what can you do with them?

One solution is to “sweat the assets” which means to extract more value from an asset beyond its original intended use.

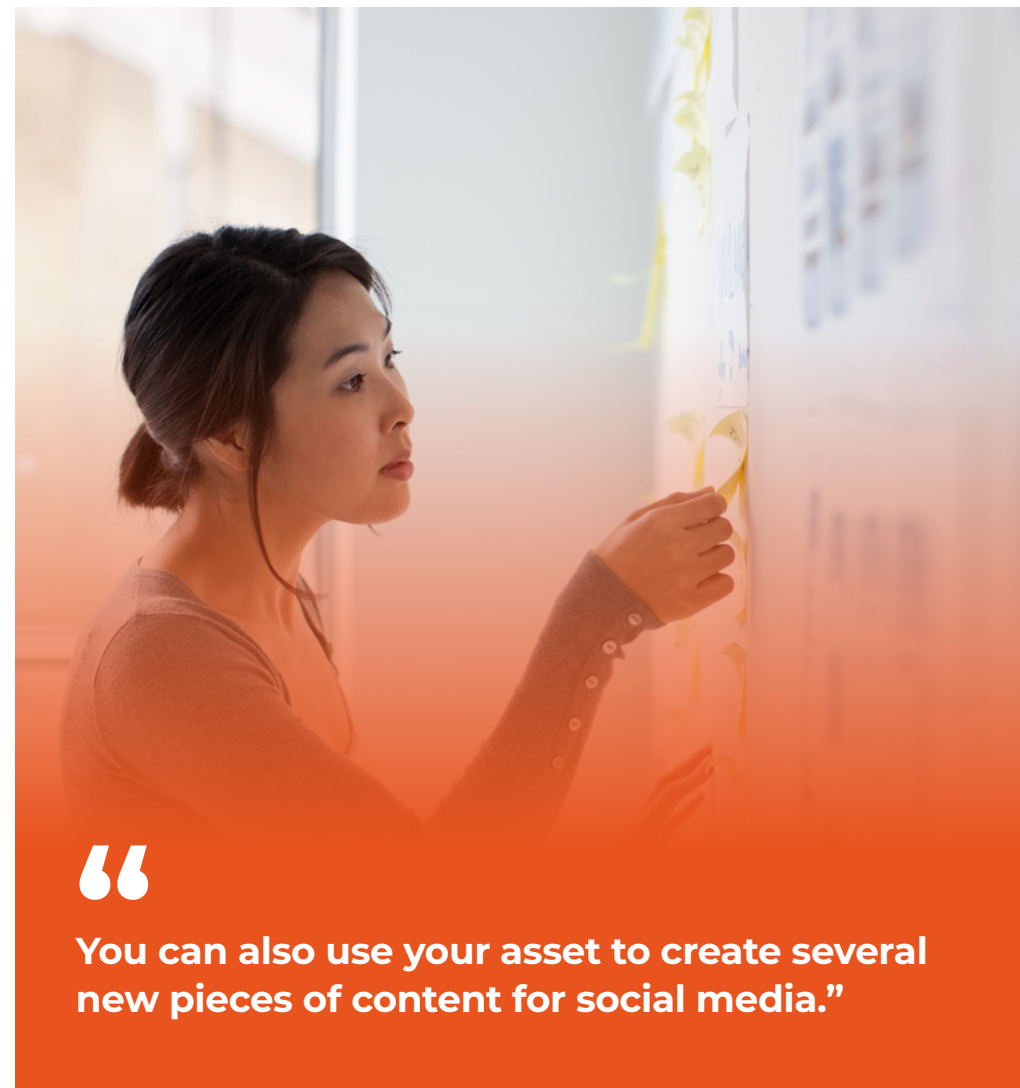
51% of marketers<sup>[3]</sup> waste money producing or recreating assets that go unused because their audience don't know it exists or they can't find it. Repurposing assets is an effective way to take advantage of the resources you already have, whilst reducing waste. It is as easy as reuse, reduce, recycle, even when it comes to your digital assets.



**Recycle content so that it can remain relevant. For instance, if you see a post performing well and has lots of engagement, you can share previous blogs or videos that relate to its topic, keeping the conversation moving naturally.**

You can also use your asset to create several new pieces of content for social media. If you have a podcast, simply break those up into bitesize clips to post online or use images and blog post to create infographics. Even repurposing old blogs to make them more relevant to current trends can help prevent waste.

Preventing e-waste shouldn't only be seen as a method of being more economical, it is also a means of becoming more efficient when organising your content and recognising what you could potentially reuse in the future. Rather than throwing content away you should be creating sustainable, reusable content with lasting value.



