

THE FUTURE OF MARKETING IN 2023:

ACCORDING TO THE EXPERTS



Introduction

We surveyed 11 marketing experts to get their input on the future of digital marketing in the new year. These experts have backgrounds ranging from Fortune 500 CMOs to channel-level thought leaders in SEO, content, digital advertising, and more.

Find out how these seasoned experts are planning for 2023 in the ever-changing digital marketing space mixed with continued recession fears.

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Contributors



MARK MEARS is a #1 Best-Selling author, keynote speaker, consultant, and visionary business leader. His background is in building growth brands such as PepsiCo/Pizza Hut, McDonald's, Frito-Lay, JCPenney and NBC/Universal among others. Today, Mark serves as Chief Growth Officer for L.E.A.F. Growth Ventures, LLC.



ERIC JACKSON has been involved with digital marketing and the SEO industry since 2007. He has worked with large brands like NBC's The Biggest Loser, Dell, and Yum Brands all the way down to the smallest start-up. While his strengths lie mostly in competitive eating, his clients and co-workers always have solid things to say about his marketing prowess.



TONI LEE RUDNICKI has over 15 years in the Satellite industry. She has worked for ground segment companies as well as network service providers. Much of this time, Rudnicki served as the Chief Marketing Officer at iDirect. She is currently the founder of TLR Consulting, LLC, a marketing consulting firm focused on the Space and Satellite Industry.



Contributors



TYLER BROWN started his career in the digital marketing and SEO space in 2008. Over the years, he has worked with notable companies like Mrs. Fields, Strayer University, and Avis Budget Group all the way down to local businesses and start-ups. Tyler aspires to one day beat Bobby Flay in a BBQ competition.



JOANNA PAWALOWSKA leads strategically integrated initiatives; from message to aesthetic representation by utilizing her 20 years of experience in marketing, design, psychology, and technology in the B2B & B2C landscape. Her extensive experience in product research and development, UI design, access control systems, ATM security, visitor management solutions and project management allow her to add value in a variety of business areas. She is the Chief Marketing Officer at Maximum Security.



ELLIE CAMPBELL has spent over a decade scaling brands through advertising and marketing. She has managed over 100 million dollars in ad spend and specializes in bridging the gap between creativity and strategy. With Ellie's out-of-the-box concepts, hundreds of brands, both enterprise and small, have been able to see growth they didn't think was possible.



Contributors



With almost a decade in marketing, **JAIME THELER** is the ultimate content nerd. Her eclectic experience includes wearing multiple hats at a time working at startups and nonprofits, and over fifteen years as a writer and editor for large and small businesses, newspapers, published fiction, and nonfiction books. She believes in the power of story, and loves helping brands forge connections with customers through their own stories.



TRAVIS ISAACSON

believes that “business is theatre” and that every company’s untapped opportunity is an awesome customer experience that grows sales. When he’s not serving as a Fractional CMO for his clients he’s skiing, mountain biking, tasting chocolate, or hanging out with his family.



AJ WILCOX is a LinkedIn Ads pro who founded B2Linked.com, an ad agency specializing in LinkedIn Ads, in 2014. He’s an official LinkedIn partner and host of the LinkedIn Ads Show podcast.



Contributors



MATT LOVELAND is passionate about learning and improving the world around him. He does this by helping share the stories small businesses have to share and building bonds between businesses and communities. Through his experience in various ad-buying platforms, he's scaled multiple businesses' ad campaigns and netted hundreds of thousands of dollars in revenue.



MIKEY REES has been working in digital marketing since 2016. He loves coming up with creative ideas and thinking outside the box to help clients become more successful in advertising.



The Most Talked-About Marketing Trends to Watch For

BEFORE WE DRILL DOWN INTO SOME SPECIFICS, THERE ARE A FEW HIGH-LEVEL TRENDS THAT OUR EXPERTS ARE EXCITED ABOUT FOR 2023. IN SHORT: FOCUS ON CREATING VALUE, EXPERIMENT WITH VISUAL CONTENT, AND FIND NEW WAYS TO TRACK YOUR AUDIENCE.

1 CONTENT FOR HUMANS, NOT BOTS

Search engines like Google have long been plagued by content that is geared toward rankings more than it is geared toward actually being useful to people. Algorithmic changes like the Google Helpful Content Update show that search engines notice this issue and are taking strides to combat bad content.

2 VIDEO EVERYWHERE

Between the astronomical rise of TikTok and the lucrative world of YouTube and social media advertising, video content is as important as ever. Video content in specific has helped brands clarify their voice with eye-catching visuals and punch copy. With the way things are going, we don't see video falling out of grace anytime soon.

