

HubSpot

The State of Marketing

Marketing Trends in 2023, from AI to Z



Introduction

Foreword

2023 is shaping up to be a transformational year for marketers.

One of the marketing industry trends I'm most excited about is AI: this year, we introduced [HubSpot's New AI Tools, including Content Assistant and ChatSpot](#). By its nature, the internet is constantly changing and evolving, but this shift is huge — and the most successful companies and people will be the ones who take action and learn to embrace this change.

We're also seeing the tension between short-term growth and long-term brand investment. With the current economic pressures, many teams will want to veer hard into CRO in an attempt to boost revenue quickly. But I advise a more balanced approach: continue to invest in brand marketing while doing what you can to improve CRO. Brand work, from content marketing to social media to big swings like events or TV spots, helps audiences connect with your company and what you stand for — and it's worth the investment.

Thanks for being part of the HubSpot community. We're so excited to see what you create this year.



KIPP BODNAR

Chief Marketing Officer, HubSpot



Create a blog outline

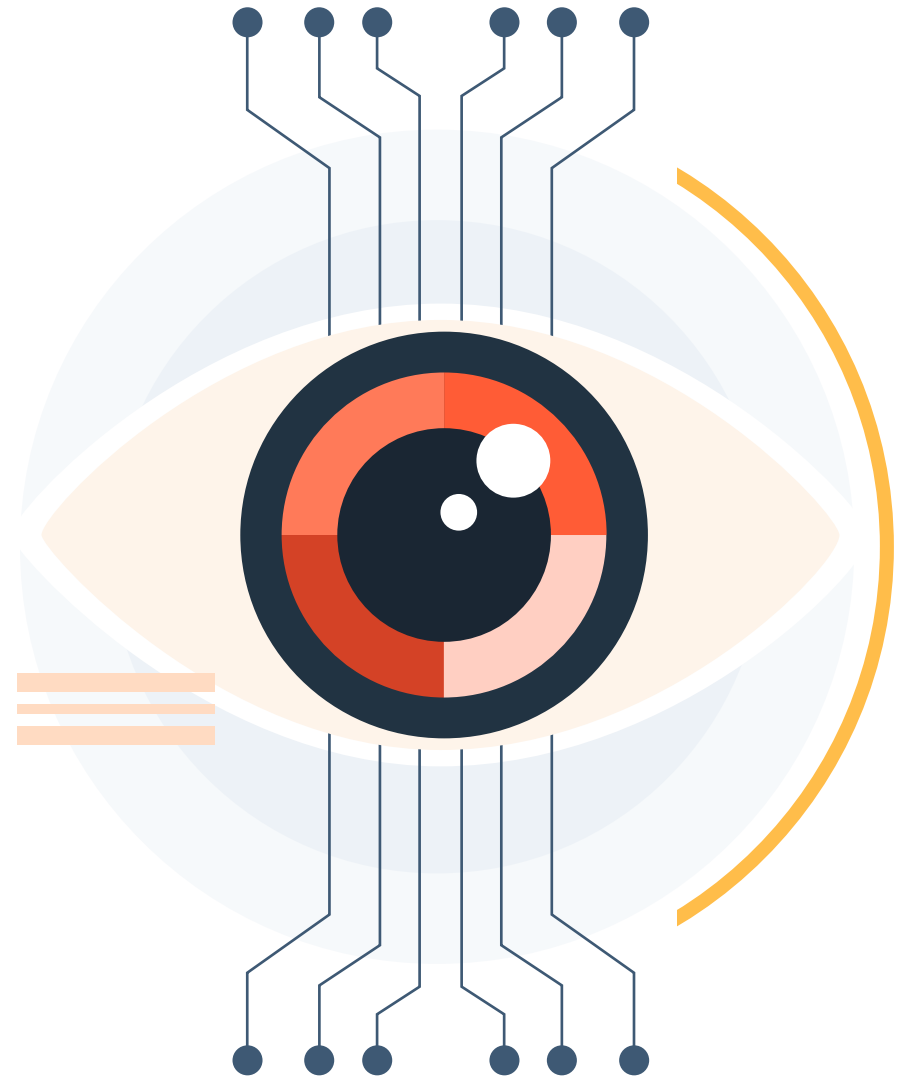


There seem to be signs of artificial intelligence — everywhere.

Artificial intelligence (AI) is everywhere — and AI tools have officially joined the everyday marketing tech stack. In 2023, marketers are doing everything they can to reach their target audiences, with demand for innovative, dynamic content at an all-time high. Resources, however, are stretched. AI is helping to ease some of this pressure, with AI features to help with outline generation, video creation, and more. Content creators and marketers now have a new skill to learn — getting good at using AI.

We surveyed marketing leaders around the globe to find out what's top of mind for them this year, and what they're focusing their energy (and budgets) toward. The biggest topics of conversation are around **AI and automation**, **data privacy**, the continued success of **video content** for engagement, and **economic concerns**.

Brands are trying new media formats, experimenting with AI tools, and optimizing existing assets, like their website and content strategy, to meet their goals, and leaning into values-based content.



Look through some of this year's top marketing trends, based on the latest data:



Top Marketing Channels

#1

highest ROI of any marketing channel are blogs, social media shopping tools, and influencer marketing.

90%

of marketers using short-form video will increase or maintain their investment this year.

56%

of marketers plan to increase their investment in TikTok this year.

Effective Marketing Strategies

46%

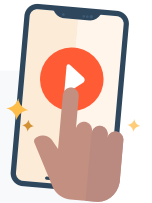
how much more likely effective marketers are to use automation versus marketers who reported having an ineffective strategy.

88%

of marketers who already do SEO work plan to increase or maintain their investment this year.

Video

is the most popular and effective media format for the fourth year in a row.



What's New in Marketing?

25%

of marketers plan to use interviews for the first time this year.

86%

of marketers report that data privacy changes have impacted their overall marketing strategy over the past year.



Read on to explore the digital marketing trends, data, and insights from leaders at top brands that will help you grow your business in 2023.

Table of Contents

Introduction	2	SECTION 06	33
SECTION 01	7	Video Marketing Trends from Wistia	
The Biggest Changes for Marketing in 2023		SECTION 07	38
SECTION 02	13	Email Marketing Trends from Litmus	
Emerging Marketing Trends and Plans for 2023		SECTION 08	43
SECTION 03	18	Leaders Weigh in on Future Marketing Predictions	
2023 Marketing Benchmarks		Closing	45
SECTION 04	20	Methodology	46
Content Marketing Trends from Rock Content			
SECTION 05	25		
Social Media Marketing Trends and Influencer Trends			

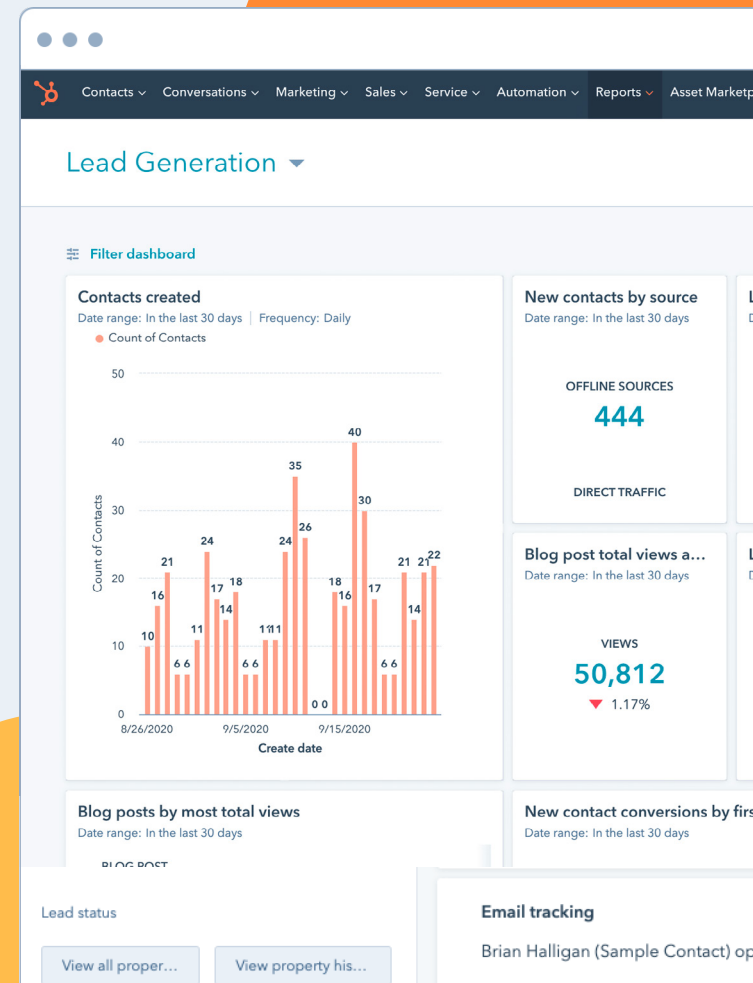


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SECTION 01

The Biggest Changes for Marketing in 2023

AI and Automation

Though AI and automation have long been powering marketers' favorite tools and processes, this year, AI has been at the forefront of many industry conversations. From ChatGPT to [automated email flows powered by HubSpot](#), time-saving tools have become increasingly important as workloads have skyrocketed.

Marketers are busier than ever, so it makes sense that a variety of marketing automation trends have emerged. Automation and AI save them significant time and effort. The average marketer works on five campaigns at a time, and a total of seven campaigns per quarter. That often means managing competing priorities and — worse — working outside of work hours.

More than four in 10 marketers (42%) say the number of campaigns they work on each quarter increased from 2021 to 2022, and this increasing load shows no sign of slowing: **their workload will increase again in 2023.**

By leveraging automation, they have more time to focus on the impactful, creative work that AI can't replace. Learn more about how marketing teams can make use of this tech with this guide to [Using Generative AI to Scale Your Content Operations](#).



9 campaigns

the average per quarter marketers plan to launch in 2023.



6 hours

how long the average marketer spends each day on manual, administrative, or operational tasks.



46%

how much more likely effective marketers are to use automation versus marketers who reported having an ineffective strategy.

Economic Concerns and Marketing Budgets

Today, global inflation and economic instability have led to shifting company budgets.

Economic concerns are impacting how marketers plan to attract and retain customers. If a recession were to happen this year, 24% of marketers expect to have to reduce their marketing budget, 20% expect to have to adjust their marketing goals, 20% believe they'd have to reduce their scope, and 19% report they'd have to pivot their tactics completely.