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# Stand for something and stand out

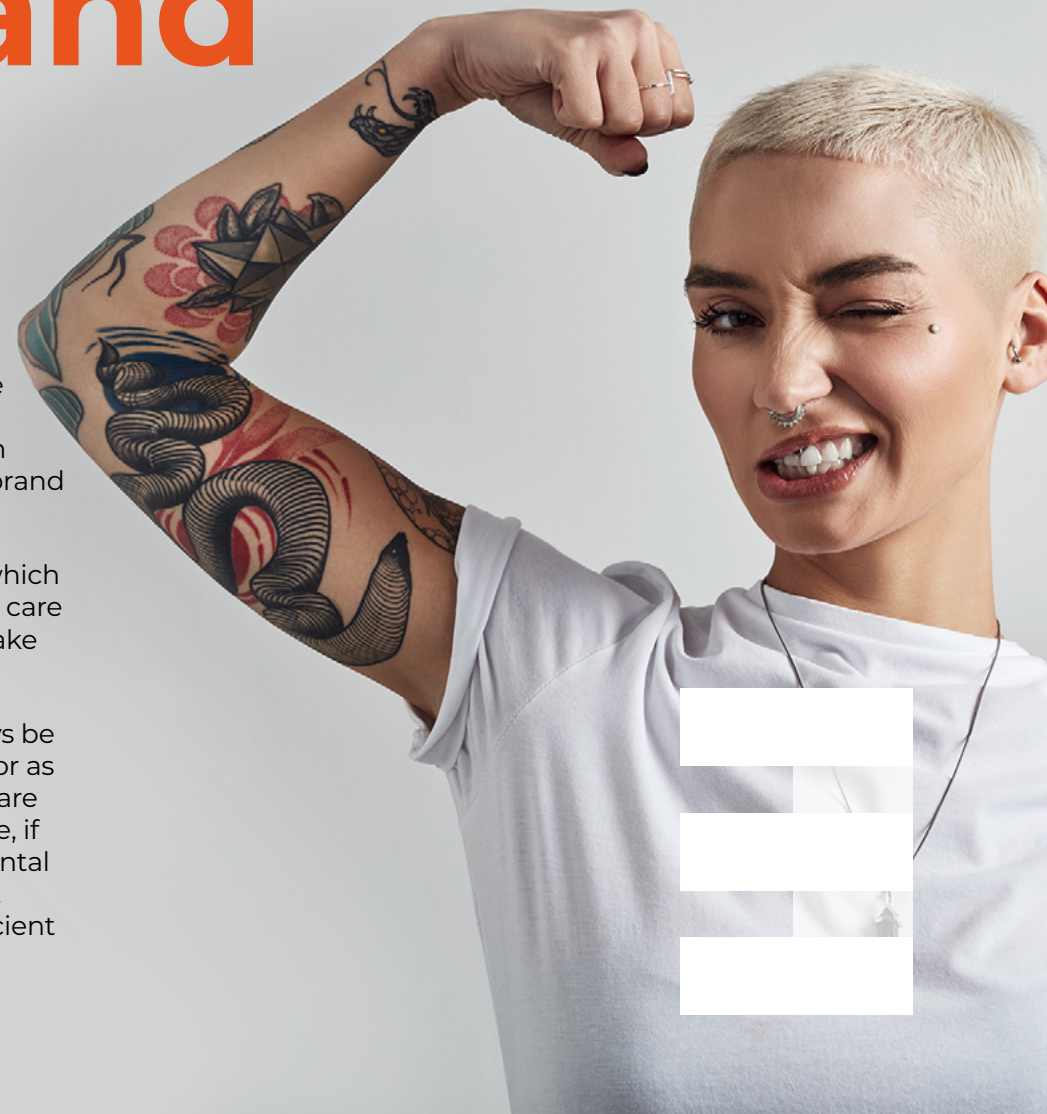
**In today's business climate, it is not enough to simply offer a great product or service: people are also seeking out brands that they can trust.**

One of the best ways to build trust is to align your brand with a cause or set of values. When people know that you care about the same things they do, they are more likely to trust you and feel positive about doing business with you. Being authentic with your beliefs and showing a genuine interest in the issues that matter to you can create a strong connection with prospects and customers that will last long after they make that purchase.

There are many reasons why aligning your brand with a cause or set of values is important. For one, it can be seen as human to your audience and give your brand a personal touch.

By educating them on ways in which they can support the causes you care about and empower them to make a difference.

However, it is important to always be truthful to what you campaign for as customers can usually tell if you are being disingenuous. For example, if you're advocating for environmental change, be sure to practise what you preach by using energy-efficient practices in your own business.





# 2+2 = 5 – People + Process

**The martech landscape is constantly evolving, integrating technology in the workplace to automate tasks and make processes more efficient.**

However, over 40% of tech implementations fail because of adoption. If you are not integrating people with your tech then it may not succeed.



## How can 2 + 2 = 5?

Integration means that two or more systems have the ability to talk to each other and work together seamlessly. You can take tasks that were either previously tedious or manual and make them more efficient.

