



 Haugen Holdings

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2024 Digital Marketing Trends



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Introduction



Trendy, Trending Trends

With AI playing a massive role now in digital media and influencers becoming the new celebrities, the times are changing and we must change with them. Transparency and authenticity are more important to audiences now more than ever. Curated and carefully crafted content is no longer as appealing to consumers online as seeing the organic, chaotic reality. While it may be challenging to adjust to the modern landscape, it helps to know what you're in for.

There's No Playbook

Always remember that no one has a rule book or instruction manual for what will go viral or flop. All we can do is make educated guesses by observing what's working and what's not.

The Future of Marketing

The digital marketing world is fast paced. New technologies are constantly arising, video trends come and go like wildfire, and content creators rise to fame overnight, only to be forgotten days later. One aspect that never changes is that the best way to ride the wave is by remaining consistent and dedicated, putting out a steady stream of content that is original to you. Whether you jump on the trends or keep it classic, just keep up the great work and it pays off.



Social Media Trends



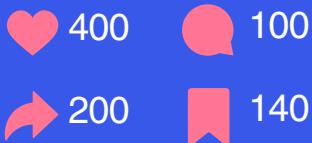
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Vertical Short-Form Video

Instagram Reels, Tik Toks, YouTube Shorts, Facebook Reels, Snapchat shows and now LinkedIn has even released its own vertical short-form video feed similar to Instagram's "Explore," Tik Tok's "For You" and Snapchat's "Discover" pages.

New Features are More Favored

The newer the social media feature, the more likely you are to get views when using that feature, because the parent company is pushing it. The more you use their newest product, for example, Meta's "Threads," the higher up your content will appear on people's feeds.

Social Media Trends



1

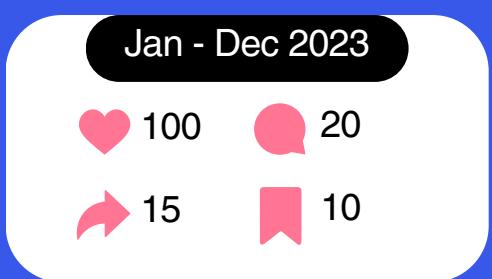


AI for Copywriting and Visuals

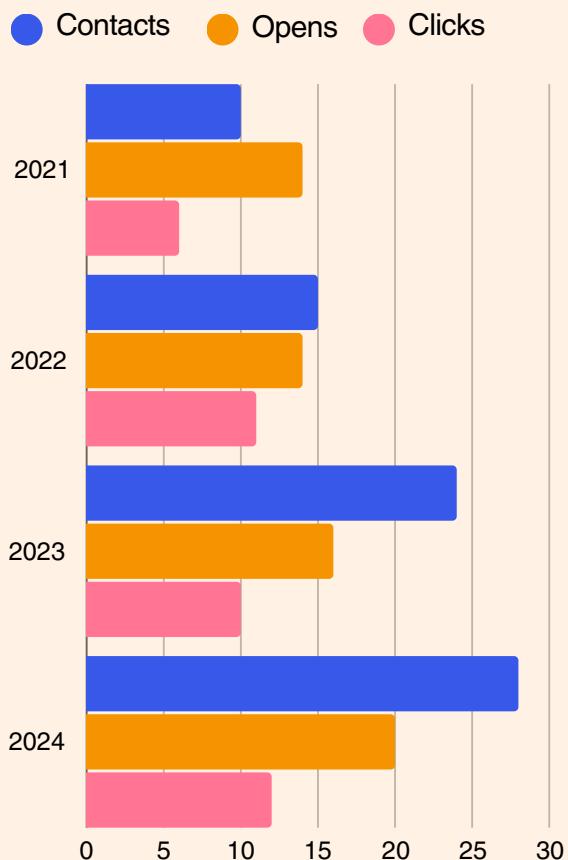
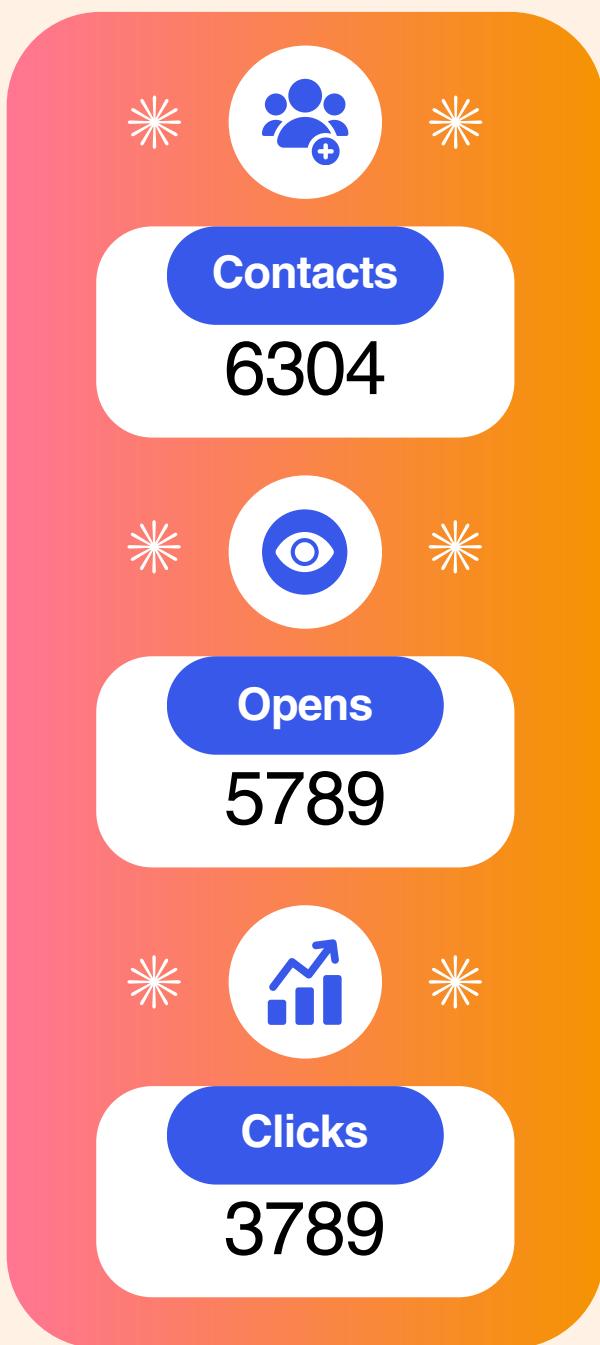
Chat GPT set the stage for the boom of a new AI world, especially in the digital marketing industry. Other platforms followed, as Google released their own AI and content creation technologies like Canva and the Adobe Suite announced their incorporation of AI “magic”. Chat GPT can write your captions and create content calendars. Canva and the Adobe Suite can generate images using AI from a written description, or view an image and write a description of it. While it is a huge help for social media professionals, it is not perfect, and often makes mistakes. When using AI, make sure to double-check your work. AI work can also be scanned for plagiarism, and social media platforms are now flagging photos that have been manipulated using AI editing apps and labeling the photos for users to see. Regardless, AI is the new normal, and you will have a competitive advantage if you learn to use it correctly.

