

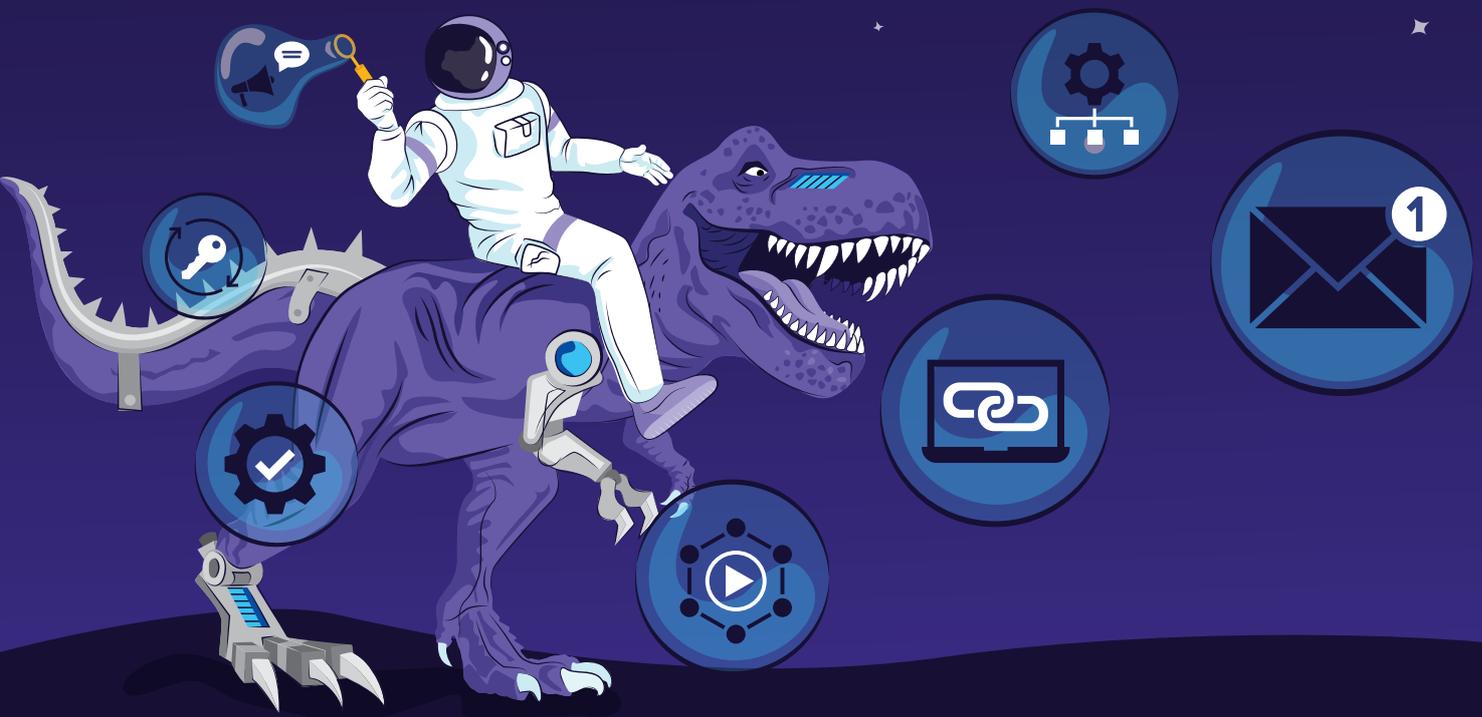
Digital Marketing Trends 2024

Galactic Fed Marketing Lab: Issue 12

As our **2023 Digital Marketing Trends** report aged *really* well, we decided to blow the dust off our magic 8-ball and speculate on what changes 2024 will bring upon us. And no, it's not just AI 😊

We'll review the most significant shifts in SEO, Paid Media, SMM, content marketing, email, and the industry in general.

Buckle up!



▶ What will be the key digital marketing trends in 2024?

People will no longer look for information, information will find them.

Surprise, surprise — the key 2024 trends will be focused around all-things-AI. We're witnessing a massive shift in paradigm, not just in marketing but in most aspects of our lives.

Judging by how things are, we predict a lot of trends we've seen rise in 2023 to continue growing in 2024 along with several newcomers:



 Will continue to grow:	 Will emerge in 2024:
Granular personalization	AI craze
Now-marketing	AI content regulation
Data-driven decisions	First-party marketing
Brand humanization	Insane competition
Limited human interactions	Guerrilla marketing

Granular Personalization 🧠

76% of consumers get frustrated when brands don't deliver personalized interactions. We agree 100% – with AI allowing to automate and personalize most online brand touch-points, there's really no excuse for sending out generic emails, recommending products that don't match purchase history, or bombarding logged-in users with signup popups. The more personal you make the experience, the more engaged users will be.