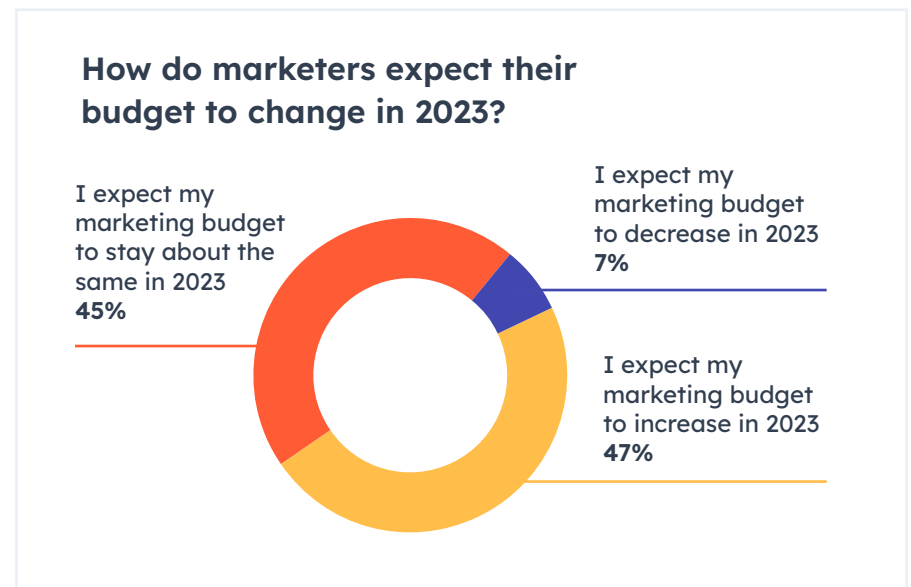
Here's where marketers expect they'd have to make strategic budget cuts:

- Paid social media content
- Email marketing
- Print ads
- Physical ads
- In-person events

On the other hand, **the channels they'd expect to keep running even in the face of an economic downturn are those that generate the strongest returns.**

These are the channels that marketers will continue using in a leaner economic climate:

- Content — blog and SEO
- Direct mail
- Podcasts
- Long-form video
- Virtual events
- Organic social
- SMS marketing



Data Privacy Concerns

As consumers have become increasingly aware — and impassioned — about online data privacy, government regulations have started creating new restrictions on data use. Major changes like [Europe's GDPR rules](#) have influenced other countries all over the world to take action. As a result, it's expected that [the third-party cookie](#) will be phased out completely, replacing it with “privacy-preserving APIs which prevent individual tracking while still delivering results for advertisers and publishers,” says Google.

This increased privacy-consciousness has meant that companies (and their marketing teams) have begun changing course when it comes to user browsing data and cookie use.



86%

of marketers told us that data privacy changes have impacted their overall marketing strategy over the past year.

And 85% of marketers say their marketing activities are slightly to completely reliant on third-party cookies, which certainly poses a problem and requires marketing teams everywhere to embrace radical change. Only 8% say their marketing activities are not at all reliant on third-party cookies.

Forty-five percent of marketers say the phasing out of third-party cookies is impacting their company's marketing strategy or planning for 2023. Seeing as Google initially announced this major change in 2020, forward-looking companies have long been preparing alternate strategies.

77%

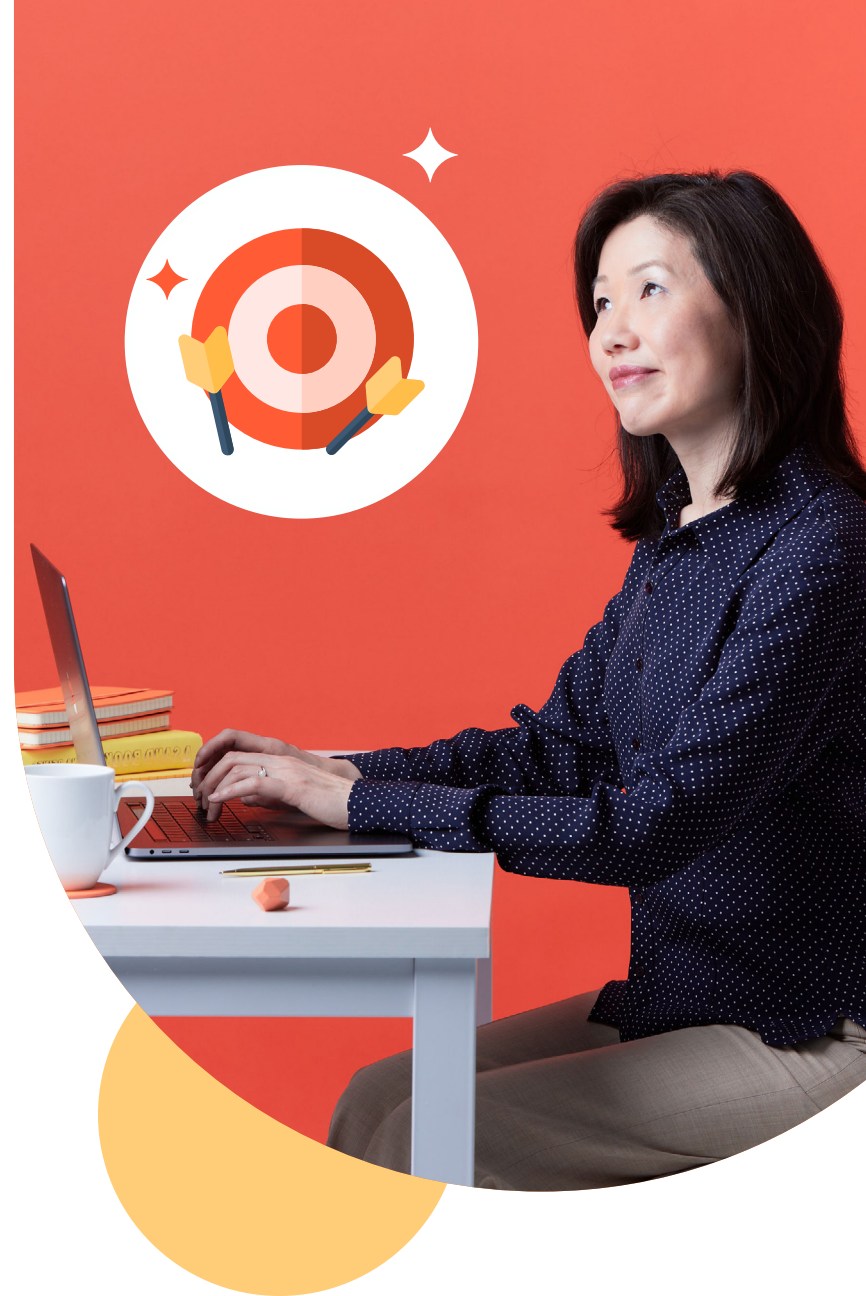
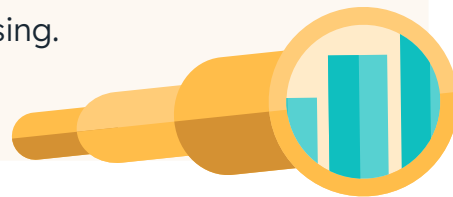
of marketers say they are prepared to lose access to third-party cookies, while 16% said they are not.

The question remains: **How can marketers continue creating personalized ads that work and reach the right people while still respecting the privacy of their communities?**

More than half (54%) of marketers are investing in exploring alternate targeting solutions.

Here's how marketers are planning to reach specific audiences without third-party cookies:

- 29%** are exploring using social media for targeted ads.
- 28%** are collecting first-party data from their customers (data handed from customers directly to their company).
- 27%** are exploring Google Topics API (part of Google's Privacy Sandbox).
- 19%** are exploring universal identifiers.
- 19%** are exploring contextual advertising.



Video Continues to Dominate and Drive Business

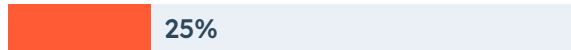
From Instagram Reels to YouTube Shorts and the ever-growing power of TikTok, short-form video has continued its meteoric rise.

Short-form video allows companies to show off a more casual, entertaining side of their business, their team, and their mission at work. And people simply love watching. **That's why video has the highest ROI of any media format by far,** followed by images, blog posts, and podcasts or other audio content.

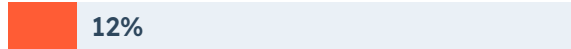


Which media formats have the highest ROI (top 6)?

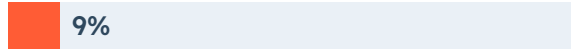
Videos



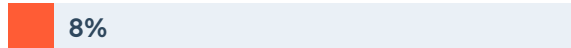
Images



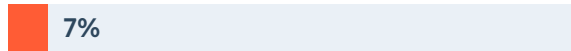
Blog posts



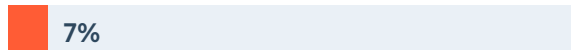
Case studies



Podcasts or other audio content



Infographics



Which media formats are marketers leveraging in their marketing strategy (top 6)?

Videos



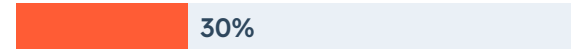
Images



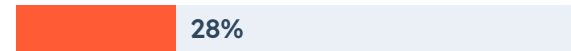
Blog posts



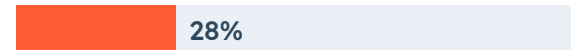
Infographics



Podcasts or other audio content



Case studies



As far as content creation goes, video is not only the most powerful, but it's also the most popular media format — for the fourth year running.

Here's what marketers are doing:



50%

are creating and sharing video content.



47%

are sharing images.



33%

are posting blogs and articles.



30%

are sharing infographics.



28%

are investing in podcasts or other audio content.

It's not slowing down, either: Use of video will grow significantly in 2023, with 24% of marketers planning to invest more in video than any other media format.

And because of its popularity and unbeatable ROI, even the most hesitant marketing teams are giving video a shot this year. Video will grow the most among first-time users in 2023, with one in three marketers planning to try to leverage video over the next year. Images (29%), blog posts (26%), interviews (25%), and podcasts (24%) will also see high first-time use among marketers in 2023.

We'll get into more details about social media video marketing in Section 6.



SECTION 02

Emerging Marketing Trends and Plans for 2023



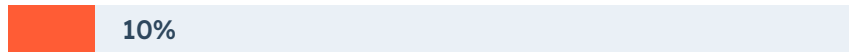
Consumers and decision makers expect brands to keep up with technology and consistently optimize the customer experience, or they can easily upgrade to a better option.

Some of the past two years' major marketing trends turned out to be short-lived: One in three marketers plan to stop using NFTs this year, and 29% plan to cut out trying to market in the metaverse or in audio chat rooms.

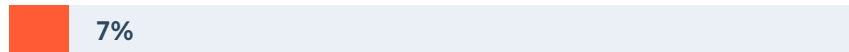
So what trends will marketers be embracing in 2023?

