

# Old marketing methods are no longer working. So what can you do as a business to keep up and get ahead?

In the dynamic realm of digital marketing, a seismic shift is underway. Traditional methods, once the cornerstone of advertising strategies - reliant on paid ads on social media and conventional SEO - are losing their lustre. As we delve into 2024, it's imperative for businesses to recognise that the marketing playbook has been rewritten. The question now is not if, but how businesses can adapt to keep pace and leap ahead in this new era.

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## The eroding effectiveness of traditional tactics

Gone are the days when a well-placed ad or keyword-stuffed content could

guarantee visibility and engagement. A staggering 47% of internet users globally use ad blockers, showcasing a critical shift in consumer behaviour towards online advertising. This trend underscores a critical need for businesses to pivot and embrace more innovative and genuine strategies for engaging their audience.

## The vanguard of content marketing trends

To stay relevant and thrive, businesses must align with the emerging trends that are shaping the future of content marketing:

Authentic engagement through social media: Platforms like TikTok and Instagram are not just for scrolling; they're where 58% of consumers discover new brands. Leveraging these platforms for storytelling and genuine interaction offers a direct line to audience engagement, far beyond the reach of traditional paid advertising.

The rise of AI and ML in personalised content: With 80% of consumers more likely to purchase from brands that offer personalised experiences, the application of Artificial Intelligence and Machine Learning enables a level of personalisation and predictive analytics previously unattainable.

Voice and visual search optimisation: With 27% of the online global population using voice search on mobile, optimising content for these search modes is becoming essential. AI plays a pivotal role in refining strategies to cater to these evolving search behaviours.

Sustainability and ethical marketing: 73% of consumers say they would change their consumption habits to reduce their environmental impact. Content that highlights sustainability efforts or social initiatives can significantly boost brand perception and loyalty.

Interactive and immersive experiences: Incorporating interactive elements like quizzes, polls, AR, and VR into content marketing strategies not only enhances engagement but also provides valuable insights into consumer preferences.

## Strategies for staying ahead

Adapting to the swiftly changing landscape of digital marketing requires not just awareness but a proactive embrace of innovation:

**Investing in technology:** Leaning into AI and ML for content creation and analysis offers a competitive edge, crafting more targeted and engaging content. Our journey into developing our own AI and ML tool was fuelled by the clear benefits these technologies bring to understanding audiences and tailoring content that truly resonates. For businesses eyeing similar technological advancements, the field is ripe with potential. With a slew of innovative tools on the horizon, now's the time to explore and integrate these game-changers into your strategy.

**Fostering authenticity:** In today's content-saturated world, authenticity isn't just nice to have; it's essential for building trust. Our mantra is to create content that mirrors real stories and values, a principle that resonated deeply in our discussion on the realities of "£10K months in business." Such honesty, rooted in our core values, not only engages but genuinely connects with our audience, proving that authenticity is the cornerstone of trust.

**Embracing new formats:** The digital realm is constantly morphing, presenting an array of fresh formats and platforms for captivating your audience. Our foray into 3D content for wearable tech exemplifies the shift towards more immersive experiences. By pioneering horizontal formats, inspired by TikTok's lead, we've ventured into more authoritative, YouTube-style content, significantly enhancing our clients' brand trust. This journey underscores the importance of experimenting with and adopting new formats, guided by keen audience insight.

**Educating and empowering:** Beyond engagement, use your platform to enlighten your audience about your brand's ethos, especially on matters like sustainability. Our focus on educating about effective content creation strikes a balance between informative and promotional content, ensuring our audience always finds value in our communications. This strategic approach not only engages but empowers our audience, deepening their connection with the brand.

**Analysing and adapting:** The key to sustained relevance is in the relentless analysis of content performance and the agility to adapt strategies in response to feedback and trends. Our reliance on click-through rates as a primary success metric led us to pivot from underperforming photo content to more dynamic video formats. This adaptability, fueled by regular analytical reviews, ensures our content remains engaging and effective.

As we navigate through 2024 and beyond, the landscape of content marketing is evolving at an unprecedented pace. Businesses clinging to outdated methods will inevitably find themselves left behind by those agile enough to adapt to the new norms of digital engagement. By embracing the latest trends and technologies, your business can not only keep up but truly stand out, forging deeper connections with your audience and setting a new standard for

success in the digital age.

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