3 PRIVACY BATTLES WON'T MAKE TRACKING ANY EASIER

Privacy is as prevalent a concern for consumers as ever, and the coming year will have a lot of changes to cater to those concerns. While Google's getting rid of third-party cookies, Apple continues to make it difficult to track user activity across apps. It's time to adjust your targeting strategies to better account for these changes.

With these general predictions out of the way, let's dive into the other sweeping changes 2023 will bring to your digital marketing strategy.

The Looming Recession

INVEST IN SEO.

"Businesses that haven't invested in SEO on a long-term basis may struggle during times like a recession or inflation. SEO shines during times of economic recession because well-established rankings don't incur costs for clicks like other forms of marketing."

Tyler Brown

EXPLORE OPPORTUNITIES IN NICHE MARKETS.

"[Focus] on exploiting pain points of niche markets and developing/pivoting products/services to suffice lower budgets."

Joanna Pawlowska

BRAND VALUE > BRAND AWARENESS.

"Focus more on creating value than generic brand awareness—providing value vs luxury; Fewer traditional ads and tradeshows. Smaller engagements with key customers – revamping ABM."

Toni Lee Rudnicki

FOCUS ON INTEGRITY.

"Now more than ever is a time where people are wanting to only work with business owners with integrity. With the recession, consumers on TikTok are even firmer about this stance. They are tired of being advertised to and instead want to join a community of like-minded people on a mission to change the world. They want to be a part of something bigger than themselves."

Ellie Campbell

TAKE ADVANTAGE OF THE LACKING COMPETITION.

"Generally, recession leads to many companies shrinking ad budgets, which leads to lower costs and less competition for those of us still advertising. We saw this during the beginning panic of Covid-19 in 2020 and ad costs dropped by 21% which was fantastic. Of course, businesses tend to tighten their purchasing during recessions as well, so essential products/services should still perform well."

AJ Wilcox

EXPECT NECESSARY CUTS.

"The economic climate will naturally trim some fat—bad vendors, toxic partnerships, unproductive employees, frivolous marketing expenses, etc. Some of it will happen out of true necessity. Others will happen as decision makers use the market conditions as an excuse to make uncomfortable decisions they avoided previously."

Travis Isaacson

MARKETING AUTOMATION WILL CONTINUE TO EXPAND

"I predict we will see more (and more) marketing automation technology adoption as CMOs and their agency partners get more comfortable using data-driven, yet highly integrated marketing/media/messaging solutions in overcoming key business challenges. To reach what I call the "4 ME" generation comprised of younger Millennials and Gen Z'ers (aka "Zillennials") based upon 4 key characteristics -- Personalization (Get to know ME), Customization (Make it for ME), Self-Expression (Let me be ME) and Connection (Connect with ME) -- I believe we will see more CMO's find ways to blend these important traits into their relationship-driven, brand-building efforts."

Mark Mears

TIKTOK ADVERTISING WILL COOL OFF

"Just like the beginning of Facebook, I think we will see TikTok cool down a bit as it matures. I think you will also see the algorithm change over time. Instead of being able to throw up a few videos and gain tons of views, your content will need to be much more frequent and intentional, and the sales messaging will need to be right the first time."

Ellie Campbell

MARKETING TOOLS WILL BE AVAILABLE TO ALL

"Small and medium-sized businesses will be able to receive more access to tools that enterprise clients receive. This will be a pivotal step towards courting small business owners towards spending on search and video ads instead of TikTok."

Matt Loveland

TARGETED ADVERTISING IS GETTING MORE DIFFICULT

"Data and privacy concerns will become an even bigger consideration in 2023, especially with Google set to phase out third-party cookies in Chrome by 2024 and the U.S. government looking at an American version of the GDPR. Marketers will need to adapt with new, less intrusive targeted advertising and find ways to collect first-party data. This could be a golden opportunity for strategic content marketing efforts."

Jaime Theler

REELS & STORIES WILL BE IN THE SOCIAL MEDIA SPOTLIGHT

"Facebook will probably put way more emphasis on Reels and Stories because that type of content is what users are consuming more and more of."

Mikey Rees

INCREASED SEO COMPETITION ON GOOGLE

"We see Google looking to get more aggressive in 2023 with additional helpful content algorithm updates."

Tyler Brown

2023 Big Swings

PERSONAL BRANDS MAY BE ON THE RISE.

"I'd sure love to be able to put spend behind personal posts on LinkedIn rather than just promoting posts from the Company Page."

AJ Wilcox

ESTABLISHED CONTENT BRANDS WILL GET PENALIZED.

"Massive content creators (looking at you, CNET and Forbes) will fall victim to the helpful content update. Covering such wide angles of topics and categories could soon be a thing of the past."

