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DIGITAL MARKETING TRENDS IN 2023: LEVERAGING SOCIAL MEDIA AND INFLUENCER MARKETING

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Abstract: Marketing that makes use of electronic devices and may be utilized by marketing experts to carry promotional messaging and measure its impact through patron adventure. In practice, digital marketing typically refers to marketing campaigns that emerge on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail. Oddly, television is normally lumped in with conventional advertising. Digital marketing, additionally referred to as online advertising, is the advertising of brands to connect to capacity customers the use of the net and other styles of virtual conversation. A digital marketing approach allows the marketer to leverage different digital channels—such as social media, pay-per-click, search engine optimization, and email marketing—to connect with existing customers and individuals interested in their products or services. The current study aims to analyse the digital marketing trends in 2023.

Index Terms - Advertising, Content marketing, Digital marketing, Influencer, Social media

I. INTRODUCTION

Marketing that makes use of electronic devices and may be utilized by marketing experts to carry promotional messaging and measure its impact through patron adventure. In practice, digital marketing typically refers to marketing campaigns that emerge on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail. Oddly, television is normally lumped in with conventional advertising. Digital marketing, additionally referred to as online advertising, is the advertising of brands to connect to capacity customers the use of the net and other styles of virtual conversation. A digital marketing approach allows the marketer to leverage different digital channels—such as social media, pay-per-click, search engine optimization, and email marketing—to connect with existing customers and individuals interested in their products or services. As a result, they can build a brand, offer great customer knowledge, bring in possible customers, and more. While advertising in India is already a billion-dollar-industry, the digital advertising segment under its umbrella has emerged as one of the fastest growing in the world. Having surpassed the two dominating traditional media, that is television and print, digital accounted for nearly half of the overall revenue earned within the Indian ad market. Given India's vast digital population and rapidly expanding digital media market, this was a development was inevitable.

II. NEED FOR DIGITAL MARKETING

Any type of marketing can facilitate business bloom. However, digital marketing has become increasingly important because of how handy digital channels are. In fact, there were 5.18 billion internet users globally in April 2023 alone. From social media to text messages, there are many ways to use digital marketing campaign in order to communicate with the end audience. Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing skill for small businesses.

III. OBJECTIVE OF THE STUDY

Marketing is an ever-evolving field, and new trends are continuously emerging. As marketers strive to stay current with the latest industry practices, it is essential for them to be flexible in their strategies and adjust accordingly when recognizing new trends. Therefore, the researcher seeks to analyze the digital marketing trends that are expected to come about in 2023.

IV. METHODOLOGY

The present study is based on secondary data only, those data, which are already collected by someone else. The researcher has collected the secondary data from the records of Journals, Books and Internet.

V. POPULAR AND EFFECTIVE DIGITAL MARKETING CHANNELS

Marketing was usually done through print and broadcast ads. These channels still exist and are used today. Digital marketing channels have evolved and continue to do so. The following are eight of the most familiar digital avenues that companies can take to boost their marketing efforts. Keep in mind that some companies may use multiple channels in their efforts. During an early 2020 survey carried out among marketing leaders from 29 countries, 83 percent of respondents reported using social media as a digital channel for their marketing strategy. To compare, 67 percent of professionals said they used search marketing or pay-per-click advertising and 66 percent of video marketing or OTT.

i. *Website Marketing*

A website is essential for any digital marketing effort. It serves as a powerful platform on its own but also furthers the success of online campaigns. A website should accurately display a brand, product, and service with clarity and simplicity. Additionally, it needs to be fast-loading, mobile-friendly, and easy to navigate. People wish using mobile websites and the percentage of mobile users will increase by 63% by the end of 2023.

ii. *Pay-Per-Click Advertising*

Pay-per-click (PPC) advertising provides a means for marketers with knowledge and expertise to connect with online users through paid advertisements across various digital platforms. Marketers have the flexibility to create PPC campaigns on popular platforms like Google, Bing, LinkedIn, Twitter, Pinterest, and Facebook, allowing them to display their ads to individuals who are searching for products or services relevant to their business. These campaigns offer the ability to target specific user segments based on demographic information, interests, or location. 5% of small businesses invest in pay-per-click (PPC) advertising. Text ads are most popular with 49% of users clicking them. 74% of brands say PPC is a huge driver for their business. 64% of brands are planning to increase their PPC budget in the next 12 months.

iii. *Content Marketing*

The goal of content marketing is to reach budding customers through the use of content that interests them. Content is usually available on a website and then promoted through social media, email marketing, search engine optimization, or even pay-per-click campaigns. The tools of content marketing include blogs, ebooks, online courses, infographics, podcasts, and webinars. 84 percent of communications are visual in 2023. 55% of Marketers consider Facebook their major marketing platform. 79% of Internet traffic will be represented from video content at the end of 2023. 82% of marketers are actively investing in content marketing, 10% report not using content marketing, and 8% are unsure if their company uses content marketing.

