

Revolutionizing Reach:

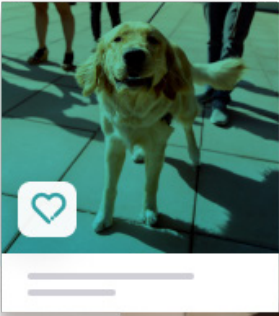
**The 2024
Digital
Marketing
Landscape You
Can't Ignore**



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The digital marketing industry is constantly shifting.

As technology continues to revolutionize our world, there are a multitude of changes that will impact your strategy now and in the future.

Here at Intero Digital, we have decades of experience coming alongside businesses to build robust digital marketing strategies, and we'd love to share some of the insights we've gathered to help you get a grasp on the state of several digital marketing channels so you can make informed decisions about your digital marketing and exceed your goals in 2024.

Trends in Digital Marketing Strategy

Companies' approach to digital marketing is in a constant state of change. On an annual or even quarterly basis, companies put their strategy under a microscope to make sure their efforts are aligned with their organizational and business goals.

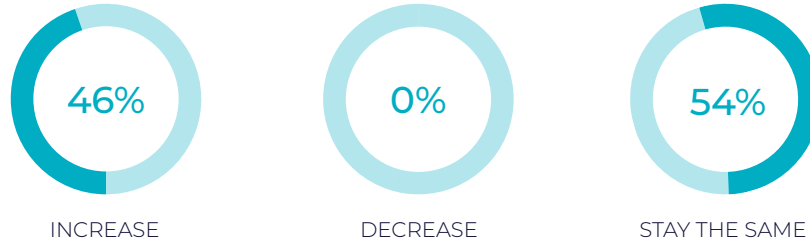
To get a glimpse into the state of digital marketing, we turned to our clients to find out how they envision their digital marketing spend changing in the next year, what their biggest pain points are, and what their biggest goals are.

Overall, our client base doesn't expect to decrease spending on digital marketing efforts in the next year — nearly half are planning to spend more to build on the work we're doing and put even more weight behind their efforts. This isn't surprising considering that revenue growth is clients' biggest goal and investing in cutting-edge, strategy-backed, tailored digital marketing efforts is a surefire way to close more business and boost the bottom line.

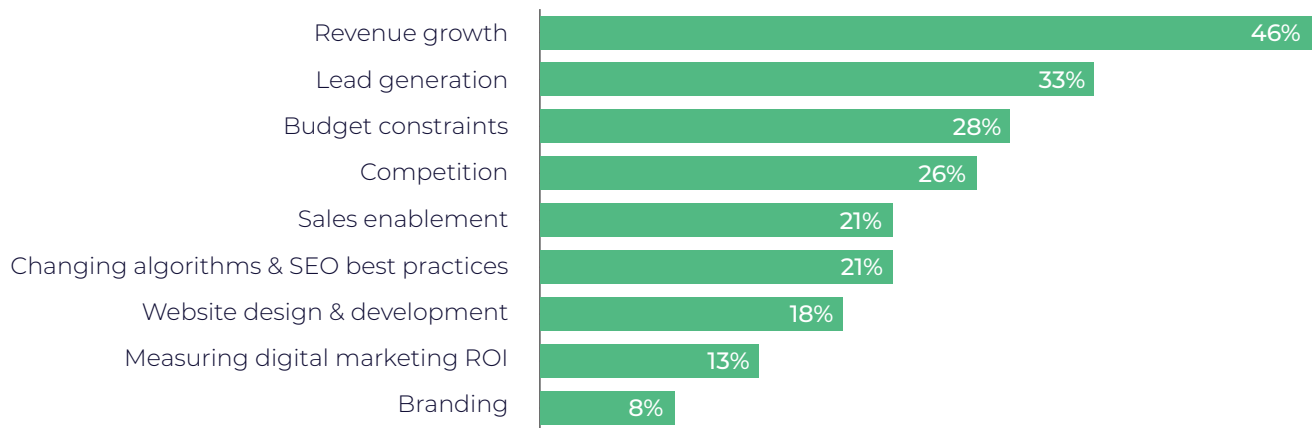
Our clients are also focused on improving their positioning in search results, attracting more website traffic, building brand awareness and thought leadership, and generating more leads (and more *qualified* leads).



