



Galactic Fed

Digital Marketing Trends 2023

Welcome to The Galactic Fed Marketing Lab

What do you expect from 2023? Now it's the right time to ask this question - and ensure your marketing initiatives align with the answer.

We're deep diving into the greatest changes 2023 will bring in digital marketing. Everything you need to know about new trends, tech, strategies, and how they'll affect SEO, paid media, social media, and the industry in general. Buckle up!

"The future is already here - it's just not evenly distributed."

William Gibson



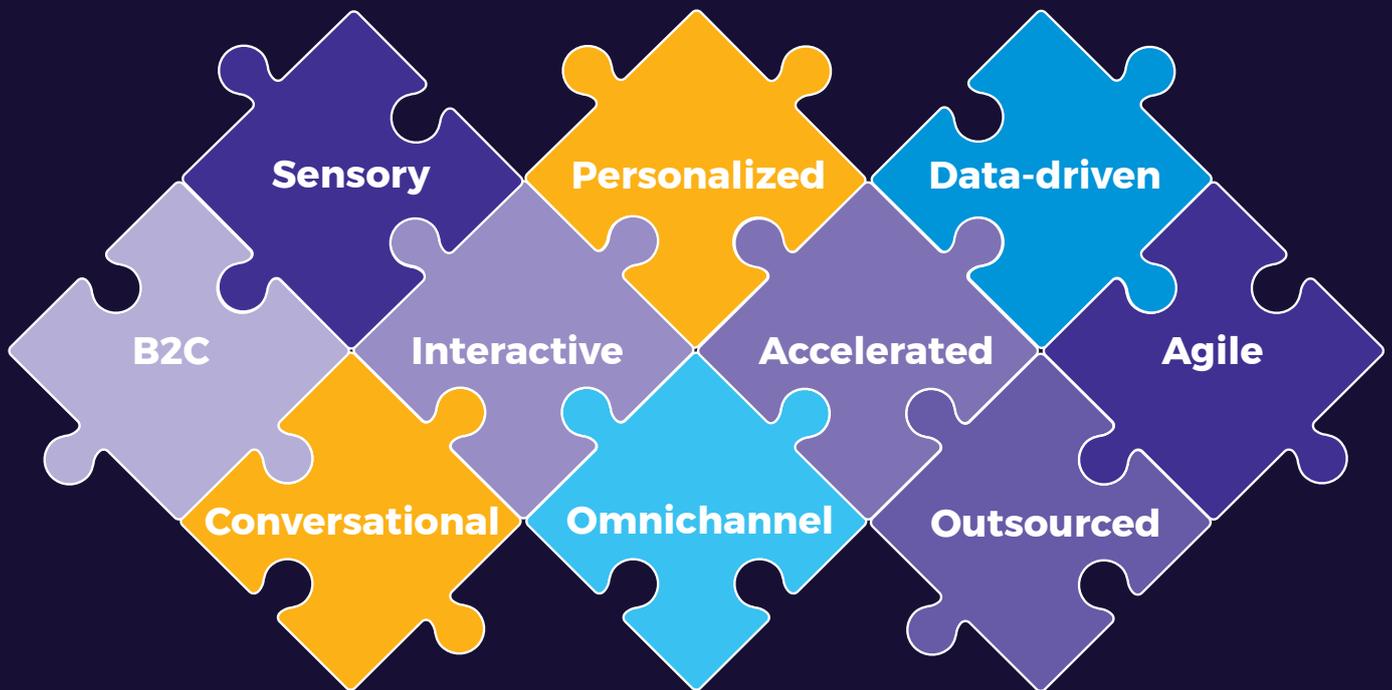
Industry trends

The Big Changes don't happen overnight, but it takes acute perception to see them coming. While some marketing updates have already become Twitter hashtags, others are yet to reveal themselves.

In 2022, we've seen a massive spike in new technology adoption in the marketing field, which will fuel all sorts of new trends in 2023. The competition will be fierce, and the sooner you adjust your strategy, the bigger your gain will be.

So, what will marketing look like in 2023?

Digital Marketing in 2023



In 2023, Digital Marketing Will be More...

Sensory



Plain text will have to resign as a dominant source of information. Videos booming on socials, podcasts growing at lightning speed, and voice searches gaining popularity. It is time to give way to more sensory-rich content formats. Allowing your customers to choose the most suitable way to consume information will make your marketing more inclusive and cater to a wider audience with different needs.