Now-marketing 🕒

The world is now too fast-paced to wait for stuff: there will always be someone with a readily available option. Instantly loading websites and apps, responsive customer support, AI helpers, in-stock products – if you're not ready when your customers need you, they'll go with a competitor. Being fast continues to be a competitive advantage.

Data-driven decisions 📊

Whether third-party or first-party, data will take center stage in keeping your audience engaged. Insane AI analytics capabilities now power our favorite marketing tools, taking the guesswork out of performance evaluation and campaign planning. Marketing has never been so predictable (for better or worse). Also, people will likely continue to care about how their data is being treated, so transparency will be key.

Brand Humanization 👤

Engaging with Gen Z or younger millennials generally implies having a strong social media presence. Relevancy is crucial for gaining a competitive advantage on these platforms. Taking part in trends, jumping on hype topics, and posting #Barbenheimer memes is what makes you look more human online. Because humans want to talk and relate to humans, not sales or marketing teams.

Limited Human Interactions 🤖

It's ironic how brands invest time, effort, and money to look more human online yet simultaneously automate and limit actual human interactions. This includes chatbots, personalized knowledge bases, voice assistants, delivery drones and robots, and more. The scary part is, people don't seem to mind it, as long as AI provides **the same level of service** as humans. Convenience > Human interactions.

AI Craze 🤖

This year, **more than 1 in 4 dollars invested** in American startups has gone to an AI-related company. At the moment, there's nothing bigger than AI, so its impact will be unimaginable. From AI-enhanced traditional marketing tools to yet-hard-to-conceive opportunities (and obstacles), 2024 will be the year of "Go AI or go home".

AI Content Relations 🏛️

Incidentally, we're to see various attempts to regulate AI, especially its generative branch. All sorts of content pieces, deepfakes, personal data abuse, impersonations — malicious use of AI tools can generate lots of issues humans need to either anticipate or be ready to resolve swiftly. This means we marketers must stay quick on our feet to protect the brands we represent and adjust to the new market conditions.

First-party Marketing 📧

Google **deprecating cookies**, social media algorithms constantly changing, Apple **making things harder** with ATT... If your marketing strategy still heavily relies on cookies and third-party data in general, we ~~feel sorry~~ encourage you to explore first-party data marketing options. Email marketing will blow up in 2024, mark our words.

Insane Competition 💰

One of the downsides of mass AI adoption is how much it lowers the barrier to entry, especially in fields like marketing or IT. As they get infested with insanely lucrative (albeit low-quality) offers, it'll become increasingly harder for worth-their-salt professionals to position themselves and justify their rates. Marketing and customer relations could help seal the deal.

Guerrilla Marketing 🕶️

More and more people start questioning the quality, relevance, and bias of Google search results. This is one of the reasons users flock to Reddit, Quora, and social media to find answers to their questions. Replying to their requests while introducing your brand/solution is one form of digital guerrilla marketing that you can harness in 2024.



▶ What will be the key SEO trends in 2024?

In short: Focus on optimizing context and user intent rather than just keywords.

It's almost 2024, and if you still think SEO is just keywords alone, you have a lot of catching up to do. 2023 witnessed the dawn of E-E-A-T (from E-A-T) and the boost of Generative AI.

Next year, they are likely to continue their reign, assisted by a few fresh trends. One thing is certain: delivering a tailored approach will be the way to capitalize on these trends.



 Will continue to grow:	 Will emerge in 2024:
UX and Core Web Vitals	Semantic Search Optimization
E-E-A-T	Voice Search and Conversational SEO
SEO for Video Content	International and Multilingual SEO

UX and Core Web Vitals 🕸

In March 2024, Google is expected to roll out a significant shift in the Core Web Vitals, introducing a whole new metric: Interaction to Next Paint (INP). It assesses a page's latency of all click, tap, and keyboard interactions that occur throughout the user's visit to a page. This update is Google's way to hint CWV are a ranking factor and bad UX can entail consequences.

E-E-A-T ✍️

2024 is the time to E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) more. In 2023, we witnessed how Google put emphasis on 'Experience' and 'Trustworthiness' as it continued its war against spam content. Google refuses to accept humans may no longer be a part of the content creation process, so we're certain it'll roll out more Core updates next year aimed to detect non-E-E-A-T pieces.

