

Plain Talk About Marketing: 2023 Marketing Trend Predictions

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SPEAKERS

Olivia Mooring, Jordan Nicholson

Olivia Mooring 00:00

Hey, welcome to Plain Talk, where we talk about everything about marketing. Today we have Jordan on, and she's been doing a ton of research on the social media marketing trend predictions for 2023. So Jordan, can you tell me about how you came across this research?

Jordan Nicholson 00:21

Yeah, so I actually subscribe to Social Media Examiner, I get his emails in my inbox all the time. And they're really interesting and really intriguing so I enjoy getting their updates. And the first week of January, they launched their article talking about 2023 social media marketing trend predictions. So, I was like, oh, like, this is good research, this is probably something that we should know and learn from. So, I just kind of started reading the article, and it was full of, I want to say it had 22 topics, on all the trends that they are predicting that we'll see this upcoming year. So, I thought that it would be kind of interesting just to highlight the trends that we saw so that we can be informed, but also that we can help other people be informed of what might be to come and be prepared.

Olivia Mooring 01:12

For sure. So, what can we expect in 2023, regarding videos on social media platforms?

Jordan Nicholson 01:23

It was the very first bullet point, which I am not surprised by at all, and it says that short-form video is here to stay, which, with the success of Tik Tok, and Instagram reels, and now Facebook kind of doing their own version of Instagram reels, I'm not surprised at all that this is the video content that we're going to continue to see. It has been extremely successful on Tik Tok, just with grabbing people's attention and, I think we're kind of becoming used to watching short term video like it's altering our attention span, so that like, long for like, if you're not caught in the first, five, not even five minutes, in the first minute, like you're not going to finish it. So, I'm not surprised at all that that is what we're gonna continue to see this year. Um, it talked a lot about how short-form video can be intimidating to you, in your business, or your client's businesses. And I think the most helpful thing that it really said was that you don't have to do what everyone else is doing when it comes to short-form video, like more specifically, Tik Tok, it's all trends, trendy music, trending dances trending, just like anything is what kind of makes it to the for you page across platforms. But obviously, that doesn't work for everyone's businesses and might not be your style, or what you're trying to portray, as a business professional. They said that you can alter it to make it whatever you want it to be. So like, if you're informational you can do How to videos you can do trend videos, like you can do a video on the trends that you're gonna see in 2023, just alter it to make it fit your brand and your company rather than trying to be something you're not or trying to portray something that doesn't quite fit with you.

Olivia Mooring 03:31

Definitely. What are platforms leaning toward when it comes to the content they're creating?

Jordan Nicholson 03:39

It also said that this is a large driver of the Gen Z audience, which I myself was included in. It basically says that any heavily edited, heavily curated content where like, you know that it's an ad, you know, that it's targeted, you know, that it seems kind of scripted, not genuine, that content is not going to perform as well this year because Gen Z just has decided that they don't like seeing that they want to see real authentic videos, authentic creators just being real and transparent on their platforms. So it said that by the end of the year, none of that curated content was doing very well, which is kind of promoting brands to kind of try to alter what they are trying to convey to Gen Z and other audiences with their short-form video. So I think that's very interesting because authentic content is really cool to see. But sometimes that can be a little bit harder than preparing your content and creating targeted videos. So I think that's interesting because like, those are the videos that do very well on Tik Tok. Like, that's what I tend to see on my platforms. And I really like when they see a brand video and by the end of it, I'm like, oh, that was an ad, I had no idea that was watching it. Let me like, oh, this is an ad. So I think stuff like, it's gonna be interesting to see more.

Olivia Mooring 05:24

Yeah definitely. Related to that, like, I was doing a ton of research on Tik Tok because we are getting into that more, especially with our clients. So, when I was looking through, the research I saw, Tik Tok basically does an annual Trend Report and it's like designed to help marketers understand wants and needs of the consumer and like viewers on Tik Tok. So they predicted like, some of the biggest trends, which are definitely relatable to that. So, one is actionable entertainment. And that's basically marketers need to give viewers videos that grab their attention, but also earn the viewer's trust. So that often, you know, like, authentic and relatable to like their viewers. People want to see videos that are funny, and personalized, and uplifting, stuff like that. And when it comes to trust, that's like who's telling the story? Basically, people want to see content that's relatable from relatable people that they can trust and stuff like that. I think the second trend is community-built ideas. So, Tik Tok has a ton of different communities and they're very specific and relatable to the users. So, what marketers should do is look into all those different communities and understand the different groups on Tik Tok, I think once they get a good understanding, they can really amplify their voice and have an honest, authentic conversation with the people who are for watching their videos and stuff like that. So, it definitely ties into like authenticity and just like being relatable. Yeah. Um, so going on that what's something new that we'll see more of?

Jordan Nicholson 07:43

The thing that was across like, after reading the Social Media Examiner article, I did kind of look at other sources across the internet, just to see if everyone was kind of saying the same thing. And I did find that everybody was talking about artificial intelligence for this next year, which for me, it like even wrapping my head around like big use of artificial intelligence, it's just like, I can't, I can't like wrap my head around thinking about exactly how that's going to be used. And they were basically saying that, obviously, it's already used in marketing everywhere. But there are more and more tools that are

becoming available to marketers that are going to make content creation “easier: for them. By, basically, it said that there are some platforms out there that can create text, create paragraphs, create blogs, and press releases. And they basically said that it will remove the groundwork from marketers and free their time to be creative in other areas. Yeah. What’s even thinking about artificial intelligence writing an entire blog for you, like we think about a platform writing for you.