Which marketing trend has the highest ROI (top 5)?

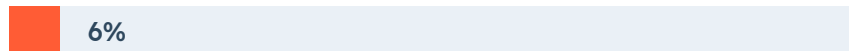
Short-form video content (TikTok, Reels, Youtube Shorts, etc.)



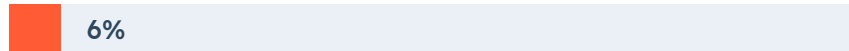
Influencer marketing



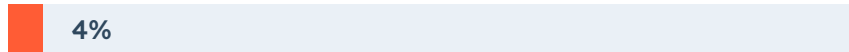
Using social media DMs (direct messages) for customer service



SEO (search engine optimization, visual search optimization)

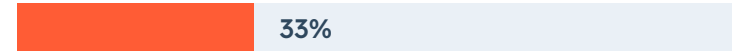


Creating content that reflects your brand's values (e.g. social responsibility)

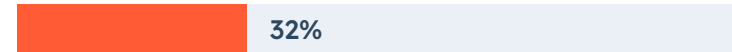


What trends are marketers leveraging in their marketing strategy (top 9)?

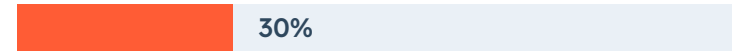
Short-form video content (TikTok, Reels, Youtube Shorts, etc.)



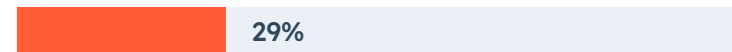
Mobile-friendly website design



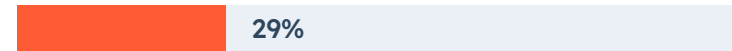
Creating content that reflects your brand's values (e.g. social responsibility)



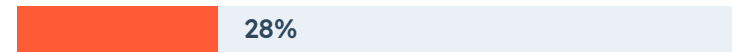
Using social media DMs (direct messages) for customer service



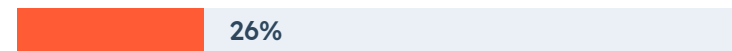
SEO (search engine optimization, visual search optimization)



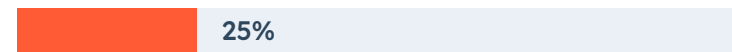
Mobile messaging (SMS, Facebook Messenger, WhatsApp etc.)



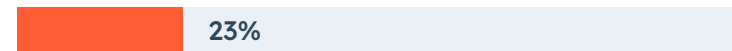
Influencer marketing



Selling products directly in social media apps (e.g. Instagram Shops)



Virtual events, webinars, and conferences



Short-form Video

Changing consumer behaviors have made video marketing absolutely essential for brands. With the highest ROI of any marketing activity, we're not surprised to see that short-form video will see the most growth of any trend in 2023. One in five (21%) marketers plan to leverage short-form video for the first time this year, the highest of any trend.



90%

of marketers using short-form video will increase or maintain their investment this year.

Mobile-friendly Web Design

As of early 2023, [Similarweb reports that 64.97% of web traffic is via a mobile device](#), vs. 32.86% on desktop, and only 2.16% on tablet. According to Google, a mobile-optimized web experience [can result in better ranking on mobile](#) — and important ranking factors include mobile page load speed, button sizes, and more.



40%

of marketers say that mobile-friendly website design and mobile messaging through SMS, Facebook Messenger, WhatsApp, and other platforms is the most effective trend they're currently leveraging.

“In late 2022, [YouTube surpassed Netflix](#) as the top streaming platform in the US — and as of early 2023, there are about [2B Instagram users and 1B TikTok users](#) globally. User engagement with video content is core to these platforms, making it crucial for businesses to invest in video marketing to engage, attract, and convert potential customers.

To see a substantial return on video investments, define the purpose of your content and the business objectives. Is it to raise market awareness? Educate? Turn viewers into buyers? A sound strategy also dramatically reduces overall production costs and improves ROI.”



KYLE DENHOFF

Director of New Media, HubSpot

Values-based Content

Gone are the days when companies simply made a product or provided a service and moved through the world without much thought to current events and social challenges. Consumers, especially Millennials and Gen Z, [want to buy](#) from companies that display values and a purpose that resonate with them — and marketing teams have caught on.

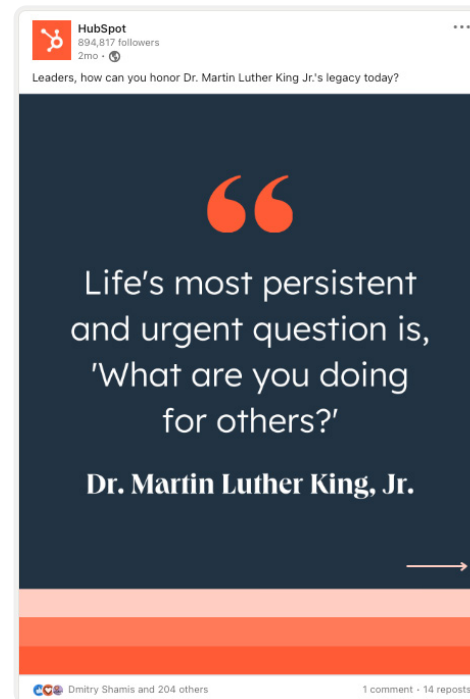
Today, 69% of marketers agree that taking a stand on social issues like environmentalism and racial justice is an effective marketing strategy.

43%

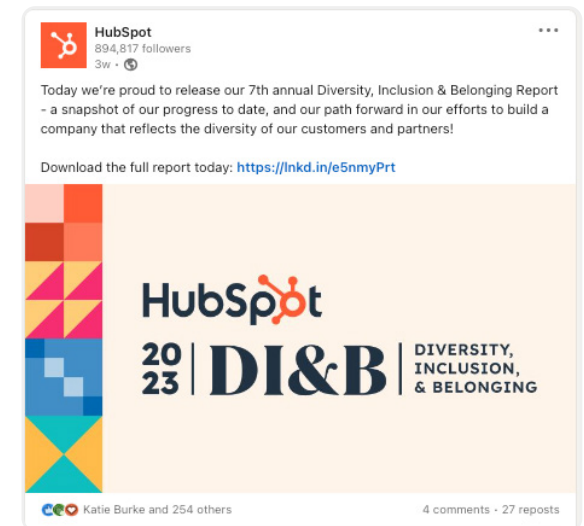
is the likelihood of effective marketers to have addressed social issues in a marketing campaign versus ineffective marketers.



But how should a company show off its values? Well, **30% of marketers are currently creating content that reflects their brand's values**, like creating and sharing blog posts, getting executive interviews in the press, creating podcasts about the company and its values, or sharing regularly on social media.



[HubSpot on LinkedIn](#)



[HubSpot on LinkedIn](#)

Sixteen percent of marketers plan to get their company talking about values this year for the first time, and 89% of those who already do it plan to increase or maintain their investment in this approach.

Social Media DMs for Customer Service and Sales

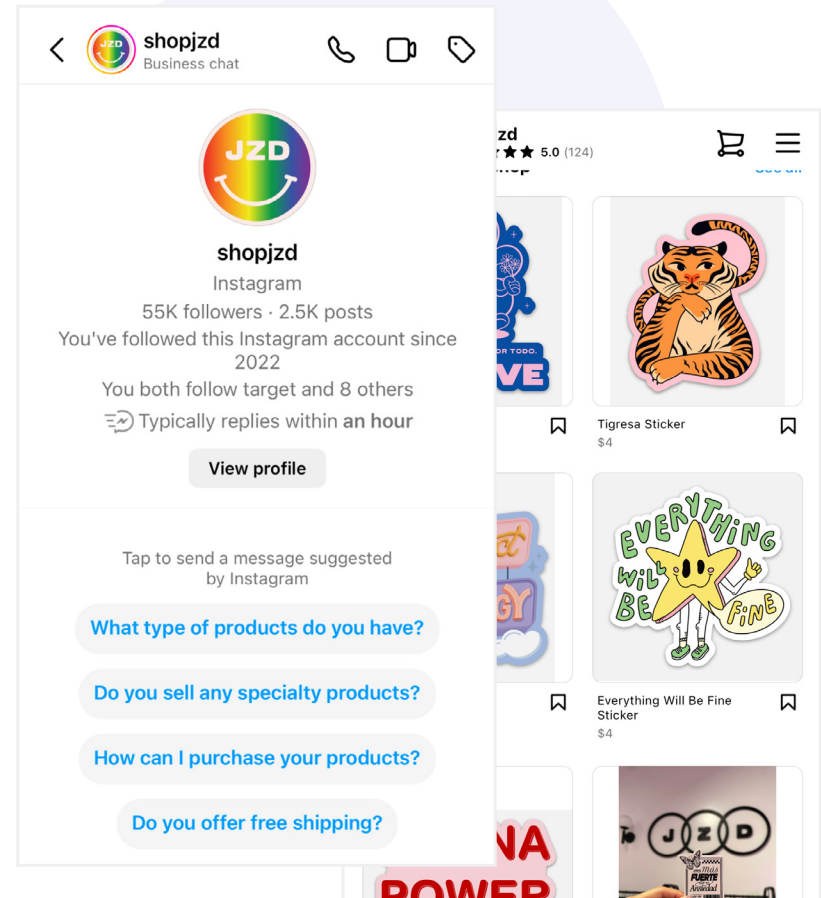
Customer service has become an increasingly important, and increasingly public, aspect of running any successful company. For nearly a decade, consumers have been evading traditional customer service channels and going straight to a company's social media page in order to get help with a persistent problem. More than [one in five Gen Zers and nearly 25% of Millennials](#) report having directly contacted a brand on social media for customer service.

This has created a new challenge for social media managers who now also must deal with routing customer service inquiries to the correct employee — and it's created the risk of angry customers negatively impacting a company's brand perception with repeated public posts.

In order to better manage social media customer service inquiries, companies like JZD have started taking it to the DMs and proactively creating a workflow that encourages customers to reach out in a private, more organized channel.

Social media DMs for customer service are relatively new, but 29% of marketers are already using this channel. Fifteen percent of marketers plan to implement it for the first time this year.

But it's not just about customer service: DMs are also a powerful (and relatively new) sales channel. Companies have started [selling products directly in social apps](#) with social media shopping tools on Instagram, Facebook, and TikTok.



30%

of Gen Z and Millennials have bought a product directly on social media in the past three months.

Mobile Messaging

Contacting customers and prospects via SMS, Facebook messenger, and WhatsApp is also growing in popularity. With more and more customers shopping from their phone, delivering ads, promotions, and discounts via text or messenger increases the chance that you're delivering the right message at the right time. In fact, automated marketing campaign workflows with SMS [can increase conversions by 21%](#).



