7 NEXT-GEN DIGITAL MARKETING TRENDS FOR 2023

In 2022 , <u>Social Media Marketing</u> helped various big organizations to grow their customer database. As we progress into 2023, we will get to see new trends in the field of digital marketing.

1. THE METAVERSE

Metaverse is a digitally-programmed environment which resembles real-life locations. The Metaverse has 3D virtual participants who enter via the platform software to experience interactions, discussions, events & other activities programmed for that particular metaverse event room.

Today every big company is developing its own Metaverse for better user engagement. Facebook has already developed its Metaverse. Now other big companies like Google, Amazon, Microsoft, Apple, are developing their metaverse projects.

2. THE EMERGENCE OF AI APPS

Artificial Intelligence (AI) based applications like Chat GPT, Dall. E 2 has become a global success. These programmes help to deliver futuristic content.

3. EVOLUTION IN CONTENT FORMAT

Content format has evolved over a period of time. Features like Augmented Reality, Reel Campaigns, have come into limelight.

Augmented Reality (AR) is a technology that combines real-world elements with computer-generated video–audio content.

Reels have become extremely popular due to their less time duration & their possibility of "going viral" through popular apps.

4. BRAND FOCUS ON INFLUENCER MARKETING

Influencer Marketing is booming now a days. Influencers create content which reaches a wider audience and hence increases the sales of any brand.

5. GROWING DEMAND FOR B2B / BUSINESS-CENTRIC PLATFORMS

The demand for B2B platforms will rise in 2023 which will generate suitable opportunities.

6. 5G AND 6G DEVELOPMENT

5 G is bound to take the telecom sector by storm. 6 G technology is undergoing various tests and it is expected to hit the markets by 2030 -2035

7. DATA COLLECTION STRATEGIES

Data Collection is a collection of various metrics. Data collection is being optimized to analyse & organize Big Data – without any hassle. Artificial Intelligence & Machine Learning is used to compute the data. Surveys, Chatbots are used to collect data.
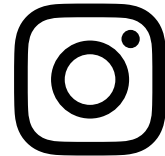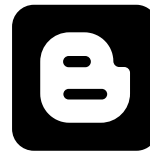
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