iv. *Email Marketing*

Email marketing is still one of the most useful digital marketing channels. Many people confuse email marketing with spam email messages, but that's not what email marketing is about. This type of marketing allows companies to reach potential customers and anyone else interested in their brands and products. Many digital marketers use all other digital marketing channels to add leads to their email lists. Then, using email marketing, they create customer achievement funnels to turn those leads into customers. The average time spent on mobile increased significantly in 2020. According to Global Web Index report, mobile phones account for 53% of the time spent online, with 9 out of 10 customers accessing the internet via a smartphone. The same report indicates increased mobile usage, with the typical global internet customer spending 3 hours and 39 minutes daily using the internet on their mobile phone. In comparison, customers spent on average 3 hours and 24 minutes per day watching television. However, many customers

now prefer watching “TV” content via streaming apps on mobile. 35% of consumers who searched for a product or service on their phone spent more than expected in the store.

v. ***Social Media and Influencer Marketing***

The primary goals of a social media marketing campaign are to build brand awareness and establish social trust. A person go deeper into social media marketing, he can use it to obtain leads and as a direct marketing or sales channel. Promoted posts and tweets are two examples of social media marketing. At a fundamental level, influencer marketing is a type of social media marketing that uses endorsements and product mentions from influencers — individuals who have a dedicated social following and are viewed as experts within their niche. With the increasing use of smartphones and users being connected to the internet at all times, Indian advertisers' ability to reach targeted audiences has been amplified. Social media usage in the country has provided a key avenue for digital advertising, with the format accounting for almost a third of digital ad spends. The social media advertising spends in India amounted to over a billion U.S. dollars in 2022. YouTube followed by Meta platforms, Facebook and Instagram, had the widest ad reach as of 2023. A whopping 93% of marketers worldwide are using social media business. In 2019, 91% of total marketers were using social media marketing, while 55.4% of them were using influencer marketing. In 2020, 91.7% of total marketers were using social media marketing. In 2022, almost 92% of marketers who work for companies with more than 100 employees in the United States are expected to start using social media for marketing. Social media marketing is proven to be effective because between online consumers, 97% of them accessed social media at least once a month. Hence, for most consumers, it is their major source of product information. In addition, 67% of consumers expect brands and companies to have social media presence to provide customer service.

vi. ***Affiliate Marketing***

Affiliate advertising and marketing is one of the oldest styles of advertising, and the net has given it new lifestyles. With affiliate advertising, influencers sell different people’s products and get a commission whenever a sale is made or a lead is introduced. Many well-known businesses inclusive of Amazon have affiliate applications that pay out thousands and thousands of dollars in line with month to websites that promote their merchandise. Over 84% of online content publishers join affiliate marketing. A whopping 94% of publishers join 2 or more affiliate programs, while 39% and 20% of publishers use 3 or more and 5 affiliate marketing programs, respectively.

vii. ***Video Marketing***

YouTube is one of the most trendy search engines in the world. A lot of internet users twist to YouTube before making a buying decision, to learn something, to read a review, or just to relax. Marketers can use any of several video marketing platforms, including Facebook Videos, Instagram, and TikTok, to run a video marketing campaign. Companies locate the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns. 91% of consumers want to see more online video content from brands. 86% of marketing professionals use video as a marketing tool. 66% of consumers find short-form videos to be the most engaging type of content on social media. A recent study shows that as many as 91% of consumers want to see more online video content from brands.

viii. ***SMS Messaging***

Organizations and nonprofit companies also use textual content messages (formally known as SMS, or quick message service) to send records approximately their trendy promotions or provide opportunities to willing customers. As era has superior, many textual content-to-supply campaigns also permit clients to directly pay or supply via an easy text message. In 2021, 42% of business owners and digital marketers texted their customers using a text messaging service. In 2022, 55% of businesses use text message marketing with their customers, indicating a 27% year-over-growth in SMS adoption. In 2023, 86% of business owners and marketing managers have used SMS marketing to text their customers in the past year, indicating a 56% increase in SMS marketing adoption, year over year.

VI. LATEST TRENDS IN DIGITAL MARKETING

➤ Small Businesses Will boom Their Use of Influencers

The use of influencer marketing has grown in recent years. People seeing influencers focusing on specific niches, which allow businesses to be more specific in whom they target with influencer marketing. The growth of influencers represents an incredible opportunity for small businesses. Small businesses can build their own audiences on social media and share their products to make sales. However, research has shown that 61% of consumers trust product recommendations from friends, family members or influencers on social media, while only 38% trust brand recommendations. Influencer partnerships can help the marketer to increase their reach, build trust and drive sales. To use influencer marketing, try reaching out to

local influencers or well-known names to see whether they would consider endorsing brand, product or service.

