

Keynote Presentation | [Customer Engagement] Biggest Digital Trends that Will Help Organisations Fire Up Their Marketing and Make an Impact in 2023



MARTIN KELLY

Marketing Manager APAC,
Brandwatch



Brandwatch

Digital Marketing Trends 2023

Discover the biggest digital trends that will impact your business in 2023

Martin Kelly – Marketing Manager
martin.kelly@brandwatch.com

About Brandwatch

Brandwatch is the world's premier social suite, empowering over 5,000 of the world's most admired companies to understand and engage with customers at the speed of social.



● **Top social media and digital trends making an impact in 2023**



The background features a white space on the left and a teal geometric design on the right. The teal design consists of several overlapping triangular and quadrilateral shapes in various shades of teal, creating a modern, abstract pattern.

- **Multi-Format Content**

Brands turn to smaller platforms, communities, and niche forums.

Look at the telecoms industry, for example.

Telecoms sector: Content sources accumulating the most brand mentions online

Source: **Brandwatch**

Chart shows various content sources that accumulated the most brand mentions relating to the telecoms industry. Data gathered from public posts on Twitter, Reddit, Instagram, forums, and review sites from Jan 1 2022 - Sep 30 2022.

Content source	Mentions	Change %
Twitter	7,529,281	21%
Tumblr	398,047	120%
Reddit	1,568,149	31%
Forums	2,605,224	122%
Blogs	765,747	68%
Reviews	93,129	-4%
Instagram	56,520	75%
YouTube	74,243	45%

Powered by **Brandwatch Consumer Research**



Multi-format content

Marketers will need to diversify their content offering to shape up to consumer needs.

Volume of online mentions about podcasts

Source: **Brandwatch**

Chart shows volume of mentions about podcasts over time. Data gathered from public posts on Twitter, Reddit, blogs, and forums between 1 Jan 2017 and 31 Oct 2022.



Powered by **Brandwatch Consumer Research**



A case of the Mondays...

Alcohol brands generate more brand mentions on Mondays than any other day of the week.



The most popular days for brand mentions on social

Tuesdays and Thursdays amass the most conversation from consumers mentioning brands

Source: **Brandwatch**

Chart analyses over 526m conversations on social across 15 industries, by day of the week.

Average is shown to aid in viewing the data and facilitating cross-comparisons. Highlighted in green are the highest percentages per day of the week.

Highlighted in yellow are the highest percentages per industry. Data gathered between Jan 1 2022 - Jun 30 2022.

Industry	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total mentions
Average	14.9%	16.1%	15.8%	16.1%	14.4%	11.8%	10.8%	526M
Pharma	14.3%	17.8%	18.4%	17.2%	14.6%	9.5%	8.3%	12M
Telecoms	14.8%	16.4%	15.6%	15.5%	14.1%	12.6%	11.1%	12M
Auto	14.5%	15.3%	15.5%	15.6%	14.6%	12.3%	12.3%	71M
Financial services	14.4%	15.5%	15.5%	15.9%	15.0%	12.1%	11.6%	43M
Hotels	15.2%	16.1%	16.4%	16.5%	14.2%	11.3%	10.4%	3M
Entertainment	14.2%	14.8%	14.1%	14.5%	16.2%	13.8%	12.3%	122M
Consumer tech	14.3%	17.3%	17.0%	17.0%	14.2%	10.5%	9.7%	61M
CPG	13.6%	14.8%	14.4%	19.6%	15.0%	12.1%	10.5%	14M
Airlines	15.6%	17.1%	16.2%	16.1%	13.8%	11.0%	10.2%	8M
Retail	14.3%	15.3%	15.3%	15.6%	14.8%	12.8%	11.9%	107M
Healthcare	15.9%	18.3%	17.4%	17.1%	13.7%	9.2%	8.4%	1M
Fashion	14.2%	16.0%	15.4%	15.4%	13.8%	13.5%	11.8%	37M
Energy	14.7%	16.5%	17.7%	16.4%	15.0%	10.0%	9.8%	7M
Food services	16.9%	16.4%	15.0%	14.0%	12.5%	13.8%	11.4%	25M
Alcohol	16.9%	14.2%	13.2%	15.1%	15.3%	13.1%	12.1%	4M

Powered by **Brandwatch Consumer Research**



The background features a large teal geometric shape on the right side, composed of overlapping triangles and quadrilaterals in various shades of teal, set against a white background.

