

Prompt de Pesquisa para Perplexity

Conduct a focused exploration into the most current trends, innovations, and challenges within the **digital marketing** industry over the last 3 months. Extend this exploration to include detailed analysis of how these **digital marketing** strategies are being applied within key sectors: **travel & hospitality, food & beverage, beauty & personal care, retail, super apps, consumer goods giants**. Prioritise insights that add instant value through detailed and descriptive essays.

General **Digital Marketing** Focus (Past 3 Months).

Keywords to Monitor: **Digital marketing trends, ad spend, creative economy, content creators, product marketing, performance metrics, digital advertising platforms, consumer engagement strategies, community based marketing, AI and automation in marketing.**

Time Frame: Publications and data from the last 3 months.

Detailed essay on **Creative Economy and Content Creation**: Breakdown of emerging trends, formats and platforms.

Emerging Platforms: Detailed insights into new **digital marketing platforms** making an impact. **AI and Automation in Marketing**: Strategies and examples of successful use of **AI and automation tools** to boost results.

Consumer Engagement: Innovative approaches to engaging consumers digitally and their effectiveness.

Sector-Specific Insights (Past 3 Months):

For each industry sector, provide detailed essays covering **Digital Marketing themes like 'General Digital Marketing Trends' and 'Sector-Specific Insights**. Within each theme, sub-sections such as **Innovations, 'Ad Spend Analysis', 'Creative Economy Challenges', 'Creator Economy' and 'Product Marketing Industry Leaders Opinion'** should provide in-depth insights in essay format. Each theme point should deliver concise, descriptive information that includes quantitative data (where applicable), specific examples, and direct outcomes of strategies.

Include links to original articles or sources for further detailed reading, ensuring all referenced materials are from the last 3 months.

The content must remain informative, precise, and directly actionable, aimed at enabling industry professionals to quickly assimilate and apply the insights within their strategic contexts.

Output Format:

Provide comprehensive summaries organised by themes - **'General Digital Marketing Trends', 'Sector-Specific Insights'**, and within each sector, sub-themes such as

'General Digital Marketing Trends' and 'Sector-Specific Insights'. Within each theme, sub-sections such as 'Innovations', 'Ad Spend Analysis', 'Creative Economy Challenges', 'Creator Economy' and 'Product Marketing Industry Leaders Opinion'. Each summary should encapsulate key findings, actionable insights, and include links to original articles or research sources for in-depth exploration.

The tone should remain informative and concise, aimed at industry professionals seeking to navigate and excel in their digital marketing endeavours across diverse sectors.

Clearly list the urls of the sources at the end of the message.