Data-driven



Tightening regulations and legal restrictions seem to have spoiled paid media data fun, but there's no way not to find a way around it. New opportunities for collecting data will emerge - be it in the form of various platform integrations, online surveys, leveraging AI capabilities, or something radically new. It's certain that brands will have to let go of third-party cookies (despite [Google delaying Chrome cookie deprecation till 2024](#)) and heavily invest in first-party data.

Personalized



"To whom it may concern" marketing will become a relic of the past. With machine learning and AI-powered automation, we'll have an opportunity to deliver personalized messages to thousands of customers with one click. This includes emails, newsletters, landing pages, website product recommendations, and customer support.

B2C



While the distinction between B2B and B2C will remain apparent in the business models, it will most likely be blurred in communication. After all, we're all individual consumers online - especially on social media. And the most successful campaigns will hone in and retarget the right audience to appeal to both John the Marketing Director at XYZ and John the Book Lover on Twitter.

Interactive



Interactive elements are a brilliant way to turn information consumption into a fun and engaging experience - think quizzes, AR/VR integrations, gamification techniques, and virtual events. Now that these technologies have become more accessible and less costly, it's time to make them an integral part of gaining an advantage over your competitors. Get some inspiration from [Buzzfeed](#), [Ikea](#), and Google's [Interland](#).

Accelerated



Consumers want everything NOW. Their orders, replies from customer support, and access to information. The faster you can provide what they wish for, the more likely you're to score some loyal customers. One of the key trends here is instant communication. With chatbots and automated responses as widespread integrations, brands have no excuses for "we'll get back to you within 3 working days".

Agile

If you're used to planning content (especially for social media) weeks in advance, we've got bad news for you. 2023 will be the year of situational marketing. Responding to current events, getting on with the latest TikTok challenges, using trending-now songs on Reels, and making branded versions of popular memes are what will distinguish you from your competitors. [Duolingo](#), for example, is already killing it.

Conversational

"Talk about your product like a real person would" is the best piece of advice you can give to your content team. Marketing cliché and buzzwords no longer hit home. Customers want to engage in a conversation with a brand, not a sales pitch. The same goes for fancy incomprehensible words - [if New Zealand Parliament can ban them, we can.](#)

Omnichannel

If you produce content online, think of it as your own mini media company - your website, blog, multiple social channels, ads, and brick-and-mortar locations must be interconnected and create a seamless brand experience for your customers. Repurposing content will be key to achieving that while providing more opportunities to engage with your brand and making your job easier.

Outsourced

Most key brand functions will likely remain in-house, but for small/mid-sized companies, it may make more sense to outsource marketing efforts. First, it'll help to keep up with trends. Second, get 360-degree support to ensure optimal growth and usage of the latest best practices. Outsourcing will become more granular to offer very particular expertise, like LinkedIn ads, CPL optimization, or automated email marketing flow development.



SEO Trends

Before you ask - no, SEO isn't going to die. Quite the opposite; it'll become even more multifaceted, challenging, and varied. Long live SEO!

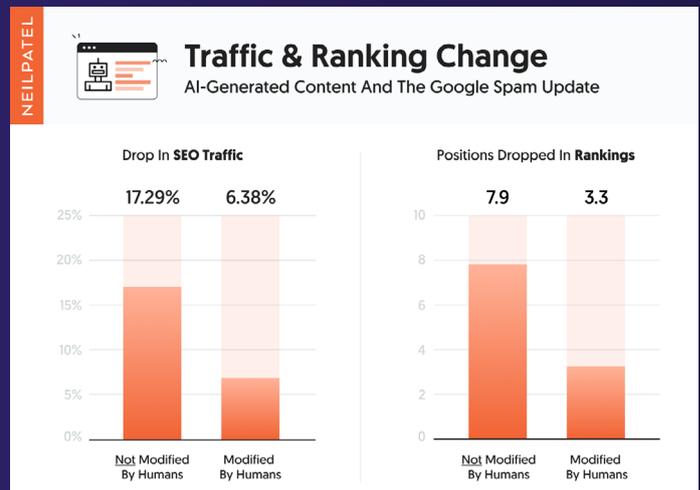
The biggest chain of events likely to disrupt the industry is The Great Battle of AIs. Google has already made the first move against machine-written copy with its [Helpful Content Update](#). Yet AI-powered tools aren't backing down or waving the white flag.