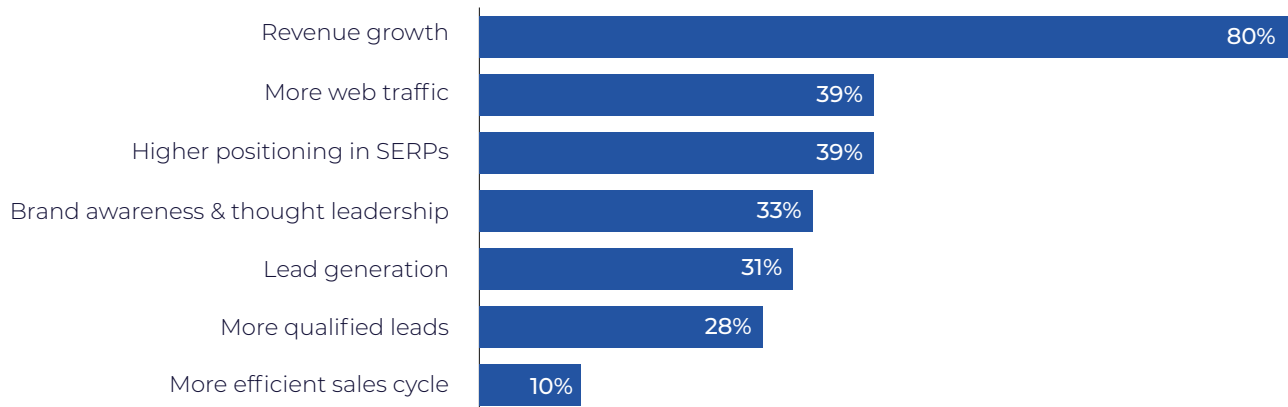
How do you expect your digital marketing spend to change in 2024?



What are your biggest pain points?



What are your biggest goals for 2024?

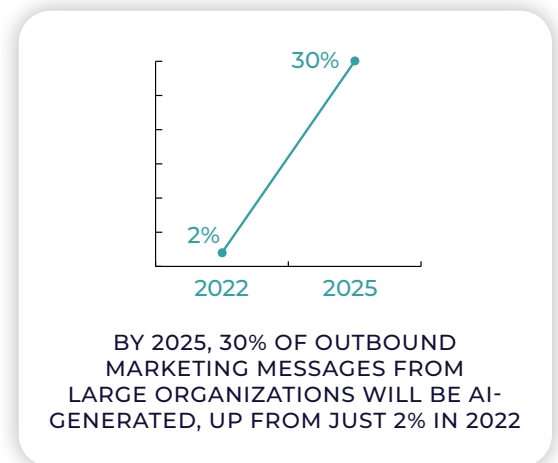


Can't-Miss Content Marketing Trends

In 2024, the content marketing landscape continues to evolve at a steady clip. Staying ahead in this dynamic field means understanding and leveraging the latest trends. Below are five key trends that are revolutionizing the reach and impact of content marketing:

1. AI-GENERATED CONTENT IMPROVES EFFICIENCY, BUT HUMAN TOUCH IS ESSENTIAL.

Gartner predicts that by 2025, **30% of outbound marketing messages** from large organizations will be generated with the help of AI, up from just **2%** in 2022. This demonstrates a shift toward AI-generated content, enabling brands to produce high volumes of personalized, engaging material. AI tools are not only enhancing efficiency, but also playing a crucial role in content strategy and execution. And thanks to custom GPTs, it's getting easier to create AI-generated content that's tailored to specific people, brands, or product launches, for example. However, AI cannot replace humanity. Brands will need humans to check accuracy, avoid plagiarism, monitor for bias, and infuse authenticity into content.



“AI will continue to be a tool in our collective tool kit to pull from as needed, but it should never fully replace a human’s touch. It will have big positive impacts on making things more efficient and easier, but even within that, we will see why AI shouldn’t take over as the only option. There has to be a person involved to guide the AI, check the AI, and ultimately use human emotions that AI isn’t capable of.”