SEO

Twenty-nine percent of marketers use a search-optimized website and blog to attract and convert leads. SEO work is a long game, so some marketing teams looking for quicker wins sometimes overlook how powerful it can be. But once a company sets up a blog and optimizes its webpages for search, it lays a foundation to significantly increase web traffic and inbound leads.

Though it's time-consuming, SEO work requires a relatively low financial investment, especially when compared to strategies like paid ads, events, and out-of-home ads. The low upfront costs and high success rate makes it one of the highest ROI channels used by marketers. And once it's up and running, the sky's the limit.

When it comes to the trend marketers will invest the most money in for 2023, SEO ranks third behind short-form video and influencer marketing.



88%

of those who already do SEO work plan to increase or maintain their investment this year.

SECTION 03

2023 Marketing Benchmarks

Marketing benchmarks help teams track their success. If you don't have a baseline, it's hard to determine what worked, what didn't, and how your successes impacted the company as a whole.

Exact numbers vary by company type, industry, and objective, but it can be helpful to benchmark against [global data averages](#) to help provide context for your marketing activities.

- 1 Web traffic was overall down over 6% in 2022 compared to 2021.
- 2 Email open rates went down across the board by over 12%.
- 3 Marketing teams were still able to capture leads and influence closed deals: Web conversions saw a nearly 11% increase, and inbound leads increased by 6.66%.

To learn more about the overall metrics trends we saw across industries last year, check out [our summary of 2022 Marketing Benchmarks](#).

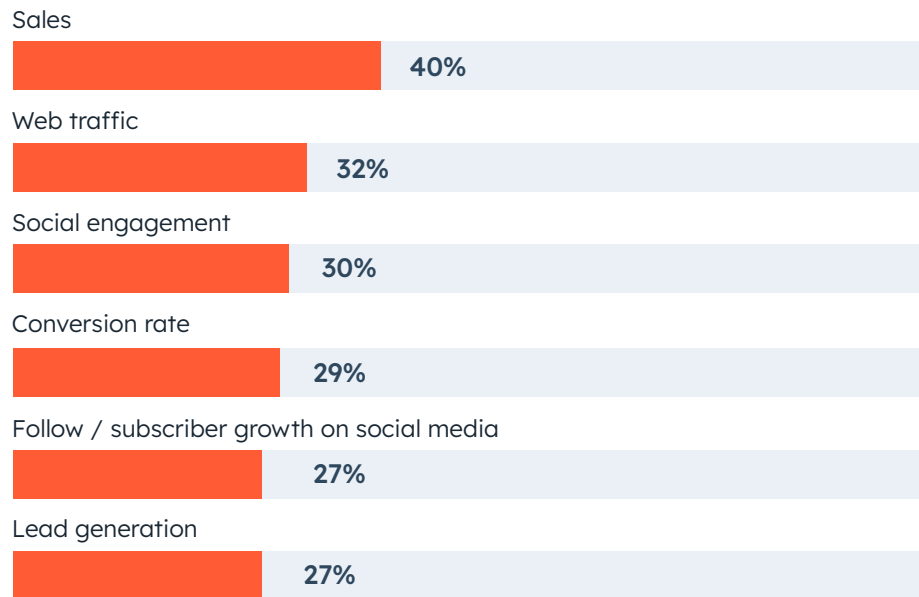


The Most Important Marketing Metrics and KPIs

Though many teams are tempted to do so, it's impossible (and unhelpful!) to try and track every single metric under the sun. Choosing the most important metrics and KPIs for your business is a critical part of measuring marketing performance.

Surveyed marketers said that sales, web traffic, and social engagement are the most important metrics, followed by conversion rate, follower and subscriber growth, and lead generation.

What are the most important metrics for measuring the effectiveness of your content marketing strategy? (Top 6)

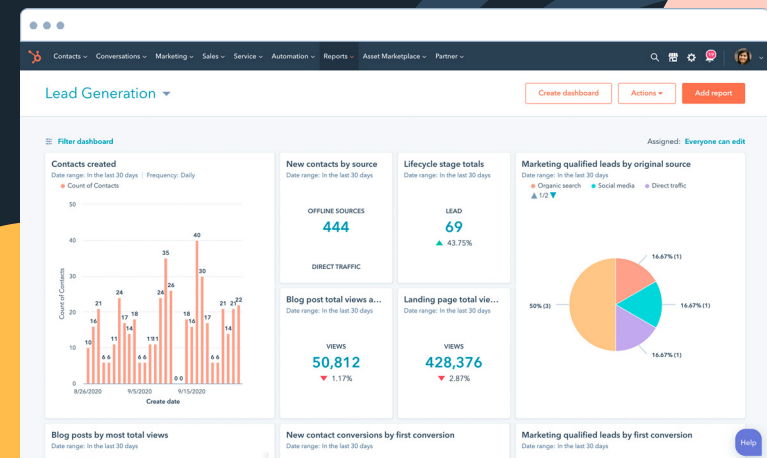


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SECTION 04

Content Marketing Trends from Rock Content Marketing in a Time of Recession

It looks increasingly certain that the unprecedented energy costs, the surging inflation, a war in Europe, and a second brutal wave of layoffs could bring the world to a recession in 2023 and could force us — marketers and content marketers — to reevaluate spending strategies.

Despite the situation and while no two downturns are exactly the same, many of the lessons about marketing, content and advertising from previous recessions still apply.

As renowned marketer and advertiser [Peter Field](#) stated, [commenting on](#) the recession that followed the Covid pandemic crisis, “The coming months will test everyone — we are in uncharted territory. But this was much the same in 2008, and it was the brands that held their nerve that bounced back when recovery came.”

Take a look below for advice on the best way for content and brand owners to manage marketing and promotional budgets while navigating this challenging period.



1 Don't Go Dark – If You Can Keep Spending.

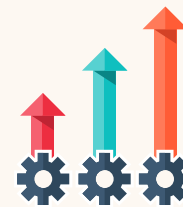
[A general marketing principle](#) dictates that market share (SOM) tends to strongly correlate with share of voice (SOV – the percentage of promotional expenditure spent by the brand). Specifically where a brand SOV is higher than SOM, the brand market share tends to grow, and the opposite is valid. If SOV falls below the brand's SOM, then market share is likely to fall over the year following. The principle is valid in both B2C and B2B.

In times of recession, just keeping promotional spend flat will put your brand in a dominant position. As an example, if all the companies in your category cut their promotional spend in half, suddenly your budget that was 10% of the total share of voice now doubles to 20% as a result.

Therefore, cutting the marketing budget during a recession is a risky strategy. It may provide some short-term relief, but the subsequent loss of market share that follows will be extremely difficult to regain when the crisis is over and during the recovery.

Yet, it's increasingly clear that for many brands this advice is academic and quite unrealistic. Maintaining spending is not an option if your sector has been hit hard. Brands hardest hit by the economic situation will focus on saving jobs and business continuity rather than marketing investments.

Based on the trend report, in fact, at least 55% of marketers say the potential for recession has affected their marketing activities this year:



25%

of all marketers already had to change their marketing goals due to the potential for recession.



20%

of all marketers had to pivot from their established plan due to the potential for recession.

And, as expected, 51% of marketers confirm that if an economic downturn or recession were to occur in 2023, it would affect their marketing activities. In fact, 24% of all marketers expect they will have to reduce their marketing budget if a recession occurs in 2023.



2 Organic Content Experiences Are on the Rise.

During every crisis, [organic content](#) consumption tends to grow. Despite the decline of media costs, media spend has fallen sharply across all channels as many categories turn off ad spend.

In fact, based on the State of Marketing Trends data, if an economic downturn were to occur, marketers must expect to see budget cuts in paid social media content, print ads, physical events, email marketing, and physical ads.

Events are declining too, and so are meetings and large gatherings. Organic content, video content, social media content, [interactive content](#), webinars, and digital events are typically on the rise. Brands are turning to digital content, always looking at where their audience keeps conversations and consumes content.

Just because consumers are not purchasing right now, it doesn't mean they're not researching. Releasing interesting or useful content that targets upper funnel consumers will increase brand awareness and trust. Winning hearts and minds now will put you in a good position once recovery has begun and users are ready to purchase again.

3 Brand Awareness, Not Just Lead Gen.

As we have mentioned, brand associations created now are likely to bring the greatest sales benefit during the recovery period. Brands that can still invest should resist the pressure to switch promotional spend from brand awareness to activation.

This is even more valid for B2B. Because the sales funnel in B2B purchasing is generally longer than in B2C, arguments in favor of supporting long-term growth through brand building and top of the funnel content are likely to be even stronger.

In addition, for those B2B businesses whose customers and prospects are unable to buy due to budget cuts, pursuing short-term lead gen activities makes little sense. For these brands, it is suggested to invest in long-term relationship-building.

[Les Binet](#), Group Head of Effectiveness at adam&eveDDB, is not wrong [when he writes that](#) **“Brand promotion is not about profiting in recession, it is about capitalizing on recovery.”**

Finally, brands forced to cut marketing investment should still focus on brand visibility by maximizing content marketing and SEO tactics, and they should prioritize customer and prospect relationships via owned digital properties (eg., blogs) and social platforms. PR and co-marketing partnerships could represent another way to run marketing activities at no extra cost.

4 Prioritize Emotions Over Logic, But Be Distinctive.

If you're not already, prioritize featuring humanity, humor, warmth, and generosity in messages and promotion. Demonstrating humanity and generosity through behavior is advised, too: Brands should ask themselves the question, 'How can we help?'.

Lead with empathy, humor, and emotion. The most successful content out of previous recessions leveraged emotion over logic; emotional creative strategies help to evoke warmth and humanity and have been the most effective in times of recessions.

Yet, be distinctive. When you communicate like everyone else – without any differentiation, with exactly the same message as those around you – you can disappear completely.



GIUSEPPE CALTABIANO

VP of Marketing,
Rock Content

5 On-Demand Creative Talent Can Help Scale Your Content Ops.

Finally, a few words about layoffs and budget cuts and the implications of properly staffing your content team.

As the recent multiple layoff waves have clearly demonstrated, freelancers are often more appealing to employers during a recession. Companies are realizing there is a competitive advantage to have a robust strategy for using independent talent.

Content marketers should take advantage of those content marketing-focused marketplaces, like [WriterAccess](#) for example, that offer creative talent on-demand and the possibility for the content teams to easily scale their content creation effort.



5 On-Demand Creative Talent Can Help Scale Your Content Ops.

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Hire the best freelancers and streamline your workflow.

Get the talent, the tools, and the training you need to scale content marketing, grow your business or agency, and master content marketing to win online.