SEO for Video Content 🎥

You probably noticed how search results often include snippets from videos and subtitles? That means video content can (and 100% should) be optimized. By the end of this year, the number of digital video viewers worldwide is expected to **reach nearly 3.5 billion**. No other way but to ride on this trend in 2024.

Semantic Search Optimization 🔍

It's no secret search engines are getting better and better at understanding a query's context, user intent, and the relationship between words. This is partly thanks to machine learning. One way to adapt to this trend is to utilize **schema markup** - it's a form of microdata that helps Google grasp your content with greater effectiveness. That means unlocking rich snippets that can elevate your site's presence in search results.

Voice Search and Conversational SEO 🗣️

Voice search is currently thriving due to the staggering growth of smart speakers and virtual assistants. To rock this 2024 trend in the SEO market, make sure your content is optimized for question-based queries and natural language. Aim to appear in featured snippets, as voice assistants often yank answers from brief summaries. FAQ-styled content is a way to start.

International and Multilingual SEO 🚩

Did you know that **only 25% of internet users are English speakers**? That's 75% non-English audience your content is missing out on. Optimizing your content for multiple languages sounds like a lot of work but **AI-powered SEO translation tools** can help.

▶ What will be the key Paid Media trends in 2024?

In short: Tougher competition and data regulations.

The 2024 paid media landscape will mostly be AI-powered, with chatbots and virtual assistants greatly influencing purchasing decisions. As long as you stay in tune with the nuances of personalization and adapt both tech- and human-centric approaches, you are set to thrive.



 Will continue to grow:	 Will emerge in 2024:
E-Commerce Advertising	Privacy and Security
Granularity in Data & Analytics	(Even) Shorter Video Ads
Niche Ads	Voice and Visual Ads

E-Commerce Advertising 📱

A new record was set this Black Friday, with consumers spending a staggering **\$9.8 BILLION on US online sales**. This happens alongside Google offering new rich SERP ad formats and social media platforms introducing interactive ads and shop-like features. Brick-and-mortar-only businesses will have a hard time in 2024 as this trend continues to grow.

Granularity in Data & Analytics 🌾

At the core of an effective Paid Media strategy in 2024 will be data-driven decisions powered by AI-tools. In 2023 this meant efficient audience targeting, fast copy generation, more accurate attribution models and such. In 2024, this will mean getting more bang for your buck. As long as you embrace and put to use the GA4 capabilities, of course.

Niche Ads 🤖

Shooting your shots with ads becomes a relic of the past. Thanks to the amount of data available to most advertisers, wasting precious marketing budgets on irrelevant audiences is no longer necessary. In 2024, we'll see more remarketing and lookalike ads, as well as singular platform campaigns.

Privacy and Security 🗝️

Anticipate seeing more fines in 2024 as federal laws and regulations are expected to harmonize standards across the US. This means having a single set of guidelines businesses and marketers must adhere to. This will lead to more companies investing in privacy-first analytics tools, making marketing measurement more reliant on first-party data.

(Even) Shorter Video Ads ✂️

As our attention span gets shorter and shorter, so do ads. Video ads are on the rise, and we doubt things will be any different in 2024. We foresee these 3 aspects to be key for hitting ROI: making ads platform-native, keeping them extremely dynamic and attention-grabbing, and compressing the message so it can be digested within seconds.

Voice and Visual Ads 🗣️

Paid voice and visual ads are only becoming a thing because there isn't yet enough infrastructure for them. But tech advancements in smart assistants, video content boom, and visual search on Bing, Amazon, and Pinterest suggest the new formats will soon become more mainstream. The rule of thumb is "If you can SEO for it, you can run ads for it". To get ahead of the curve, start with the former and optimize your web assets for voice, semantic, and video search.

▶ What will be the key growth marketing trends in 2024?

In short: Personalize. Automate. Yield results.

Growth marketing, including email marketing, conversion optimization, web analytics, and such, is all about using data for rapid growth.

So rest assured, thanks to AI, this marketing branch will thrive in 2024.



 Will continue to grow:	 Will emerge in 2024:
Email Marketing Boom	Interactive Emails
Website Speed Optimization	Micro-moments
Security Concerns	Dynamic Websites

Email Marketing Boom 🌟

With increasing privacy regulations and the phasing out of third-party cookies, first-party data is becoming the cornerstone of digital marketing. This is where email marketing comes into play, offering fantastic opportunities for connecting with your audience. A channel with one of the highest ROI, if you haven't started building your subscriber base yet, 2024 is the year to start.

Website Speed Optimization ▶▶

Echoing the now-marketing trend, fast-loading websites not only tend to rank higher but also boast a much lower bounce rate. In 2024, consumers will expect quick and seamless online experiences, and a slow website can be a major turn-off.