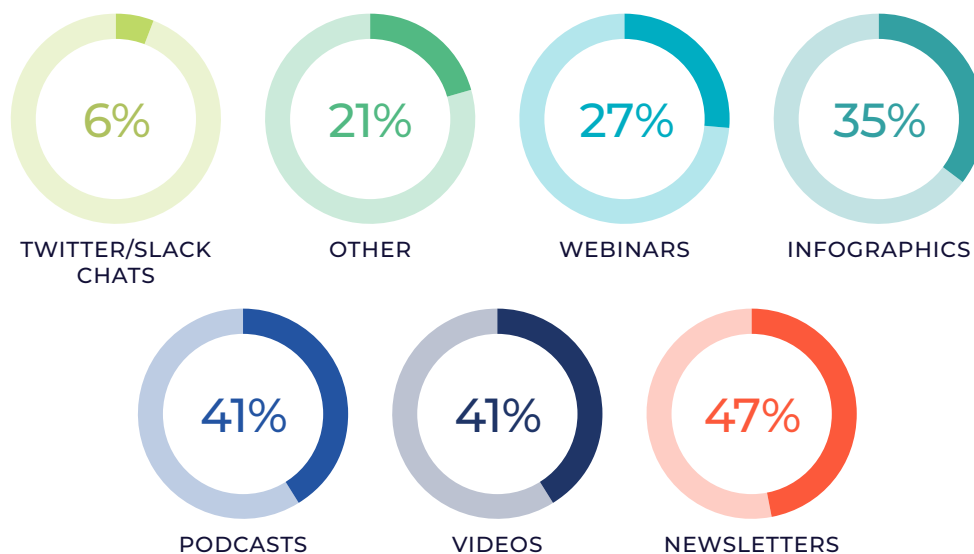
— KATIE SANDERS, SENIOR EDITOR, BLACK & WHITE ZEBRA AND THE CTO CLUB

2. QUICK, IMPACTFUL MESSAGING CATERS TO OUR FAST-MOVING REALITY.

According to our deep dive into **more than 100,000 pieces of online content**, the average word count of the most-shared content was **551.8** — much lower than the previous year’s average word count of 792. One factor is that readers are strapped for time and have more content than ever vying for their attention. If content isn’t easy to consume, readers might bounce to another resource — and they’re less likely to share it. There’s also the rise in AI to consider. AI-generated content is often on the shorter side, so we might see shorter content for a time as more people start using AI to help with content production. But as content creators get better at marrying AI and human insights, the content may trend longer again.

3. PUBLICATIONS ARE LOOKING TO ENGAGE THEIR AUDIENCES WITH A VARIETY OF TYPES OF CONTENT.

Written content is incredibly effective and easily scalable — but it's not the only way audiences enjoy consuming content. So publication editors are looking to publish a variety of content types this year. When we asked what other forms of media publication editors plan to publish in 2024, here's what they said:



If you're hoping to include guest posts in your content marketing strategy, consider how you could incorporate videos or infographics into your content to capture publication editors' attention — and their readers'.

4. INTERACTIVE AND IMMERSIVE EXPERIENCES ENGAGE AUDIENCES.

Text-based content is a great way to share information, reach your target audience, and rise the ranks of search results, but more and more marketers are adding interactive content into the mix to engage their audience. In fact, interactive content results in **52.6% higher engagement** than static content, and visitors spend about **13 minutes** engaging with interactive content.

5. USER-GENERATED CONTENT BUILDS AUTHENTICITY AND TRUST.

Ninety percent of consumers prefer that brands share content from actual customers. Content that comes from users' perspective builds trust with consumers because they're getting a glimpse at how the product or service might impact their lives.



90% OF CONSUMERS PREFER WHEN BRANDS SHARE CONTENT FROM ACTUAL CUSTOMERS

Emerging Trends in Amazon Marketing

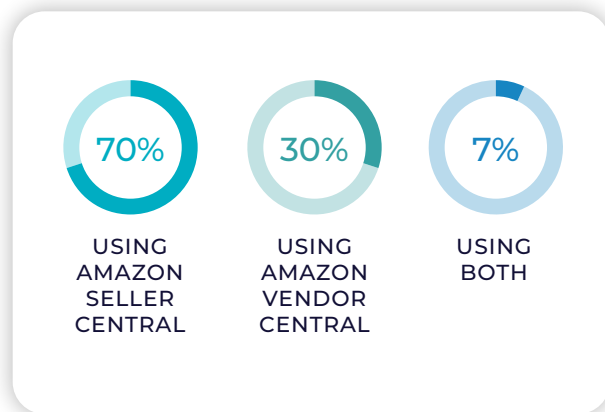
Amazon's stature as the world's **largest online retailer** and e-commerce platform is unchallenged. Considering the sheer volume of listings on Amazon, to excel in this space, brands must go beyond simply listing products — they must employ strategic marketing efforts to stand out from the pack. As we step into 2024, here are five main trends shaping Amazon marketing that you should consider as you execute your strategy:

1. WE'RE SEEING INCREASED INVESTMENT IN AMAZON ADVERTISING.

In 2023, our clients increased their spend on Amazon ads by an **average of 18%** compared to 2022. This uptick in advertising investment is crucial for brands looking to enhance their visibility and attract more customers on this competitive platform. With more resources allocated to Amazon ads, brands have greater opportunities to reach their target audience and convert them into customers.