[Start Free Trial](#)

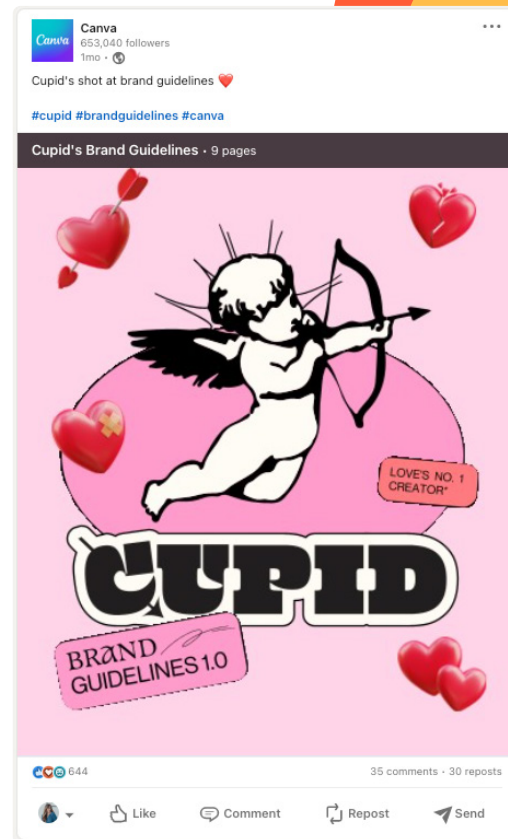


SECTION 05

Social Media Marketing Trends and Influencer Trends

Social media has become one of the most important (and most popular) marketing channels for companies across industries. It's relatively low-cost and it has near-infinite reach. Even companies with products or services that may not have broad consumer appeal can go viral and be seen by millions if they're willing to get creative, [like Canva](#).

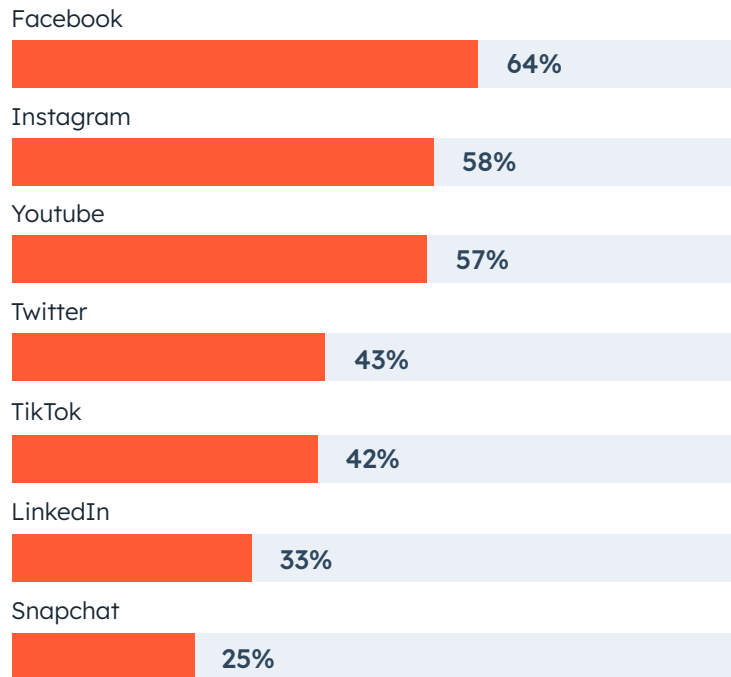
Certain social media platforms work better for different types of companies in different industries. But virtually every company benefits from building its online presence through social media — and 30% of marketing leaders say that social engagement is how they measure the effectiveness of their content.



Which social media platforms did marketers leverage in 2022?

Facebook was still the most leveraged social media platform in 2022, used by 64% of marketers, followed by Instagram (58%), YouTube (57%), Twitter (43%), TikTok (42%), and LinkedIn (33%).

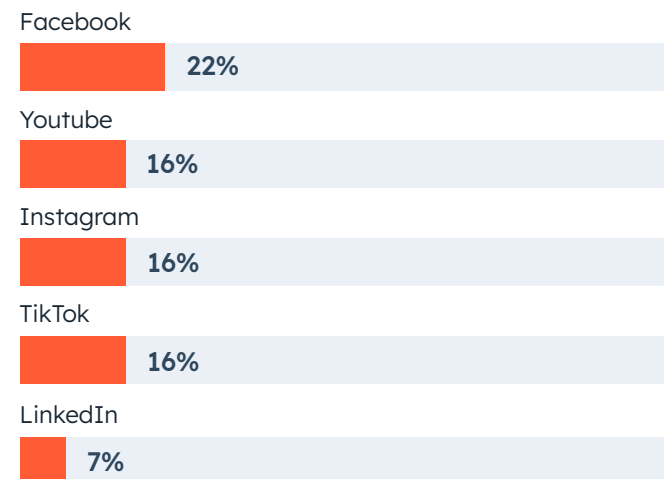
What social media platforms are marketers leveraging (top 6)?



Facebook is the most popular social media platform marketers are using in 2023, and it has the best ROI compared to every other platform.

When asked which platforms have the best ROI, 22% of marketers said Facebook first. YouTube, Instagram, and TikTok were tied for second place, with 16% of marketers reporting that they had the best results with these platforms.

What social media platform has the best ROI (top 5)?



What's been challenging?

Even though it's a relatively easy type of content strategy to stand up, social media marketing isn't always a straight path to growing sales and reaching new audiences.

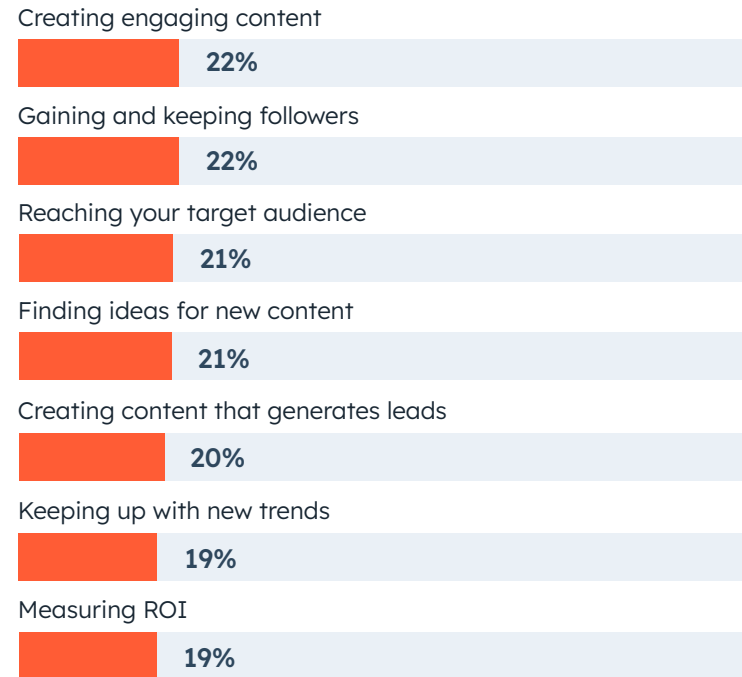
Especially with organic social media, companies are at the mercy of each platform's algorithm, so two similar posts may perform very differently on different days.

Surveyed marketers reported that their biggest social media challenges are consistently creating engaging content, gaining and keeping followers, reaching their target audience, finding ideas for new content, generating leads, keeping up with trends, and measuring ROI.



To learn more about the nuances between each social platform and how to overcome some of the challenges of social media marketing, check out [The 2023 Global Social Media Trends Report](#).

What are the biggest challenges social media marketers face (top 7)?



TikTok is Trending, But For How Long?

The biggest trend in marketing right now is undoubtedly short-form video. And though Instagram Reels are trying to replicate its success, TikTok is the reigning leader in short-form video (for now). With its highly-accurate algorithm and laser-sharp targeting, it [keeps viewers watching and watching](#) — making it an excellent advertising platform for companies everywhere. It's tied with YouTube and Instagram for the second-highest ROI, behind Facebook.

But, there are [growing data privacy concerns surrounding the use of TikTok in the U.S.](#) Active discussions between the TikTok CEO and the U.S. government have touched on businesses using the app and consumer privacy fears.

No matter what — maintain your own company media channels and create content that can be repurposed for different purposes and platforms.

Our surveyed marketers see the platform's power and are embracing it: **42% of marketers use TikTok already, and more than half of them (56%) plan to increase their investment in TikTok this year, which is the highest of any platform.**

Twenty-six percent of marketers plan to use TikTok for the first time this year, and 16% of marketers plan to invest more in TikTok than any other social media app.



The debate: repurpose social content or tailor by platform?

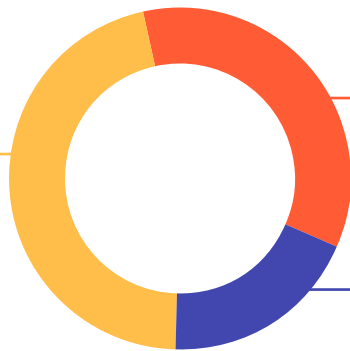
Especially when companies are just getting started with social media, many marketing teams post the same image, video, or text across every social app. But this approach has its drawbacks: Each platform requires different image sizes and word counts — plus, audiences vary across platforms. Posting a letter from a CEO might do very well on LinkedIn, but it would likely flop on Instagram.

However, when comparing marketers who say their marketing strategy was effective in 2022 with those who say it was ineffective, **effective marketers are 27% more likely to tailor content to the platform they're sharing it on.**

The takeaway? Tailoring content for each social platform is worth it, so invest in growing your social media team beyond one or two social media managers.

How do marketers share content across different social media platforms?

I usually re-purpose the same marketing content across various social media platforms
46%



I usually tailor content to the platform I'm sharing it on
35%

I do both about equally
19%

35%

of marketers tailor their content for each social platform — but those who are most effective create custom content for every channel.



Which new social media features are marketers using?

In line with the trends we're seeing about short-form video, social media companies are doing everything they can to replicate the success of TikTok. As a result, marketing teams are frequently trying these new features out.



31%

of marketers are using YouTube Shorts and Instagram Reels

In line with the trends we're seeing about short-form video, social media companies are doing everything they can to replicate the success of TikTok. As a result, marketing teams are frequently trying these new features out.

Facebook and Instagram have also both rolled out shopping tools that let users buy products right in the apps, which has opened up a new sales channel for marketers to leverage. 25% are using Facebook Shopping Tools, and 24% are using Instagram Shopping Tools.

Benchmark your social performance against analytics from 37M Instagram posts in the latest [Instagram Engagement Report](#).



Influencer Marketing Trends

Influencer marketing has been an increasingly important marketing strategy for many businesses — and it’s picking up steam thanks to the growth we’ve seen in TikTok and other short-form video content. In 2022, the influencer marketing ballooned to [a \\$16.4 billion industry](#).