Specialized Social Platforms

In a world where politics have become sensational and polarizing, current events and news updates perform best on X (formerly Twitter) and Facebook. With massive tech company layoffs becoming more and more common and jobs being harder to come across in an employer's market, people are anxious to learn more about other people's careers. Take advantage of your company's executives' LinkedIn accounts when planning social strategy - their posts go a long way compared to the actual company account posts. A hack to grow LinkedIn followers in the current climate is by posting a job listing. Candidates will eagerly follow your company by the masses. Instagram has become a highlight reel for your curated content, and Tik Tok is a free-for-all where it's best to throw things at the wall and see what sticks. The weirder, the better.



Email Marketing Trends



Newsletters are Back

Email newsletters have been reinvented and rebranded as “in” again after going out of style for a few years thanks to Substack, the modern take on the old-fashioned communication method. Gen Z and millennial content creators hopped on the trend for themselves and brands have ramped up their efforts. The difference now is that email campaigns must be unfiltered, personable and dynamic to compete with overloaded inboxes and overstimulated consumers.

Website and Blog Trends

**Facebook**

News, updates, groups, marketplace

YouTube

Tutorials, entertainment, product reviews

Instagram

Visual inspiration, influencer content

Tik Tok

Music, life hacks, tutorials & entertainment

X

Real-time news, discussions, brand voices

LinkedIn

Professional networking & development

Pinterest

Crafts, recipes, fashion, interior, events

AI Changed SEO and SEM

Search Engine Optimization (SEO) and Search Engine Marketing (SEM) have become more complex with the introduction of Google's new AI feature and Chat GPT. Google's AI Overviews and Chat GPT's responses aim to provide concise, informative answers at the top of search results, which can impact traditional organic and paid traffic. To increase the likelihood of being featured in AI-generated summaries, focus on producing comprehensive content that thoroughly answers user queries naturally and conversationally.

Social Media as Search Engines

Users have shifted from traditional Google searching to treating social media platforms like search engines. It is important to know your audience and where they are searching for what, because posting content on your website isn't enough now - it has to be shared across channels for maximum optimization. The chart above displays what people search for the most on each social media platform. Share your website content accordingly to make it more discoverable by consumers, social media search bars and Google.

Paid Digital Ad Trends



B2B Ad Placements

To get the best ROI on your digital ad placements when businesses are your target audience, consider running ads on LinkedIn, Facebook and Google. It is also effective to place ads in business newsletters and news websites relevant to your industry.



B2C Ad Placements

It is becoming easier than ever to sell products or services to consumers through ads on Tik Tok, Instagram, Facebook, Google, YouTube, and podcasts. Leverage influencers' pages beyond just your own, and boost their posts with your ad dollars.



Thank you for Reading.

Contact Information



Phone: 954-804-9710

Email: zoe@haugenholdings.com

Website: www.haugenholdings.com