2. AMAZON SELLER CENTRAL IS THE DOMINANT CHANNEL FOR SELLING ON AMAZON.

Approximately **70% of Amazon sellers** use Amazon Seller Central, with **30% using Amazon Vendor Central** and **7% using both**. The disparity comes mainly because Vendor Central is invite-only. However, both options have their benefits. We anticipate that as the market gets more saturated, we will see even more growth in Seller Central and equally steady growth in brands that use both options for flexibility.



3. SOCIAL MEDIA MARKETING IS ESSENTIAL TO BUILD AWARENESS OF AMAZON PRODUCTS.

In addition to using strategies like Google Ads, branding, and website optimization, **41% of sellers** now market their products on social media, a 15% increase from the previous year. This growth indicates a pivotal shift toward cross-platform marketing strategies. By promoting Amazon products on social media, sellers are tapping into broader audiences and driving additional traffic to their Amazon listings.

4. INNOVATIVE AI-DRIVEN IMAGERY CAN HELP BRANDS STAND OUT AND PIQUE CONSUMERS' INTEREST.

Amazon's release of an **AI image generator** represents a major advancement in product visualization. Amazon Titan Image Generator enables content creators to swiftly produce studio-quality, lifelike images in large volumes at a low cost, using simple English language prompts. It's capable of understanding complex instructions and generating relevant images, thanks to its training on a diverse, high-quality dataset.

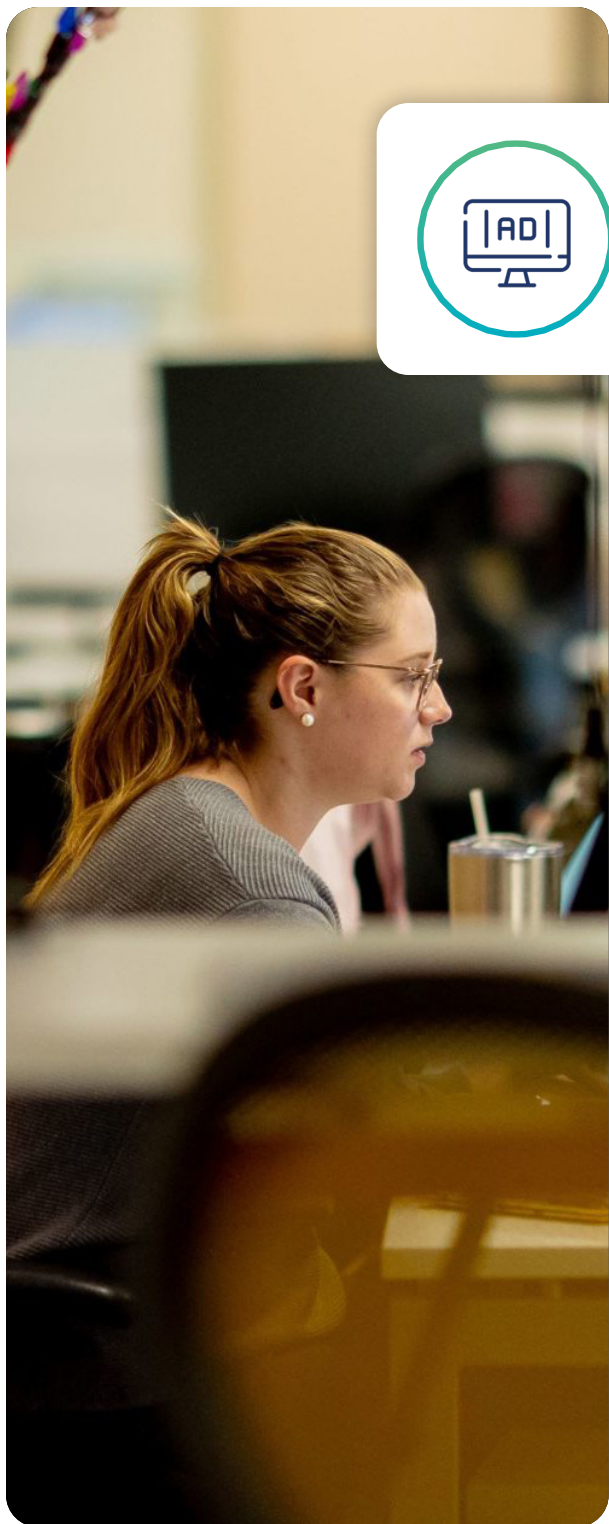
5. PRIME BIG DEAL DAYS IS LIKELY HERE TO STAY; WEEKLY RESTOCK LIMITS AND QUARTERLY STORAGE VOLUME LIMITS ARE OUT.