You may associate influencer sales with products like cosmetics or clothes, but for virtually every industry there are online experts who are willing to partner with a company to promote their product. Influencers almost always operate on social media, but do occasionally partner with companies for TV commercials or at live company events like panels.

Fifty-seven percent of surveyed marketers said their company worked with creators or influencers in 2022. But influencers don’t all have millions of followers — and you certainly don’t need to partner with a celebrity-level influencer to see results. **33% of Gen Zers have [bought a product based on an influencer’s recommendation in the past three months](#)**. More than one in four marketers currently leverage influencer marketing, and it offers the second-highest ROI of any trend.



89%

of marketers who already use influencer marketing plan to keep up or increase their investment in 2023.



17%

of marketers plan to try out influencer marketing for the first time this year, which is also the second-highest of any trend.

Of the companies that worked with influencers last year, the influencers they worked with had varying audience sizes.

27% **Nano-influencers**,
with 1,000-9,999 followers or subscribers

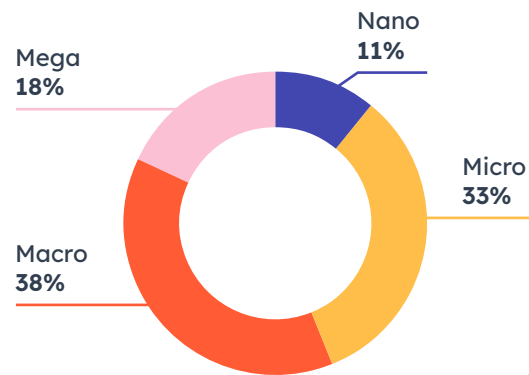
64% **Micro-influencers**,
with 10,000-99,999 followers or subscribers

57% **Macro-influencers**,
with 100,000-999,999 followers or subscribers

24% **Mega-influencers**,
with over 1,000,000 followers or subscribers

Interestingly enough, companies saw the most success with macro- and micro-influencers. Likely due to the exorbitant costs required to work with mega-influencers, ROI was easier to achieve with influencers with more modest audience sizes.

What kind of influencer was the most successful for your company?



This year, 21% of companies plan to work with nano-influencers, while 53% plan to work with micro-influencers. 65% plan to work with macro-influencers, and 42% want to try their luck with mega-influencers.

For the companies that work with both smaller creators (with under 100K subscribers or followers) and those with a bigger following, 44% said they appreciated the more reasonable cost of doing business together. They also called out that it's easier to make long-term partnerships with smaller creators, and that they give companies access to more niche, tighter-knit communities.

Thirty-five percent reported that smaller creators are more trusted by their audiences, which makes sense — a luxury pillow brand might have more success working with an interior design influencer than with a celebrity whose brand has nothing to do with sleep or decor.

Tip for working with influencers or creators

Creators say that they reach their audiences primarily through social media, blogging, and email newsletters. Think of the most valuable content that influencers can share with your target audience for the best results.

[Get even more insights on successfully working with creators in the Business of Creators report.](#)

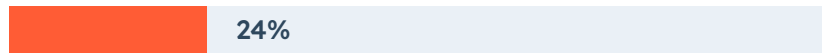
SECTION 06

Video Marketing Trends from Wistia

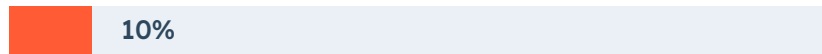
[People are watching more videos now than they ever have before](#), and in response, brands are continuing to increase their investments in video to engage audiences.

The top six media formats marketers plan to invest the most in this year

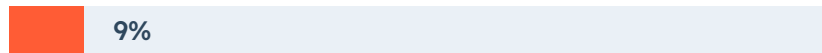
Videos



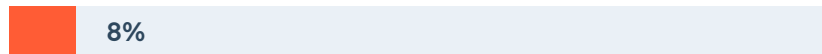
Podcasts or other audio content



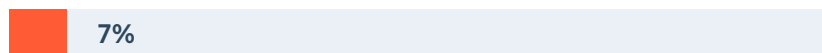
Images



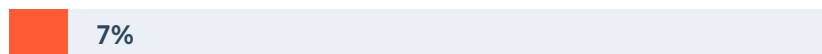
Blog posts



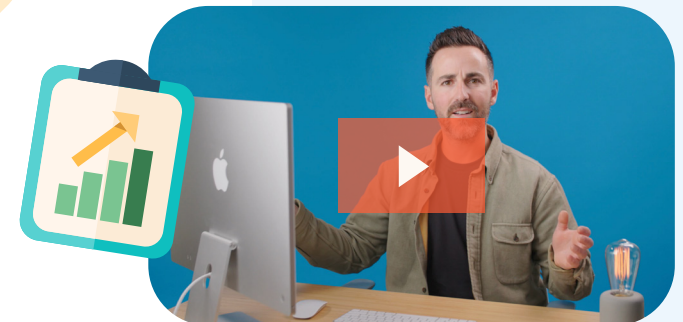
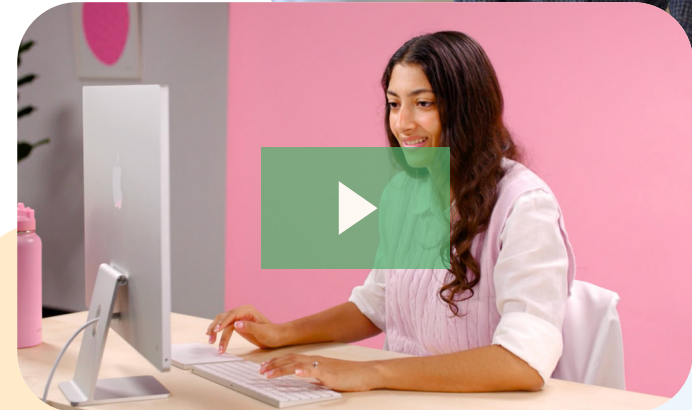
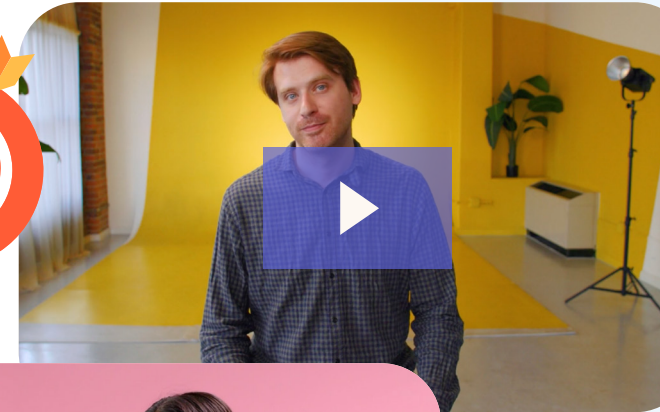
NFTs



Case studies



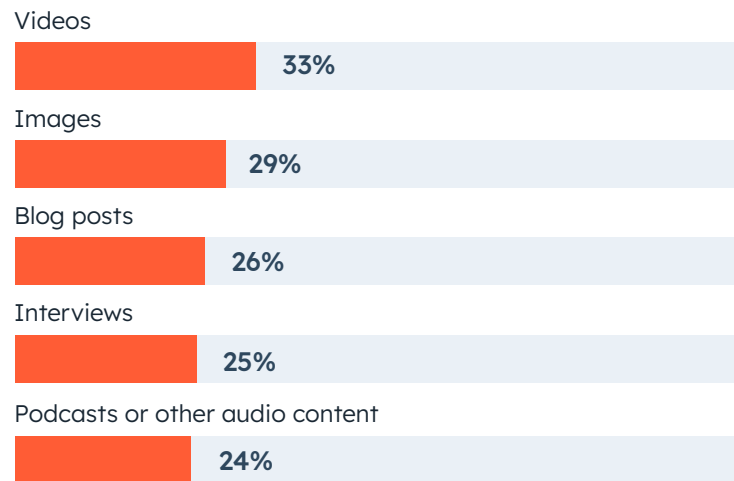
Here's a snapshot of data and insights from 80 million videos uploaded to the [Wistia](#) platform and 1,500 marketers surveyed that you can only find in [our 2023 State of Video Report](#).



Video Marketing Budget Planning for 2023

When it comes to spending, brands revealed that they upped their investment in video in 2022. Compared to 2021, more businesses allocated at least 10% of their overall marketing budget to video.

The top five media formats marketers will leverage for the first time in 2023

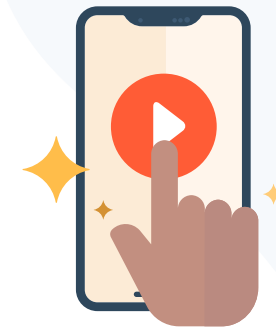


What are brands planning for 2023? Even with [economists predicting a likely recession ahead](#), only 3% of companies plan to reduce their video budget. One in seven companies plan to make a heavier investment in video, upping their video spend by more than 10%.

But economic uncertainty is having a clear impact — 20% of businesses are making no changes to their video spend, and at the start of 2023, 42% feel unsure of their moves.

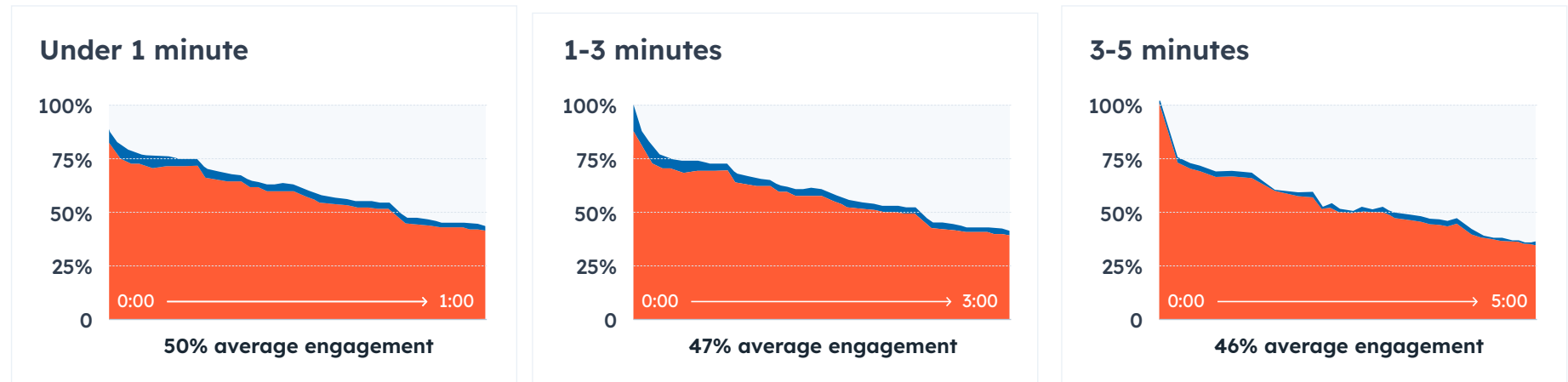
The Types of Videos Businesses are Creating

Out of the 15 million videos uploaded to Wistia in 2022, most of the videos created — 4.7 million — were short-form videos under 60 seconds. Short-form videos and videos between five and 30 minutes remain the most popular to create year-over-year. Short-form videos also consistently receive the highest average engagement.