Olivia Mooring 09:03

Yeah, interesting.

Jordan Nicholson 09:05

Yeah, they basically said that, like, across all research, that if you are using AI this next year, and you are doing it well, that you’re gonna have a huge competitive gain, compared to people who are not using AI.

Olivia Mooring 09:25

Because you have more time to be creative and your other projects and stuff.

Jordan Nicholson 09:32

Yeah, yeah, exactly. I think that prediction is a big, like, that’s a big statement. So, I’m interested to see if that rings true if the people that are using AI and other areas in new areas if it actually really does help improve their workload, their project productivity, and their time. So that’s a huge thing that I think will be very interesting to see. And then, of course, AI and social platforms. So, we already know that the Instagram feed once they changed their algorithm, it’s kind of turned into more targeted posts, more targeted ads, like you’re not quite seeing all of your friend’s posts because the app is trying to curate content to you. Yeah. And it said that Instagram is going to keep doing it, they’re going to do it more. But they’re also going to try to do it a little bit better because people have not been very happy with this algorithm. So, I think that’ll be interesting to see if they actually do succeed, and kind of making it better and making sure people are happy with it. They really want to up their targeted posts, so that you see more and they also do want to carefully curate it to you on your interests, and show you more content that you want to see. So, Facebook and Instagram kind of seem like they have the same goals. And the article said that it’s kind of like their way to compete with Tik Tok. Yeah, their algorithm is so carefully created to like, show you exactly what you want to see, like even I’ve been scared of my Tik Tok algorithm and what it has shown me specifically because I’m like, oh, my God, like, you know, everything about me. But I mean, it’s going to be content that I like. So yeah. So, I don’t know if they can get on the level of Tik Tok. But it certainly seems like they’re going to try.

Olivia Mooring 11:42

That’s cool. I know with, I’ve used, like, going back to the AI for writing blogs and stuff. I’ve used copy AI. And that’s one of the coolest websites I’ve ever found. Because I know, just like writing captions. It’s just repetitive. And it’s like you could do, it’s just repetitive work. So, it’s basically copy AI, like you just put in like a general idea of like, what the caption needs to be about. And it like, comes out with like, 40 different caption options. And I use a ton, especially when like writing captions for clients and stuff. And it’s actually pretty reliable. And the captions that come out are really good. You might have to change

them here and there but it's just like a few words. But it's definitely impressive. I'm excited to see where AI takes us.

Jordan Nicholson 12:46

Yeah, that's super cool. I feel like I've used it a tiny bit, but I should use it more. Yeah, like you said, like our HVAC client you can only write so many captions about air conditioning before you run out of things to say. Like, how much can we talk about AC?

Olivia Mooring 13:01

But yeah, it definitely is helpful. Do you have any, like, final thoughts or final research notes that you'd like to tell us?

Jordan Nicholson 13:15

Yeah, I would just say that it's a really good idea to kind of try to research your own 2023 predictions trends, what people think is going to happen, because it'll help you kind of be able to watch it and see what like, kind of does start happening and it gives you the advantage to see if you want to jump on that trend or not. Or if you want to see how it goes with other people first, I know for us, we are heavily thinking about starting Tik Tok for us, with your great research, but we're also very intimidated by it. Because it's an insane platform, with constant video, constant creation, and fast-moving trends. So it pushed us to start thinking about what we're doing this next year, and how we can improve, and how we can jump on those trends and kind of like, go with it and see what happens. So, I think it's a good idea to definitely research, see what's out there, see what's happening, and what's best for you and your company, and just kind of watch and see if those predictions come true.

Olivia Mooring 14:28

Yeah, as we say marketing's always changing. It's very important to do that. Well, awesome. Thank you so much, Jordan. That was super insightful. I appreciate you giving us your research and what you've learned.

Jordan Nicholson 14:45

Yeah, thank you. I'm excited to see what you find more about Tik Tok for this.

Olivia Mooring 14:50

I know. Right. Awesome. Well, we'll talk soon. Thank you.

Jordan Nicholson 14:54

Thank you.

Olivia Mooring 00:00

I also wanted to give a quick shout-out. In regards to research, the IPSM team found that small businesses were struggling with finding their ideal audience. In regards to marketing, a lot of them were having a hard time with getting the right message out about their products and services and they were also struggling with finding the time to do it, and how to do it the right way. So, they ended up reviewing

marketing survey results for seven small businesses. They also spoke to local chambers on the number of benefits of marketing and they also reviewed their own email ads and lead magnets. They interviewed IPISM marketing team members and the goal of this was, they want it to be seen as a source of information. Basically, to find out what small businesses need and want, as well as like, what they need to know, and how they could do it. And they wanted to also help them with their marketing overall. So, in looking into all this information, they found that the top three marketing goals for 2021 were lead generation, which was like finding your potential customers, growing brand awareness, and then lead conversions, which is like closing the sale. From there, they also found out that when it came to marketing, the biggest concern for people was not having the skills to do it on their own. Not knowing where to start with marketing, and what kind of marketing they should do. And lastly, not having enough budget. Until looking and sorry, looking into these concerns, they're able to give people their best recommendations on how to stretch their skills so they could go further with their marketing where they could start and how to do it on a budget. So, this was a really cool survey they did and there's tons more information on it on the website, which we can we'll add the link for that.