Amazon's Prime Big Deal Days event saw immense success, with purchases from third-party sellers surpassing **150 million items**. Additionally, the removal of weekly restock limits and quarterly storage volume limits, replaced with a monthly capacity limit, offers sellers more flexibility in managing inventory. These developments are indicative of Amazon's evolving marketplace dynamics and the growing importance of timely and strategic participation in sales events.



Developments in Paid Advertising

Paid media continues to experience growth. In our client base alone, we saw average ad spend increase by 10% from 2022 to 2023. So as more and more digital marketers tap into the power of paid advertising, what trends should they keep in mind?



1. PAID ADVERTISING IS UNDERGOING AI-DRIVEN TRANSFORMATION.

AI is leaving no stone unturned as it impacts every facet of the digital marketing space, and that includes paid advertising. Google's Performance Max ad platform now incorporates generative AI, revolutionizing ad creation with rapid text and image customization. Despite AI's growing role, human oversight ensures policy compliance. Google's Demand Gen and Video View campaigns harness AI to connect businesses and consumers more effectively, offering valuable performance insights for smarter campaign decisions. And Meta's introduction of AI-powered tools, including AI Sandbox and upgraded Meta Advantage suite features, is poised to significantly enhance ad process efficiency and business performance.

2. THIRD-PARTY COOKIES ARE BEING PHASED OUT.

Another development in the paid media space is the continued conversation around Google phasing out third-party cookies in Chrome. Cookies have been used to enable advertisers to track users across websites so they can serve up targeted ads, but this level of tracking raises privacy concerns. So marketers need to prepare for upcoming changes in 2024, including more reliance on first-party data and AI algorithms.

3. CONTEXTUAL TARGETING IS ON THE RISE.

With the phasing out of third-party cookies, there's an increasing focus on contextual targeting in paid advertising. In 2023, global spending on contextual advertising was estimated at **\$227.38 billion**, and it is projected to surpass **\$562.1 billion** by 2030, indicating strong market growth and adoption. Notably, **42% of brands** planned to increase their spending on contextual ads in 2023, illustrating its potential in the changing digital landscape.

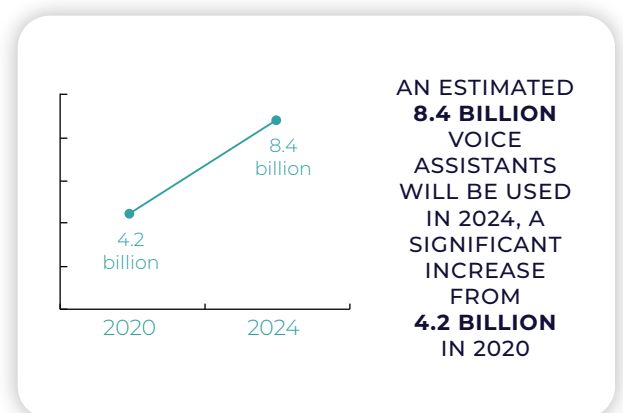
Contextual targeting involves placing ads based on the content of a website or a page rather than relying on user history. This trend is gaining traction as a privacy-friendly alternative to third-party cookies, allowing advertisers to align their messages with relevant content environments. This shift is pivotal in addressing privacy concerns while maintaining the effectiveness of digital advertisements.

4. YOUTUBE IS UNDERGOING AN ADVERTISING EVOLUTION.

YouTube Shorts have been rolled out to more advertisers who can now choose Short ads as a video format, integrate them with in-stream ads, and combine them with in-feed ads. What's more, Google Ads launched a new feature to help advertisers optimize their YouTube advertising campaigns. Creative Guidance leverages AI to evaluate content and offer feedback to ensure your campaigns are as effective as possible. These new capabilities will continue to shape the YouTube advertising space this year.

5. VOICE SEARCH ADVERTISING IS GAINING MOMENTUM.

An estimated **8.4 billion voice assistants** will be used by the end of 2024, a significant increase from **4.2 billion in 2020**. This growing usage underscores the need for businesses to optimize their advertising strategies for voice search, catering to smart speaker users who are interested in receiving notifications about promotions, sales, and other deals from their preferred brands.





Transformation in the SEO Space



In 2023, our digital marketing agency successfully helped clients achieve 1,188,533 first-page rankings, and as we step into 2024, we're embracing the wave of transformations in the SEO landscape to work toward even more SEO success. Here are five main trends shaping the future of digital marketing in SEO that you should keep an eye on:

1. GENERATIVE AI IS RESHAPING THE WAY MARKETERS CREATE CONTENT.

According to Deloitte research, **26% of marketers** were already using generative AI for content creation as of 2023, with an additional 45% planning to do so by the end of 2024. This significant adoption rate highlights the growing importance and impact of generative AI in digital marketing.