If anything, they are becoming better and bigger each day. And if they can already [cite credible sources to support their narrative](#), it would be naive to assume they won't find a way to outsmart Google. Especially when [Silicon Valley is willing to break up with crypto](#) to back AI tools and yet another startup - [Regie.ai](#) - raises \$10 million in Series A funding.



However, a recent [Google SpamBrain update](#) (that was rolled out rather quietly) may cause critical damage. Although not meant to target AI-generated websites in particular (rather useless and spammy content in general), it did put a ~~spammer~~ spanner in the works.

[Neil Patel ran a fascinating experiment](#) with 100 AI-driven websites - 53 of them are purely AI-written, 47 modified by humans - to see how this update impacted them. The results are uplifting:



What does it mean for SEO experts? First, we advise you to stock up on popcorn - it'll be a fascinating battle to follow on Twitter.

But jokes aside, SEO agencies and especially SEO writers may experience a bit of turbulence. Google's core updates are already quite... entertaining to keep up with, and rest assured, there will be plenty coming next year. On the bright side, if you've been sticking to [white-hat practices only](#), you're unlikely to suffer from collateral damage. As Neil Patel noted, "In the short run, you may not come ahead, but in the long run, you will."

If your primary focus has been on-page SEO, it's a good time to pick up on the technical side of things - link building, audits, and website optimization are unlikely to be outsourced to machines in the nearest future (fingers crossed).

Also, how about specializing in the new, emerging SEO niches?

Social SEO

Another battle on Google's agenda is against TikTok (with Instagram as an unlikely sidekick). Prabhakar Raghavan, the SVP of Search at Google, admitted back in July "something like almost 40% of young people when they are looking for a place for lunch, they don't go to Google Maps or Search, they go to TikTok or Instagram."

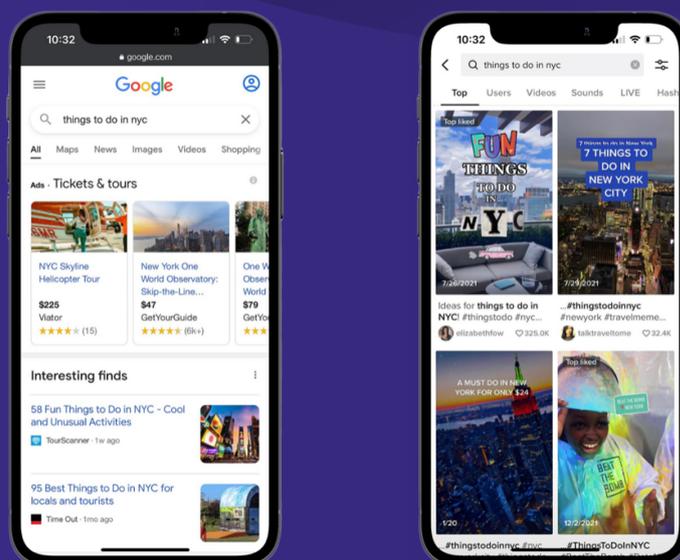
Are TikTok & Co. becoming the new search engine for Gen Z? The New York Times seems to think so. Unless you're an avid TikTok user, you may wonder, "what's the appeal?"

"It's like a choose-your-own-rabbit-hole adventure story, which is a new but fun way to think about search", wittily notes David Pierce, who recently tested how TikTok's search capabilities compare against Google's. It's a far more entertaining way to look for a watchable piece of information without any SEO fluff one has to scroll past before getting to the actual answer.

And while it's unlikely to see social media platforms swallow any sizable chunk of Google, you shouldn't underestimate the importance of social SEO. Although the importance of using relevant keywords on socials has never been questioned, it's a relatively new notion and should be treated as a separate SEO branch.

In 2023, SEO will transcend websites. There are plenty of things to optimize on your social profiles: bio, keywords, hashtags, and accounts you follow.

To make it easier for you, we prepared a stellar checklist to ace social SEO - download it here.



Link Building

With Google's Link Spam Update in 2021 and a more recent Search Spam Update, guest posting and link building are likely to become more challenging. Getting around it will take some serious strategizing and testing because affiliate website owners, bloggers, and other suitable-for-guest-posting resources are already aware of the value of links and can get very picky with what they post.