Tyler Brown

VR AND AR WILL CONTINUE TO CAPTIVATE AUDIENCES.

"Some feel that implementing hybrid and mixed-reality experiences through VR-based tools and apps will be the big thing of 2023. Augmented reality (AR) tactics like filters and virtual try-ons will continue to be valuable, but taking it up to the next level with a completely immersive reality experience may be coming in the near future."

Jaime Theler

BETTER DIGITIZATION FOR BRANDS.

"I believe we will be seeing brands develop a more ownable database of guests/customers to create their own "walled-in garden" of data/information. I believe brands will use this data/information to build deeper relationships with their guests/customers in ways that blend hi-tech (digitization) with hi-touch (personalization) as opposed to merely faceless, nameless transactions."

Mark Mears

MAJOR SHIFTS IN SOCIAL MEDIA USERS' PREFERRED PLATFORMS.

"With the new ownership of Twitter, some users are leaving the platform while others are coming back. Gen Z doesn't really use Facebook so we may start to see a significant decrease in users. I myself don't really scroll Facebook anymore. Instagram seems to be changing and feels like every other story or post is an ad. People want to see their friends, not ads."

Mikey Rees

The Pearls of Wisdom

What good does knowing about these trends bring if you don't know how to act on them? That's why we've organized the advice our experts offered when looking to the new year.

“Content is still king. Visual content is the way to go—story-driven content visualization. Understand the customer journey and build excellent experiences based on that understanding.”

TONI LEE RUDNICKI

“I would like to see more CMO's take on an even broader level of leadership and/or influence in guiding the "Whole Brand" — the integration and alignment of each team member's Personal Brand, the organization's Internal Brand, its External Brand, and its Employer Brand—all revolving around Purposeful Growth.

I advise CMOs to be humble, stay curious, and create a diverse and collaborative TEAM environment across all stakeholders. You just never know where a huge, game-changing brand-building idea can come from and this level of involvement creates a deeper sense of buy-in (front-end) and broader ownership of the outcomes (back-end).”

MARK MEARS

“Take time to plan your content. Just posting content to have something doesn't work anymore. Content should be very intentional so that it resonates better with your audience.

Listen to your audience. Your customers will tell you what they want, people are very candid online. Find out what they are talking about and use that as you plan.

Keep it short. Our attention span is small and it's rare that someone will watch a long video about your product. Keep things concise and to the point.”

MIKEY REES

The Pearls of Wisdom

“Hone your focus by making sure content marketing efforts have a clear, measurable business goal. In the current environment, brands won't have the luxury of just creating content because they had the idea. It will be critical that you understand how every piece of content serves your overall marketing strategy.”

JAIME THELER

“Stop trying to find marketing hacks like grey hat SEO or tricking algorithms. Put all of that creativity and effort into delivering value to your ideal customers.

Improve the transparency of your offering. Gone are the days of hiding the secret sauce. Customers today will choose those with the best secret sauce that delivers results with transparency about what they're doing.”

TRAVIS ISAACSON

“Stay alert to keynotes by Google Ads. That's the first place they announce large-scale product changes that can affect how you run ads (and follow #MarketingMatt on LinkedIn for Google Advertising insights!)

Utilize Google and Shopify's advanced metrics. “Google recently made it easier for eCommerce owners to build and track YouTube Ad Performance within Shopify. This is an excellent way to see the full impact YouTube Ads integrate with the Shopify platform.”

MATT LOVELAND

The Pearls of Wisdom

“ When you come to TikTok, bring your whole self. The good, the bad, and the ugly. Being vulnerable and real is heavily rewarded and refreshing to see. Be consistent. You are going to have to post almost inhumane amounts of content and some of it is going to flop. Keep going anyways. This is your time to shine! The content can be something you shoot on your phone in the kitchen. You don't have to be a world-class videographer anymore. Don't get stage fright about not being good enough. ”

ELLIE CAMPBELL

“ Find an agency with experience in your industry. While SEO applies to all types of businesses, having an agency that knows how to speak to your audience, and that knows your industry well enough to create great content makes a huge difference. ”

TYLER BROWN



What's Next

We'd love to take a moment to thank our connections for answering our questions and letting us pick their brains about what the future of marketing holds. No single person has the answer—we must work together and share our collective observations and experience to leverage our marketing in the best way possible.

Contact Big Leap today!

Ready to leverage our experience for your own gain? Big Leap can help. But before we can craft a sustainable, custom-tailored strategy, we need to learn a few things about you. What are your goals? What are you struggling with? What channels will work for you?

Call us today, 801.436.3003, or [click here](#) to set up a free audit of your current marketing strategy and a free strategy consultation to ensure your marketing is where it needs to be.