But marketers shouldn't give AI free rein. While Google doesn't specifically penalize AI-generated content simply because it is created by AI, Google's approach to content (AI-generated or otherwise) is primarily focused on the value it provides to users. Google's guidelines and algorithm updates emphasize the importance of creating content that is helpful, informative, and designed for a human audience rather than just to rank well in search engines.

2. GOOGLE BARD TAKES OFF AS A NEW PLAYER IN SEARCH.

Google Bard, which launched in beta in February 2023 and was made generally available in May, hit **142.6 million visits** in May, up 187.2% from the previous month. The adoption of Bard is building Google's credibility in the generative AI space as it continues to work toward incorporating those capabilities into its search engine and other Google products.

3. GOOGLE VALUES TIMELESS CONTENT THAT STAYS RELEVANT FOR THE LONG HAUL.

Despite previous beliefs in deleting old content just because it's old, Google **emphasizes the value** of older, high-quality content. This shift in perspective is crucial for SEO strategies, as it encourages marketers to create timeless content that remains relevant and useful over time. While some content pruning can be beneficial, deleting swathes of old content for the sake of deleting old content **isn't beneficial for SEO**.

“Are you deleting content from your site because you somehow believe Google doesn't like ‘old’ content? That's not a thing! Our guidance doesn't encourage this. Older content can still be helpful, too.”

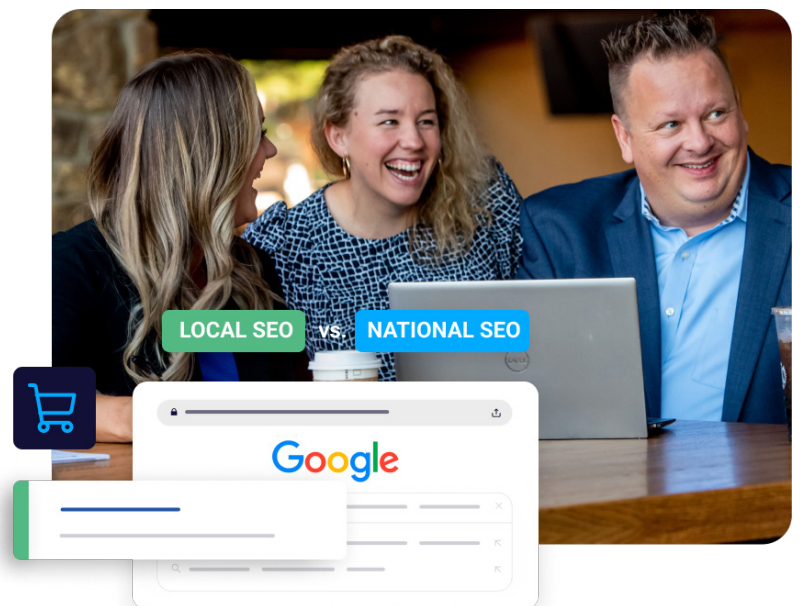
— DANNY SULLIVAN, PUBLIC LIAISON FOR SEARCH, GOOGLE

4. THE SWITCH FROM UNIVERSAL ANALYTICS TO GOOGLE ANALYTICS 4 WILL CONTINUE TO ENHANCE SEO STRATEGIES.

GA4 represents a significant shift from UA in terms of data collection, processing, and reporting. It's designed to provide a more comprehensive understanding of user behavior across platforms and devices. GA4 offers new capabilities in understanding user behavior, which is essential for refining SEO strategies to align with evolving user preferences.

5. GOOGLE'S ALGORITHMIC UPDATES WILL CONTINUE TO SHAPE THE INDUSTRY.

Google's algorithm updates, including the Helpful Content Update and the expansion of the Reviews Update, underscore the importance of creating genuine, user-centric content. These updates reflect Google's commitment to enhancing the search experience by prioritizing content that truly benefits users and provides clear value to them.



Influencer Marketing Shifts to Follow

As we navigate through 2024, the landscape of influencer marketing continues to evolve, demanding more than just traditional approaches. With the digital space crowded with myriad voices and content, brands must adopt innovative and strategic methods to distinguish themselves. Here are five key trends in influencer marketing that are critical to understand and integrate into your strategy this year:

1. AFFILIATE MARKETING AND INFLUENCER MARKETING ARE BECOMING MORE INTEGRATED.



In 2023, **42% of brands** structured their influencer marketing payments like affiliate marketing payments, meaning they paid influencers a percentage of the sales that resulted from influencer marketing. This convergence of affiliate and influencer marketing is incentivizing influencers to generate results-driven content. This approach benefits brands, by not having to pay inflated rates and by potentially seeing greater ROI, and consumers, by making shopping more convenient through affiliate links shared by influencers.