New Wistia benchmarks: Short-form video

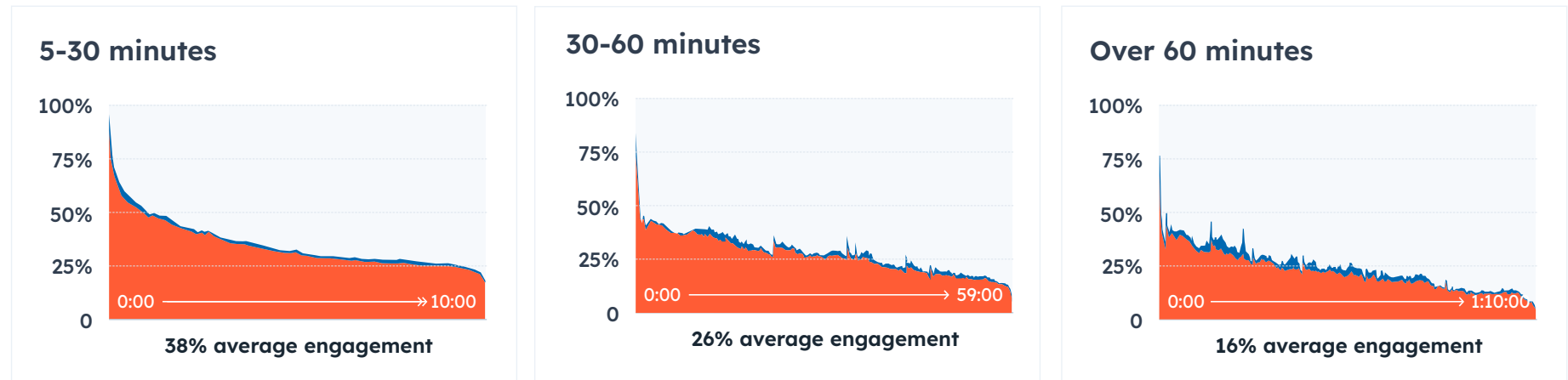
For videos up to 5 minutes, audiences will watch about 50% of the content.



In 2021, there was a significant rise in the production of long-form content, or videos that lasted over 30 minutes. In 2022, businesses continued investing in long-form videos, like webinars and live events, making it the fastest-growing video segment. Videos above 30 minutes saw over 11,000% growth over the past decade compared to 36% growth for videos under 30 minutes.

New Wistia benchmarks: Long-form video

Sixteen percent of viewers will stick with you to consume more than an hour of your company's video.



How are Companies Using Video Strategically?

Most companies focused on product education and acquiring new customers with video. According to the marketers we surveyed, videos about products, educational videos, and webinars earned businesses the most engagement and return on investment last year.

2022 was also a big year for going live.



80%

of marketers held live events in 2022.

Of those folks, 60% said they hosted webinars, and 30% said they hosted webinars at least once a month. We love to hear this! Webinars are one of the best types of videos your business can create for marketing and increasing product adoption. On top of that, you can repurpose your webinar into evergreen content that'll help you generate leads for your business long after you go live.

In 2023, we expect companies will continue creating product videos, educational videos, and webinars. One in three businesses also said they want to invest more in videos for social media this year.

Strengthen Your Video Marketing Strategy in 2023

Budgets aside, 69% of businesses said they were most likely or very likely to make more videos this year than in 2022. But only about half (43%) of the companies we surveyed feel as though they have a video strategy. What about your business?

This year, we see an opportunity for more businesses to start A/B testing their video content, as it is one of our favorite ways to impact video performance and see what's resonating with our audience!

Companies should also make sure to use video conversion tools to turn viewers into prospects. We found that businesses are using fewer lead capture forms in their videos, but conversion rates are on the rise. Customers are willing to give you their contact info for great video content.

If you want to make the most out of your videos this year, we encourage you to repurpose new and existing content into engaging snippets that you can use across your other marketing channels like social media and your blog.

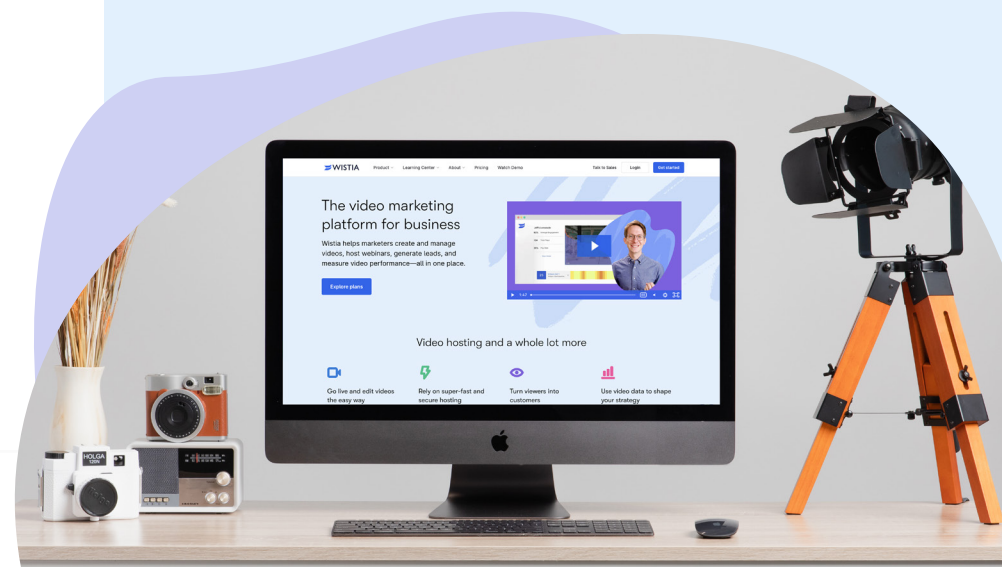
If you're wondering what you can do to improve your video marketing strategy this year, dive into our full [2023 State of Video Report](#) to uncover more data and insights about video strategy, creation, distribution, and audience engagement and conversion that'll help your business thrive with video.



Ready for a video marketing platform that can integrate with your tech stack?

Made for marketers, Wistia has everything you need to create, host, market, and measure the impact of your videos – all in one place.

Get started



SECTION 07

Email Marketing Trends from Litmus

Email marketing is an [unmatched investment](#) for connecting with customers — brands get back \$36 for every \$1 spent on the channel on average. However, you must evolve to create relevant, high-quality emails that stand out. [41.1% of subscribers ‘skim’ emails](#), which means they spend between two and eight seconds on your message.



Data-driven Ways to Boost Email Marketing Performance this Year

Here are the four trends that will put your email marketing performance ahead this year.

1 Prioritize Accessibility – Always.

Everyone deserves to have a positive experience in their inbox — period. You don't know what disabilities your subscribers may live with, whether permanent or temporary. The adoption of accessible email tactics has increased over the past few years, and it's something we hope to see more of in 2023.

The World Health Organization estimates there are around [2.2 billion people with visual impairments](#).

There are an estimated [300 million people globally with color blindness](#), affecting approximately 1 in 12 men (8%) and 1 in 200 women (0.5%).

Up to [20% of the population deals with some level of dyslexia](#).

Between 2018 and 2060 [in the United States, the 65-and-older age group's share of the total population](#) will rise from 16 percent to 23 percent.

Situational disabilities — like a broken arm or occupied hands — also contribute to people's ability to use email.





6 essential ways to make your email soar

Ready to be an email hero? Carin Slater (she coded this email 🧑🏻) shares ways to add spark across six essential parts of an email.

Up, up, and away!



6 essential ways to make your email soar

Ready to be an email hero? Carin Slater (she coded this email 🧑🏻) shares ways to add spark across six essential parts of an email.

Up, up, and away!

Email accessibility tip:

Not everyone sees colors the same way, so combining colors with icons and text is best to ensure everyone understands your intended message. For example, a green check mark and a red X are more accessible than a green and red button.

While 77% of brands say that [making their emails more accessible](#) is a priority, only 8% say they follow best practices for email accessibility in all of their campaigns. If you struggle to put best practices into action, here are some tips:

Concise copy is accessible

- Use shorter sentences.
- Avoid jargon.

Design for easy skimming

- Create a strong hierarchy with text size, color, and placement.
- Left justify your copy if it's more than two lines long.
- Use a minimum font size of 14px.
- Keep contrast high.

Use screen-reader-friendly email code

- Use real text (no more all-image emails, please).
- Create accessible tables with role attributes .
- Include semantic HTML to identify headers, paragraphs, and buttons.
- Pair live text with alt text for images to replicate the look and feel of the design.



2

Use Hyper-Personalization to Engage Subscribers.

[Eighty-three percent of customers](#) are willing to share their data to create a more personalized experience, but creating [hyper-personalized experiences](#) sometimes feels easier said than done. The effort is well worth it, though, since brands that use dynamic content generate an [ROI of 42:1](#). For reference, that's 100% better than the 21:1 ROI for brands that don't use dynamic content.

Here are our top three tips:

- 1. Create a plan before you collect data.** Think about who your subscribers are and what you want them to do, and then figure out what data points you need.
- 2. Tie personalization ideas to email goals.** Personalization is fun, but it takes work. Carefully choose personalization tactics to support your goals, so your effort moves your program forward.
- 3. Test before you send.** You should [test every email you send](#), but it's crucial when you add new creative elements. Brands that use an extensive testing checklist report an ROI of 40:1.

