

Hot Trends for Hot Marketing in 2024



It's so easy to get caught up in your same old routine when it comes to your marketing strategy. BIG DEAL Company is always keeping an eye out for whatever the next big thing is. Shake it up with this list of 2024's list of projected hot marketing trends.

Two words...video content! - Video continues to dominate online content. Consider including video content in your marketing strategy, such as product demos, tutorials, testimonials, and behind-the-scenes.

Embrace the future – Let's face it, artificial intelligence (AI) is our future and honestly, learning to use it can save you time and frustration. Use AI to enhance customer interactions, automate routine tasks, provide instant customer support, and gather valuable data for marketing insights.

Interact with your audience – Capture the attention of your customers and clients with interactive content like polls, quizzes, and surveys. Not only is it fun for them, but it also provides you with valuable data.

Go green - Consumers are increasingly concerned about environmental and social issues. Highlight your company's commitment to sustainability and social responsibility.

Give 'em what they want - Tailor your marketing messages to individual preferences and behaviors. Leverage your data analytics and automations (like Google Analytics) to create personalized experiences that speak to their preferences.

Good old customer experience - Customer experience remains a key differentiator. Prioritize seamless, user-friendly experiences across all touchpoints (check out our [Website Health Check Blog](#) for a few tips) to enhance customer satisfaction and loyalty.



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Up your local SEO and micro-moments game - Optimize your online presence for local searches, as consumers increasingly rely on their mobile devices for quick, location-based information during micro-moments.

User-Generated Content – Not all businesses need or can get user-generated content, but if it fits your model, it can be a highly impactful way to tell your story. User-generated content can build trust and authenticity while expanding your reach.

As you dive into the new year, consider diving into new ways to grow your marketing plan. Be prepared to adapt strategies to your specific industry, target audience, and business goals. Regularly assess the performance of your marketing efforts and be prepared to make changes based on evolving trends and consumer trends. BIG DEAL Company is here to help you through the jungle of marketing and we're just a click away.



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