

An effective marketing campaign is decisive for a company to survive and thrive in today's competitive scenario. Innovative marketing trends are powerful allies to keep your solutions top of mind for your audience, improve your brand awareness, while consistently attracting new customers.

However, each year new tactics emerge and you need to know the most up-and-coming ones to continuously strengthen your brand in this rapidly changing world. Take a look at 6 powerful marketing trends that are transforming businesses to find out how you can continually bring fresh experiences and content to your leads!

6 most promising marketing trends for the future

Marketing initiatives are becoming each time more intelligent, humanized, and building authentic connections between customers and brands. Learn more about them below.

1. AI and data-driven marketing

Data-driven marketing is the construction of strategies based on customer information. Marketers buy third-party data or use applications like Big Data to collect information from different kinds of sources — web browsers, social media, and users interaction. In other words, Artificial Intelligence (AI) uses the data compiled to improve the decision-making process, observe customer behavior, craft customized offers or messages, and more.

According to [McKinsey](#), data-driven marketing will be the next normal and is a great weapon to leverage your business success, increasing sales by over 10%, escalating your sales team's productivity by 25%, and saving up to 20% of the overall budget.

2. Voice Search

Users these days are able to do online searches by just speaking directly to their digital assistants (Alexa, Siri, Cortana, and more), smart home devices or smartphones while the Voice Command function is activated.

As this functionality brings simplicity and helps users to find what they want quicker, the number of voice searches is skyrocketing. [Data shows](#) that 69% of the respondents have used a digital assistant, 75% of households own a smart speaker in 2020, and over half of the interviewees expect their digital assistant to help them make retail purchases.

Not optimizing your website or blog for this trend will impact negatively your business ranking in search engines, but you need to understand the main differences between traditional and voice search. For example, people tend to focus on short keywords while typing, like "men's clothing stores". In contrast, users prefer long-tail keywords and question-based sentences while speaking, e.g., "What are some men's clothing stores?".

Having conversational or natural-sounding content plays a huge role in adjusting SEO for voice search, which also creates opportunities to build more engaging pieces of content to connect your brand to your audience. Moreover, since both big corporations and small

businesses need to make this adjustment, now it's the best time to strengthen your SEO and stand out among competitors in search engines.

3. Authentic content marketing

Creating your own content is the most efficient way to market today and can aid to boost your business branding, website authority, online presence, and user engagement. [Nosto's post-pandemic](#) report shows 88% of the consumers surveyed affirmed authenticity is relevant, and over half of them deems it crucially important.

A brand has a wide variety of content formats to choose from, such as videos, infographics, eBooks, blog posts, lives, and more. To build trust with your audience, there are some indispensable factors to consider before creating content:

- Maintain quality and personality consistency throughout your campaigns;
- Get to know very well your niche and audience;
- Guarantee relevance in every content;
- Write from your perspective;
- Find your brand's voice.

It may be challenging to come up with completely new ideas and concepts every time, but it's vital to not churn out content by copying or reusing content from another brand. You need to insert your own personality, unique voice, and opinion on each content to make it feel authentic.

4. Social media marketing (SMM)

Also known as e-marketing or digital marketing, SMM uses social media platforms — Facebook, YouTube, Instagram, Twitter, etc. — to deepen their relationships with their customers, generate new leads, bring more traffic to their website, bring awareness or humanize the brand, and even deepen their relationships with their followers.

To create an strong social medias and get the results you want, there are some essential actions you should take:

- Identify and learn everything you can about your target audience;
- Find out which social platform your audience uses;
- Define realistic and relevant goals;
- Learn how your competitors approach social media;
- Set up your accounts and profiles properly;
- Plan compelling content and schedule your posts;
- Monitor how your followers interact with your content and profile;
- Analyze the data collected and see how your consumers react to your content.

Your business can also use social for customer service, addressing their problems efficiently and quickly. Monitoring your channels and responding to their issues, questions or feedback quickly will help you increase customer loyalty.

5. User Experience (UX)

Customers expect a smooth and user-friendly online experience, whether while browsing a website or shopping online. If your visitors can't find what they want, or if the layout isn't pleasant for their eyes, they will leave your page immediately.

UX encompasses every single interaction between the end-user and a brand, including the platform, services, customer support, products, solutions, and more. The main objective here is to have a deep understanding of their audience, knowing what they value, need and desire. Some of the key principles of UX are:

- Insert yourself in the user's shoes to better understand their point of view;
- Create intuitive, accessible and easy to navigate designs for your websites and platforms;
- Communicate with your audience to know how they feel about your pages;
- Test every single functionality, page, communication channel, etc.

6. Account-based marketing (ABM)

For account-based marketing (ABM) — or key account marketing —, businesses focus their resources in targeting a select group of high-value customer accounts, being a very common tool for B2B approaches.

Your sales and marketing professionals will work to make your products irresistible to your audience, transforming them into buyers. But before adopting ABM, you have to be sure if this is the right tactic for your business, since the sales cycles take more time, coordination and effort.

To sum up, there are many other marketing trends that can also improve your marketing strategy, but thanks to the data collected, we can make sure the ones listed above will contribute to the growth of your brand, its visibility, reach and authority.

I need your opinion, would you help me to improve my content by sharing a review or advice?