Security Concerns 🗝️

As users become more conscious of their data use and more aware of their data rights, security and privacy regulations become paramount. Both governments (EU with GDPR, California with CCPA) and major players (Google, Yahoo) begin to tighten the screws. Compliance will have to be taken into account, so certain old practices, including spam, mindless cold outreach, and quantity over quality, will no longer be as effective.

Interactive Emails 🎮

So far, email has been seen as less competitive than, say, ads or SEO. But things are about to change as more and more companies join

the (first-data) party. Businesses will have to get creative to gain a competitive advantage and prove more value than a click-bait subject line. By incorporating elements like surveys, videos, and quizzes along with dynamic personalized blocks, emails become more than just a message; they're an engaging experience.

Micro-moments 🕒

Next-level personalization and automation will make it possible to adjust brand interactions to individual preferences. Custom workflows, perfect timing, personalized recommendations, omnichannel communication, and other possible-with-AI features can make a customer feel like your entire marketing department is working for their benefit. In 2024, this will be a shortcut to insane ROI.

Dynamic Websites ⚙️

It's becoming a norm to personalize not only email communication but also website experiences. Recommending products, suggesting favorite filters, displaying "Happy Birthday!" popups, and even adjusting color schemes to the visitor's preferences: in 2024, dynamic websites will become the next big thing. The one-fit-all static sites will be at risk of losing traffic and a loyal audience.

▶ What will be the key social media marketing trends in 2024?

In short: 2023 trends on steroids.

Unlike other channels, social media platforms seem to be staying on the 2023 course with accelerated adoption of AI and AI-induced trends. We're likely to see platforms compete for user engagement and be torn between becoming the everything-apps and staying authentic.



 Will continue to grow:	 Will emerge in 2024:
Influencer Marketing	Audience Migration
AI-generated videos	Paid Plans
Social SEO	Social E-commerce
Platform-native Content	AR/VR Content

Influencer Marketing 🌟

In 2024, influence marketing will be not just about big names but about real connections. Micro-influencers are the new celebrities, offering brands a chance to engage with niche, dedicated audiences. Long-term partnerships are key, as they foster trust and authenticity, which are gold in today's ad-skeptical world.

AI-Generated Videos 🎥

AI-generated videos are on the rise, but platforms are divided. Some welcome this innovative format, while others are warier and **restrict certain types of AI content**. This split creates a challenging landscape for marketers to navigate. In 2024, it'll be critical to keep an eye on the algorithms and policies updates to avoid penalties from the platforms.

Social SEO 🔍

Social media platforms haven't yet ousted search engines but have definitely reshaped how users discover content and brands. In 2024, optimizing for social SEO will be as crucial as traditional search engine optimization. And look beyond hashtags — keywords in the captions are as important. Plus, TikTok has started experimenting with third-party integrations like Google Search.

Platform-native Content 💡

Cross-posting slowly but surely becomes a relic of the past. Users seek fresh, unique experiences,

not rehashed versions of what they have already seen on another platform. If it's important for your brand to keep a social presence on multiple platforms, consider how you can make content more platform-native to get increased organic reach and engagement.

Audience Migration 📍

TikTok is for GenZ, LinkedIn is for business nerds, X is for tech bros? A lot of social media stereotypes **have been disproved** over the past few years, mainly due to platforms introducing new features and policies that attract one audience and repel another. A great example is how Musk's reign at X alienated some of the users and made them migrate to LinkedIn. The audience shuffle will continue, so it might be a good idea to re-evaluate platforms you deemed unsuitable in the past.

Paid Plans 💰

In 2023, two major social players — X and Meta — introduced paid plans that offered fewer ads and some organic perks. Even though they did that for different reasons (X trying to increase its plummeting revenue and Meta in response to EU regulations), we can definitely see a pattern. More and more platforms begin to offer premium paid features, and that could open the doors for new platforms, like BlueSky, Mastodon, and alike, that don't distinguish between paid and free accounts.

Social Media Marketing Trends in 2024

Social E-commerce 🛒

2024 will see a boom in businesses thriving without traditional websites, thanks to the power of social commerce. Platforms like Instagram, Facebook, and TikTok are now one-stop shops with shoppable ads, integrated on-platform stores, and seamless purchase processes. This trend is redefining retail, making social media the new storefront.

AR/VR Content 🎮

VR (Virtual Reality) and AR (Augmented Reality) content is becoming more mainstream, offering immersive experiences that traditional content can't match. Brands that leverage these technologies can create unforgettable customer experiences and gain viral advantage. Even simple AR features in ads or apps can significantly enhance user engagement.



That's a wrap!

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