Kat Sarmiento, Galactic Fed's Senior SEO

Director, recommends writing articles as if you were a part of the prospect's team, not a random contributor. This implies crafting content with the partner's audience and product/service in mind and prioritizing their promotion over your brand.

Another stellar piece of advice is to be more creative with formats. Think infographics, videos, and case studies. Make it your main offer, and then suggest they reference one of your (highly relevant) articles to score a backlink.

Voice Searches

Do you have a separate keyword strategy optimized for voice searches? If not, you're missing out a lot - we're talking at least 1/4 of global mobile searches. And this number will only continue to rise as voice assistants become an integral part of our lives.

Voice search structure tends to be different from regular queries. They are longer and resemble a complete sentence, with question words and proper use of verb forms. So, you need a separate strategy. We recommend studying this awesome guide from Backlinko - Brian Dean walks you through everything you need to know about voice searches.

Zero Volume Keywords

Another emerging SEO trend that has been getting quite some buzz on Twitter is zero-volume keywords. Its name doesn't do it justice - this strategy targets specific long-tail search queries. While their volume is less than impressive (a few dozen or so), their hyper-focus on a particular request may result in quality BOFU leads.

As SEO competition for the juiciest keywords becomes fierce, it may make sense to employ every strategy to boost your website's traffic. This article by Search Engine Journal is a good place to start.

Expert Opinion

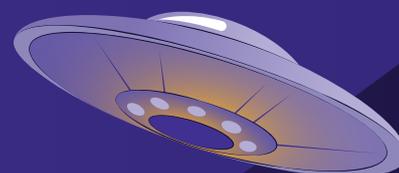
"Google has been very clear on its intentions - prioritize content written for humans by humans. We'll definitely see continued prominence of E-A-T factors and penalties for those trying to hack the system.

Also, increasing importance of Google Shopping and Ecommerce will play a major role in the way companies promote their products. Don't fight against the tide - while Google's marketplace ambitions may not suit every brand's vision, its discovery features can be very beneficial.

Lastly, we're most likely to see significant improvements in NLP by search algorithms. For SEOs, it'll mean optimizing not only for direct query, but also for the intent behind it - "why a user is searching for it" will replace "what a user is searching for".

Jigmit Gwari

SEO Product Director at Galactic Fed



Paid Media Trends

One of the Paid Media trends we're looking forward to seeing flourish is Shoppable Video Ads. While static images with embedded purchase links have been around for quite some time on social platforms, the paid media industry is about to take it to a whole new level.