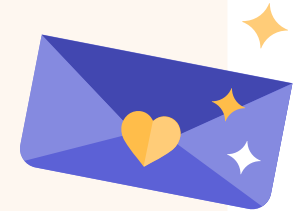
Hyper-personalization ideas by email goal

Increase sales

Dynamically update new products based on past purchases

Use countdown timers for sales

Include dynamic social proof in abandoned cart messages



Boost retention

Show customers or members what perks they are (and aren't!) taking advantage of

Create personalized guides based on past purchases or actions

Create polls to promote products and learn preferences

Increase engagement

Create a dynamic birthday email with personalized birthday month graphics

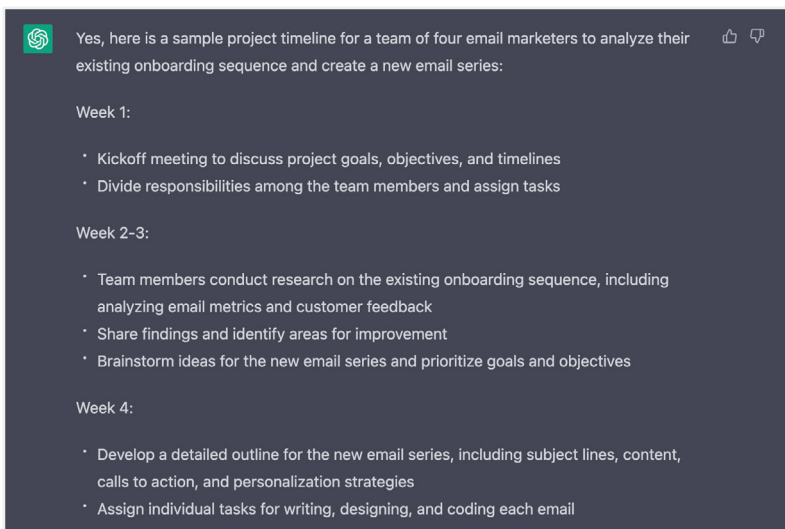
Send real-time updates in a dynamic email

Include timers noting when dynamic content updates

3 Use AI for Email Marketing Planning and Development.

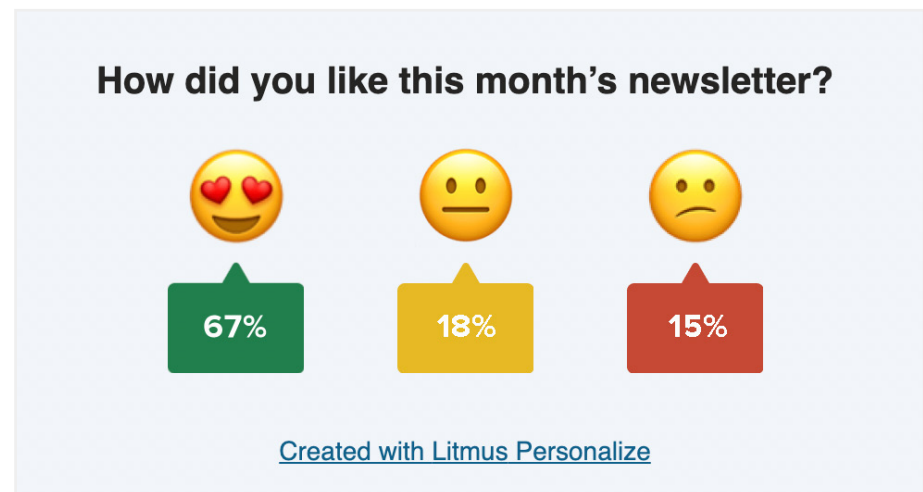
AI is a hot topic, and we expect curiosity will draw more people to use it in 2023. Here's how email teams can use AI to supplement their work:

- Brainstorm subject lines and email copy.
- Generate graphic mock-ups to include in creative briefs.
- Personalize emails with [AI-driven product recommendations](#).
- Analyze large sets of data.
- List benefits of a team investment to get buy-in.
- Create project timelines or plans.



4 Conduct Sentiment Polls with Your Audience.

A sentiment poll is an interactive element that asks subscribers to share how they feel about an email with a simple smiling, neutral, or frowning face. We recommend using them if you're trying a new format or want more engagement data beyond opens and clicks.



Here's what to keep in mind when you use a sentiment poll:

- Place sentiment polls at the end of your email.
- Make it clear what is good and bad on your scale.
- Ask subscribers to respond with why they voted that way.

Make Every Email Send Count

Design trends evolve, but email marketing is a constant that every brand can rely on — as long as your emails work.

If you send out broken emails, you'll miss the deeper insights needed to really improve results and personalize emails at scale. Plus, inaccessible and broken emails create a negative customer experience.

When you use [Litmus](#) to build, personalize, test, review, and analyze emails you can get the most out of every send and build trust with your customers.



Email personalization doesn't have to be hard

Personalization shouldn't be difficult. With the right technology in place, email personalization is achievable at scale and in every email you send. No matter what your business is, there's an opportunity to use automated email personalization—and benefit from it!

Automate and scale the creation of personalized email experiences and harness the power of AI-driven recommendations with Litmus Personalize, powered by Kickdynamic.

Contact us for a demo today!



SECTION 08

Leaders Weigh in on Future Marketing Predictions

This year, we've already seen some seismic shifts, especially in the area of AI and automation. We're also excited to see more companies embrace short-form video, and see how it impacts their reach and conversion rates.

But what else is on the horizon for 2023 and beyond?

The data's in — it's time to go all in on YouTube for business growth.

“At HubSpot, our investments in YouTube channels focusing on business news, education, and expert commentary has led to considerable growth in demand. We've also started co-producing videos with micro and macro YouTubers, enabling us to reach new audiences. We plan to strengthen our presence on YouTube and expand our investment in the current year.”



KYLE DENHOFF

Director of New Media, HubSpot

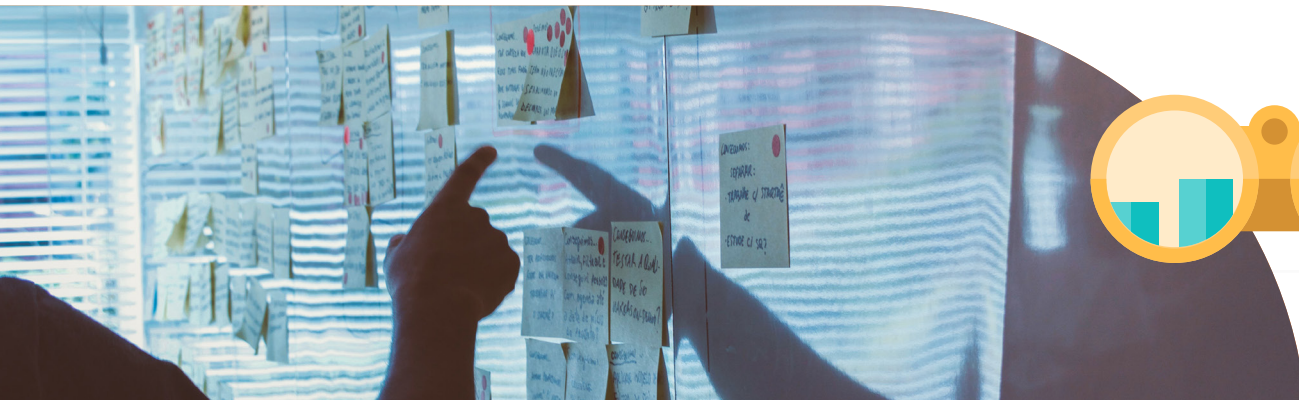
The rise in AI will help brands be more creative.

“AI is exploding, and brands are using AI tools for administrative, repetitive tasks. By taking advantage of automated tools for everyday brand content, like visual CTAs, email updates, and social media images, we predict that creative teams will be able to spend more time on complex marketing projects and brand storytelling campaigns.”



GABBY PINTO

Chief Creative Officer, CXD Studio



Video drives business, and it's not stopping anytime soon.

“Marketers have seen the profound effect that video can have on their businesses since the pandemic began. Live video particularly blew up in 2022, and signs point to that continuing in the year ahead. You can also expect to see companies creating more product videos, educational videos, and investing more heavily in video for social media.”



FRANK EMANUELE

Social Media Manager, Wistia

Effective marketers will lean into automation and AI to drive innovation.

“It’s no surprise that effective marketers are 46% more likely to use automation in their roles. Marketers need to know how to reduce inefficiencies so we can spend more time doing what we love: creating engaging content that helps our audiences grow. Marketers who embrace AI will find powerful ways to streamline tedious tasks and save their finite resources — such as creativity and innovation — to become better marketers.”



CAROLINE FORSEY

Senior Content Strategist, HubSpot

To compete with AI, marketers will build interactive experiences.

“As an SEO, I’m thinking about how to make the content on our website better than what AI can offer our readers. Why should someone go to HubSpot.com and read a blog post or use a free tool versus chatting with a chatbot? My prediction is to maintain relevance to their audiences, SEOs and marketers will need to find new points of differentiation for their website — whether that’s a unique take, interactive experience, custom graphics, or all of the above.”



AJA FROST

Director of English Growth,
HubSpot



Closing

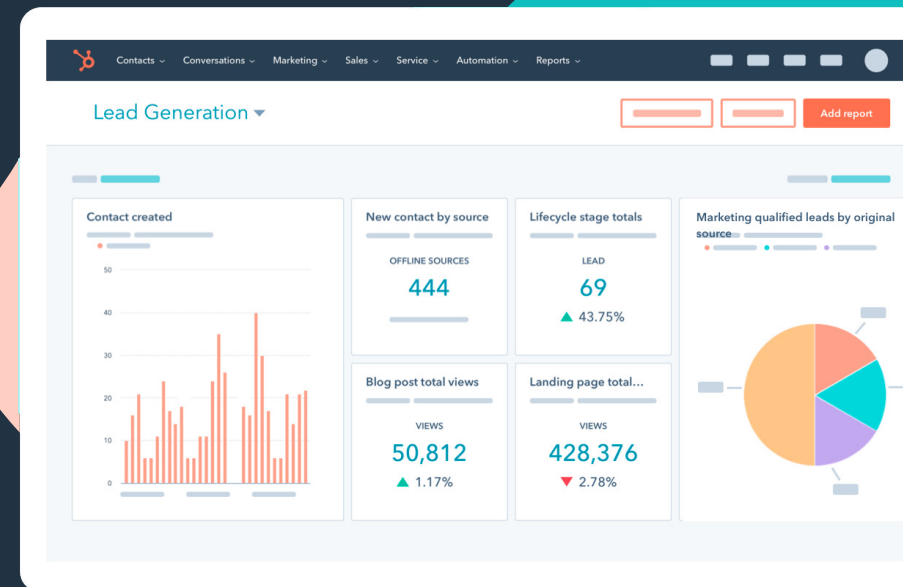
With data guiding every decision and smarter tools becoming more widely available, marketing teams are as agile as ever. This year, marketers will expand their efforts in short-form video. They'll share the values that drive their companies. And they'll be using AI and automation where possible to make their very full plates feel a little more manageable.

HubSpot

Exceed your marketing goals this year.

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Methodology

We conducted several surveys with a total of 1,200+ global B2B + B2C marketers across industries to gain these data points.

Countries Represented

Australia, Canada, France, Germany, Japan, Singapore, UK, US



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