➤ **Chatbot Use Will Enlarge**

Chatbots have become an inventive way for brands to connect with customers. Through chatbots, marketer can be more reachable to users and more open to their problems and concerns. The marketer can also use chatbots to collect information about customers and their preferences. The use of chatbots is going to persist to increase as AI the basis for most chatbot software becomes smarter and more effective.

➤ **SEO and Influencer Marketing combination Will Become a Necessity**

Search engine optimization has always been important for digital marketers, but it will be an even more vital part of digital marketing strategy in 2023. SEO is commonly included into web copy. However, we're seeing more importance on optimizing different types of media, like photos and videos, to reach internet users. The use of back links and AI SEO tools to be more important this year. Along these lines, integrating the influencer marketing into SEO strategies is another trend in 2023. This is important because influencers can provide social proof and digital authority. Ask the influencers work with to link back to website as often as possible while embedding anchor text keyword links to pass on their authority to the marketer's website.

➤ **Niche Content Will Find More Niche**

Niche is another word for the marketer brand's specific, narrowed-down audience. Niche is a part of specifically defining what the marketer brand does and who is in the community of people who care about their mission, service or products. In 2023, niche content to get even more specific as algorithms are continually fine-tuned to serve content to people who will engage with it. This means that the marketer to use more specific keywords to interest people who are relevant to their niche.

➤ **Creativeness on Social Media Will Be More Significant Than Ever**

People's absorption spans are short, acceptance agenda marketers alone accept a abbreviate time to abduction the bodies attention. Amusing media trends accept confused against short-form videos and storytelling as means to get absorption and accumulate it. For these reasons, adroitness will acceptable be added important than any time in 2023. Accomplish abiding the banker artistic not alone in the agreeable they're creating but additionally in the strategies they use to accumulate bodies engaged. Given the advanced ambit of ever-changing agreeable on amusing media, it's acute to use strategies that will bolt people's absorption bound and accomplish them appetite to see more. A abundant archetype is application YouTube Shorts. These are vertical videos that are 60 abnormal or beneath in breadth and battling added short-form video agreeable like TikToks and Instagram Reels.

VII. THE SCOPE OF DIGITAL MARKETING IN 2023

Marketing techniques have evolved as the ways in which consumers get information change. Radio advertising led to TV advertising, which then shifted to digital marketing with the rise of the internet. While TV remains a prime advertising medium for many businesses, digital marketing allows companies to reach a global audience online. As the scope of digital marketing technologies evolves, companies are staying current by adding online components to their brick-and-mortar stores or combining various digital marketing strategies to create an internet presence. Because most consumers use smartphones and research products online before buying, digital marketing strategies are crucial to businesses. But companies across the globe also employ digital marketing to more easily target their audiences online and via mobile devices and many are seeing a significant return on investment (ROI) because of these efforts.

• **Simplicity of Audience Targeting**

With digital marketing, businesses can use data to target audiences based on factors like gender, age, location, interests, and education. Companies can also retarget potential customers who are already familiar with their brand using different methods and messages for each audience. There are advanced online marketing certifications that can help digital marketers learn how to best target audiences.

• **Low Investment and High ROI**

The cost per lead with digital or inbound marketing is 61 percent less expensive than traditional marketing. Businesses that advertise on social media, use paid search and employ other digital strategies spend considerably less on their campaigns. This is because many companies use pay-per-click (PPC) strategies to keep costs down and target specific audiences. Generally speaking, digital marketing campaigns offer both a greater and faster ROI.

• **Attainment of Mobile Users**

There are more than 14 billion mobile devices worldwide, and that number is projected to grow to almost 18 billion by 2024. Because almost all smartphones have internet access, it is easier than ever for businesses to reach potential customers anywhere, anytime.

More than half of consumers discover companies through social media news feeds. Companies can reach almost 1 million customers via Instagram alone, and more than 9 million businesses use Facebook to connect with consumers. Companies leverage social media platforms for both business-to-business (B2B) and business-to-consumer (B2C) digital marketing campaigns.

- B2B: To generate leads, B2B marketers are active on social media platforms like LinkedIn and Twitter. They also often rely on PPC campaigns to reach their target audiences without spending too much money.
- B2C: B2C marketers focus on improving brand awareness and attracting customers to their websites and products using social media platforms like Facebook, Twitter, Instagram, and Pinterest.

While posting ads and content on Facebook and other popular platforms continue to be an effective way to reach your target market, the scope of digital marketing encompasses much more than just social media.

VIII. CONCLUSION

With the speedy development of social media and word-of-mouth marketing, influencer marketing is also become more and more popular. Advertisers in all sectors are connecting with social media influencers to help enhance their brands. This is proving to be an effective digital marketing strategy, largely because consumers tend to trust other consumers more than companies advertising products. In 2023 and beyond we are expecting more companies to use these influencers to drive sales. So it is concluded that the digital marketing trends in 2023 is leveraging social media and influencer marketing.

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