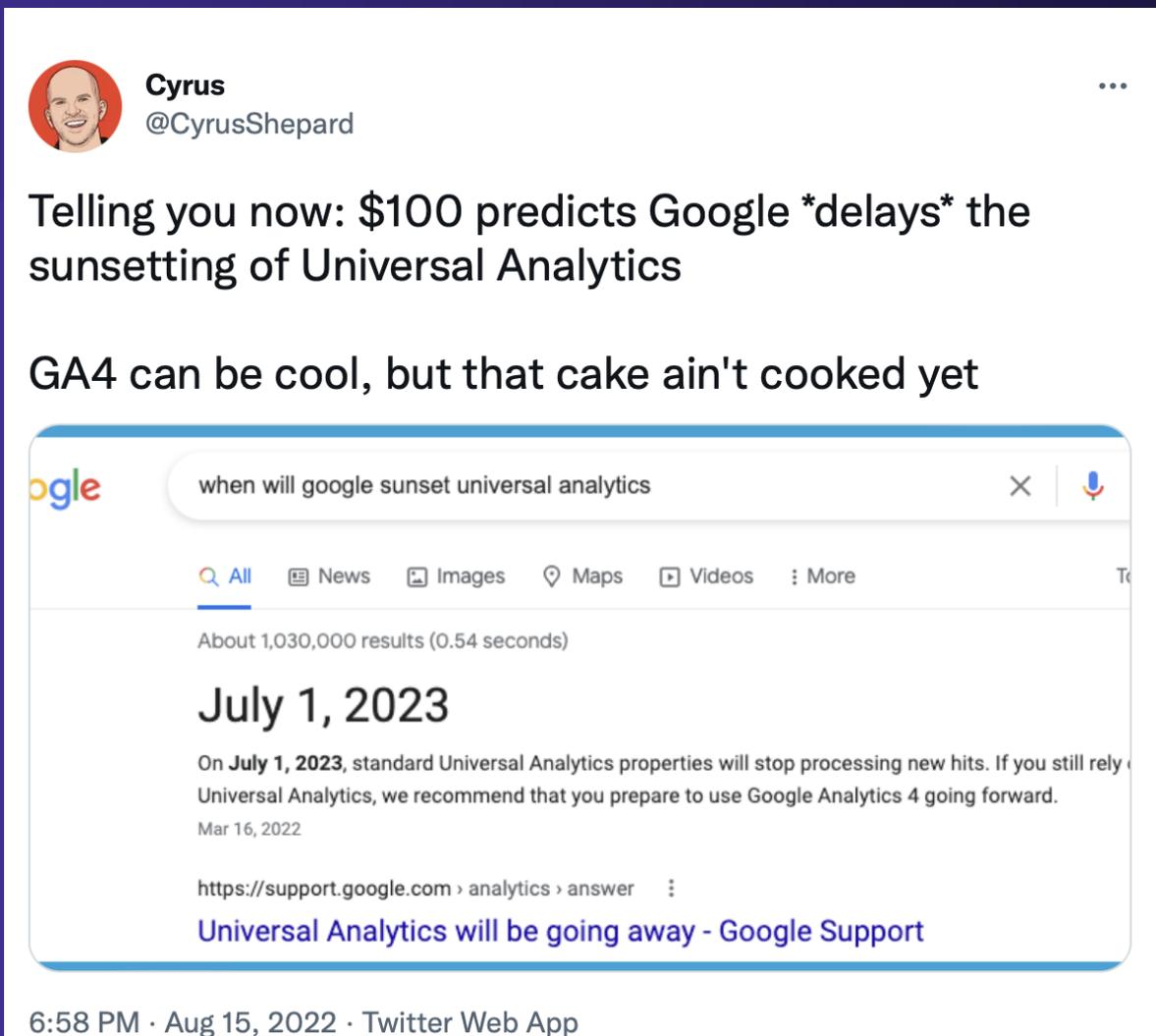
Imagine watching a movie about a wedding set on a beautiful island. You won't have to google where it was filmed - you can just click on the screen, and voilà, you've booked yourself a vacation. With another click, the dress of your dreams is already on its way to you. Can we make it a reality? Apparently so. NBCUniversal has already implemented [NBCU Checkout](#) - a mechanism that layers over any piece of appropriate content to turn it into a

shoppable experience for the viewer without them having to leave the content itself. The concept still has a long way to go, but you can already do [pretty cool stuff](#). And [watch this video](#) to get a better idea of how shoppable ads will work in the future.

RIP Universal Analytics

July 1, 2023 will be a sad day for many as we'll have to say goodbye to Google Universal Analytics. Brace yourself: GA4 will be our only option.

While it sounds amazing [on paper](#), we couldn't agree more with [Cyrus Shepard](#):



Native ads

42% of people use [ad blockers](#). 47% of US internet users [feel negatively](#) toward ads on websites. 74% of people [are tired](#) of social media ads. Online ads are like a necessary evil: no one likes them, but every business uses them.

However, more and more companies opt for native ads. Unlike traditional ads, they don't look like a paid promotion and don't disrupt user interaction with the content. While the concept isn't new per se (and influencer marketing is arguably a form of it), it is yet to be mass adopted by advertisers.

2023 may be the year. Native display ad

spending in the US [is expected to grow](#) 12.5% year-over-year, reaching \$98.59 billion.

Automated Campaigns

Much like a helicopter parent, Google has been pushing hard to force persuade ad managers to let it automate almost everything. [Performance Max](#) is a good example. It's been around for a year and has received rather mixed reviews (even [the latest update](#)). While it does make things somewhat easier, lack of control and limited visibility [raise concerns](#) among advertisers.

Nonetheless, we have no doubts that Google will continue to double down on its agenda.

Expert Opinion

"As we're likely to face a recession, businesses may need to pull back on advertising or get smarter about it.