2. LIVE SHOPPING IS GAINING MOMENTUM.

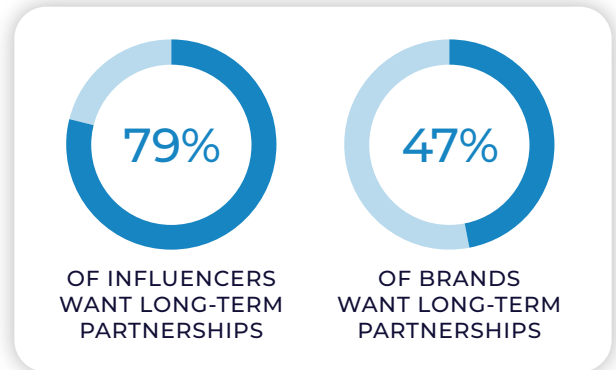
Live shopping, or live commerce, is playing a greater role in influencer marketing campaigns, particularly on platforms like Instagram, Facebook, and TikTok. Influencers are using live video and interactive content to promote products, with some consumers starting to prefer live-stream shopping over other types of social media purchases.

Across all generations of consumers in the U.S. who have participated in live shopping, the “buy now, pay later” service is the most important feature that determines whether consumers will participate. “Buy now, pay later” is particularly important to Gen X consumers — **62% of them** say this service was the most significant factor when determining their participation in the live shopping event.



3. LONG-TERM PARTNERSHIPS ARE OVERTAKING ONE-OFF PROJECTS.

When it comes to influencer marketing campaigns, **79% of influencers** want long-term partnerships with brands, and **47% of brands** want the same. This trend is driven by the understanding that it takes time to make a sale and build meaningful relationships between brands, influencers, and consumers.

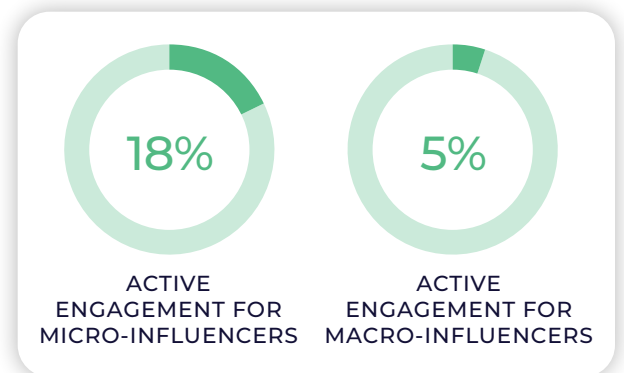


4. TIKTOK INFLUENCER MARKETING SPEND IS ON THE RISE.

TikTok continues to draw significant ad dollars, with spending on TikTok influencer marketing expected to exceed **\$1.3 billion this year**. This trend is driven by the platform's growing user base — the platform is set to exceed **955 million users** in 2025 — and the integration of new e-commerce features like live shopping.

5. INFLUENCERS ARE BECOMING MORE SPECIALIZED.

The era of depending exclusively on mass-market influencers boasting millions of followers has passed. In the constantly changing realm of the creator economy, niche communities have risen to prominence, serving as potent drivers for fostering relationships between brands and communities. Content from these micro-influencers often achieves higher engagement rates than content from macro-influencers, particularly on TikTok. On the platform, **active engagement for micro- and macro-influencers is 18% and 5%**, respectively. This trend highlights the importance of standing out to brands and the increasing demand for authenticity and relatability in content — including content from influencers.



Video Marketing Trends to Boost Your Strategy

As we move into 2024, video marketing continues to evolve, presenting new opportunities and challenges for brands. Let's explore the five key trends that are reshaping this landscape:

1. INTERACTIVE VIDEO EXPERIENCES ARE REDEFINING VIDEO MARKETING STRATEGIES.

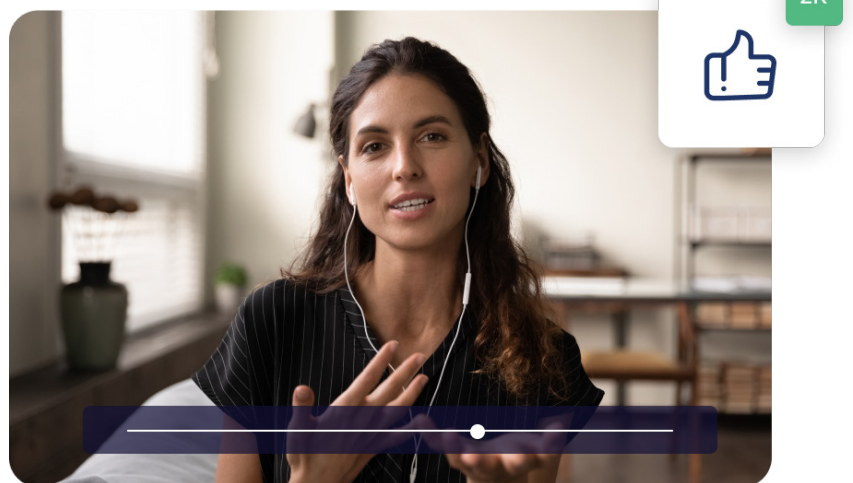
The integration of interactive elements in video content, like clickable hotspots and Q&A sessions, is redefining viewer engagement and marketing effectiveness. In fact, **87.7% of marketers and business leaders** who incorporated interactive video into their sales strategy saw growth in online sales. As a result, **86.2%** plan to create more videos with interactive elements in the future.

2. AI-POWERED VIDEO CREATION IS ON THE RISE.

The integration of AI-driven scriptwriting and editing tools in video content creation has had a significant impact on enhancing engagement and personalization. In fact, **79% of those in the video production field** are optimistic about the future of AI in video creation, with **76%** believing that AI boosts creativity by automating tedious tasks.

3. SHORT-FORM VIDEO CONTINUES TO DRIVE RESULTS.

The popularity of short-form videos, particularly on platforms like TikTok and Instagram, is undeniable. When asked how they'd like to learn about a product or service, **44% of consumers** said a short video. And videos that are **under 60 seconds** get the most engagement. To reach and engage consumers, brands should create concise, engaging videos that capture their message quickly and resonate with viewers.



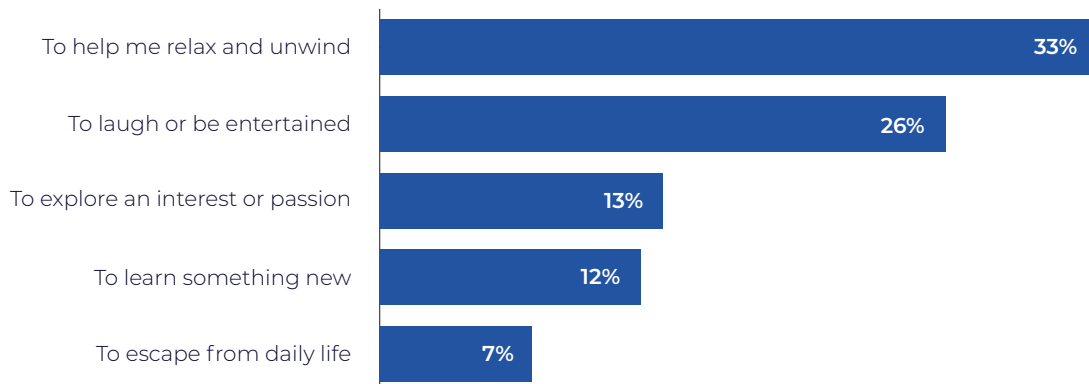
4. USER-GENERATED CONTENT IS A DIFFERENTIATOR IN VIDEO MARKETING.

User-generated content in video form is becoming a key trend in video marketing. Brands are encouraging their customers to create and share their own video content related to their products or experiences. This type of content is perceived as more authentic and trustworthy by consumers, often leading to higher engagement rates and improved brand loyalty. In fact, **72% of consumers** trust reviews and customer testimonials more than messaging coming directly from the business. Companies that leverage this trend and incorporate UGC into their marketing strategy can humanize their brand and build trust with consumers.

5. TAP INTO ESCAPISM TO CREATE VIDEOS THAT CAPTURE ATTENTION.

The biggest reason consumers watch videos is “to help me relax and unwind.” They also say they watch videos for entertainment, to explore their passions and interests, to learn, and to escape from the grind of day-to-day life. Here’s a closer look at **HubSpot’s findings**:

Why Consumers Watch Videos



While most companies’ marketing videos will likely need to be somewhat informative, smart brands are experimenting with adding humor or other forms of entertainment into their video content to capture consumers’ attention and meet them where they are.



Interio Digital is a full-service digital marketing agency that helps businesses reach their most ambitious goals by leveraging integrated digital marketing solutions executed by top industry talent and enabled by cutting-edge technology.

Contact Interio Digital today to learn more about how we can help you crush your digital marketing goals.