By joining these together and having them work more efficiently together, they are able to achieve more than they ever could by working alone. For example, you can integrate your marketing automation platform to a workflow management tool which enables you to build, manage and approve campaigns then send them out automatically, populate a database, complete a task that subsequently starts a new one and notify all of the relevant parties involved.

There are over 10,000 martech solutions available today (which can be overwhelming), illustrating just how many options are available to businesses looking to integrate new technology. The key is finding the right solution for your business and then properly training your team to use it. Training and adoption are important parts of the process that should not be overlooked.



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# Process, process, process

**There are many scientific ways of eliminating waste and improving process flows within organisations in terms of team, area, systems etc.**

It is often thought that these processes are simply about cutting costs, but they can be used as a way to reduce waste without sacrificing quality.



## What is a process?

We sometimes use the tea analogy when talking about process. If the sugar is on one side of the kitchen, your cup on another and the kettle in the cupboard, it will result in a time-consuming process. The solution is to have everything in one place, therefore less time and resources are exhausted on process.

Two structured ways of improving process and eliminating waste are applying Lean and Six Sigma methodology. Lean focuses on waste elimination and improving process flows, whereas Six Sigma improves output quality, not the process itself. Lean Six Sigma uses these two methodologies to reinforce each other. Lean will improve productivity and Six Sigma will maintain quality, so that you will not have to settle for one or the other.

One of the main issues surrounding process is that businesses will find it tempting to fix all of their problems at once within a short period of time. Frequently when there are difficulties or the process of improvement is extensive, it is the people who are blamed. However, 85% of the reasons for failure are deficiencies in the systems and process rather than the employee.

These methodologies help to identify the root cause, improve processes and output whilst improving customer satisfaction and employee empowerment as well as reducing waste and defects. There may always be a more straightforward, efficient way to improve process, as business survival requires constant change.



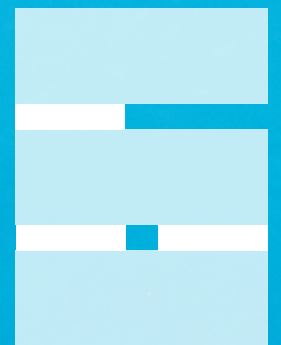
**Lean will improve productivity and Six Sigma will maintain quality, so that you will not have to settle for one or the other.”**



# Centralise to save, localise to thrive

**Centralisation is the process of consolidating operations into a single location.**

The main goal is to cut costs by standardising processes and eliminating duplicate efforts. Localisation is therefore the process of adapting your brand, services or products to a specific market location. The aim is to appeal to local markets and compete with local businesses by creating native content and locally driven campaigns.





## What are the benefits and obstacles of centralisation?

### Benefits:

Firstly, it can save costs by reducing replication of work. Secondly, since centralisation can help standardise processes, procedures and suppliers with consistency, it can help improve and maintain factors such as quality control. Thirdly, sharing best practices can help organisations produce innovative ideas, nurture a learning culture and deliver an internal knowledge base.

### Obstacles:

Standardising processes and procedures for everyone means that decision-making and the implementation are time-consuming. Products/services are usually a one-size-fits-all as you are further away from customers and have less credibility in local markets. This can make it more difficult to respond quickly to local market changes or customer needs.



## What are the benefits and obstacles of localisation?

### Benefits:

Firstly, the ability to shop around for what is best in local areas. Not only can localising products or services be made more culturally relevant in those markets but also enables you to find the best local suppliers. Secondly, understanding culture, language and services in different regions helps businesses build trust and credibility with their target market.

### Obstacles:

However, there are difficulties when monitoring the collective performance across individual locations. They may be working out of sync, making it harder to adopt best practices throughout the organisation. Office culture will differ in each location, making it challenging to change procedures and operations. Finally, it is difficult to nurture talent in every location as there are fewer standardised procedures to share information.

**When it comes to deciding whether to centralise or localise operations, the best approach for your business will depend on a number of factors, including your budget, your target market or region, and your company's overall goals and objectives. Ultimately, you'll need to weigh up the pros and cons of both approaches before making a decision.**





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**Sources**

<sup>1</sup>[chiefmartec.com/2022/05/marketing-technology-landscape-2022-search-9932-solutions-on-martechmap-com](https://chiefmartec.com/2022/05/marketing-technology-landscape-2022-search-9932-solutions-on-martechmap-com)

<sup>2</sup>[www.forbes.com/sites/bradadgate/2019/09/05/when-a-recession-comes-dont-stop-advertising](https://www.forbes.com/sites/bradadgate/2019/09/05/when-a-recession-comes-dont-stop-advertising)

<sup>3</sup>[www.demandmetric.com/content/state-digital-asset-management-research-report](https://www.demandmetric.com/content/state-digital-asset-management-research-report)