ROAS will become increasingly more important as marketing budgets tighten, and conversion rate optimization will be key to boost it. We recommend to review all landing pages from a CRO point of view. Interactive content, chatbots, online reservations, and recorded demos - to name a few - have proven to be very effective.

Also, TikTok is set to become even more appealing to advertisers as it's getting more sophisticated, and we're seeing more and more elder millennials joining and taking the liking to it. TikTok's ads platform isn't as robust as the others, but they've been investing a lot of effort into [Creator Marketplace](#) and other commercial promotion options."

Rachel Meyer

Sr. Paid Media Account Director at Galactic Fed

Social Media Trends

4.7 **billion** people use social media. We'll let that sink in.

While it's almost impossible to find a brand without any social media presence, very few can fully leverage it. In 2023, being successful in SMM means putting a human face on your company.



Why? Because social media is meant for people to interact with people. And it's the brand's task to marry its business goals with the users' expectations. Do you ever go on Instagram thinking, "Oh, I can't wait to be sold a product I don't need!?" Exactly.

Brand humanization is what will help you to have a dialog with your followers. Cater to their needs. Entertain and educate. You want to become their friend, entertainer, mentor, or all of the above.

Here are a few things you can do to make your brand more human:

- ★ **Use real, lively, easy-to-digest language** and save jargon for the actual sales pitches.

(Kinda like this newsletter :-))

- ★ **Add emojis** and use them as highlighters to accent your copy.
- ★ **Have fun**, make memes, and find other appropriate ways to entertain your audience.
- ★ **Respond to current events** to show involvement in what matters to your audience.
- ★ **Show behind the scenes** to help your audience understand your brand.
- ★ **Use employees' pictures** to make your social presence more personal.
- ★ **Filter everything you do through your unique perspective and voice** to establish a recognizable brand identity.

Being a meta-trend, Brand Humanization will bring other big changes to how companies establish their social media presence.



Social Messaging

According to [Zendesk](#), over 70% of customers expect conversational service every time they engage with a brand. What better platform for that than your social media?

However, it will no longer be enough to just offer an option to contact your business on Instagram or WhatsApp. While on social media, users don't distinguish between personal and business accounts and expect brands to behave as individual users would. In terms of communication, that implies getting fast and personalized responses - close to how they are chatting with friends.

Setting up [automated responses](#) on your Meta accounts could be a good start.



UGC

Trend on glossy social visuals is dying. Being real is the new cool, and so is user-generated content. Apart from being an eternal source of content ideas, it's perfect for making your brand more relatable, speaking your audience's language, and boosting user advocacy.

To [promote UGC](#), offer rewards to your followers for tagging you on photos and posts, using branded hashtags, and posting unboxing

videos. You can also leverage online reviews and even branded search queries.

This is one of our favorite examples of a smart UGC application:



Employee Advocacy

Encouraging your employees to promote your brand on social media is another humanization technique you should double down on in 2023. It's like hitting two birds with one stone - you improve your social media image AND boost loyalty and affiliation among your employees.

How does it help your brand, exactly? Because people tend to trust other people ([especially friends and family](#)) more than companies. Also, it increases your reach, showcases your healthy company culture, and positively affects brand sentiment and perception. Not to mention boosting internal culture, which leads to less turnover, improving your bottom line.

If you're unsure where to start, check out [this guide from Hootsuite](#).

Content Repurposing

Brand humanization also entails posting platform-native content and using available formats the way users do. Creating unique content for each social media channel might be a noble endeavor, but it proved extremely time-consuming.

2023 will be the year of repurposing content. With multiple tools available to optimize the process, one blog article can feed your socials for weeks.



Expert Opinion

"The shift toward social media personification isn't new per se, but the creator economy massively accelerated it. With 50 million of people identifying themselves as creators, brands now seem to be presented with two options: compete with them or make use of them.

The best solution would be to combine both - humanize your brand from within and employ influencer resources. Longer-term partnerships will be crucially important to establish proper connection with the influencer's audience. Showing a celebrity holding your product once may no longer be the best strategy - users will want to see proof of their role models ~actually~ integrating the product into their lives.

While creators market is extremely saturated and the bubble may burst in case of recession, social media platforms themselves seem to encourage individual content creation by adding new tools and monetization option. This will open up more opportunities for brands as well - in terms of choosing the right influencer with the right audience."

Dallin Porter

Marketing Director at Galactic Fed