- **The coming of age of influencer marketing**

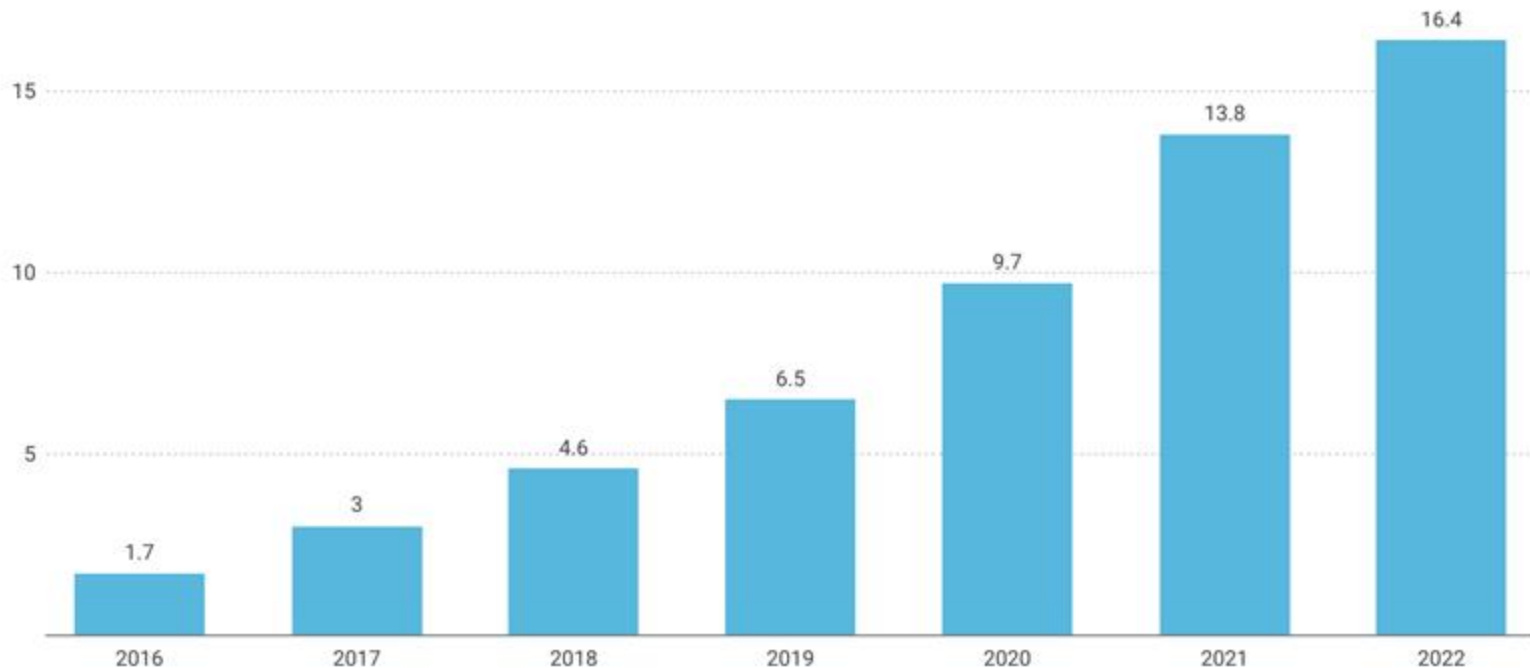
A photograph of two women sitting at a table in a recording studio, engaged in conversation. They are both wearing microphones on tripods. The woman on the left has her hair in a high ponytail and is wearing a dark blazer over a light blue shirt. The woman on the right has long brown hair and is wearing a patterned top. There are coffee cups and a smartphone on the table. The background features a white wall with a large circular mirror and a black metal chair back.

16.4 billion US dollars

Influencer marketing market size worldwide from 2016 to 2022

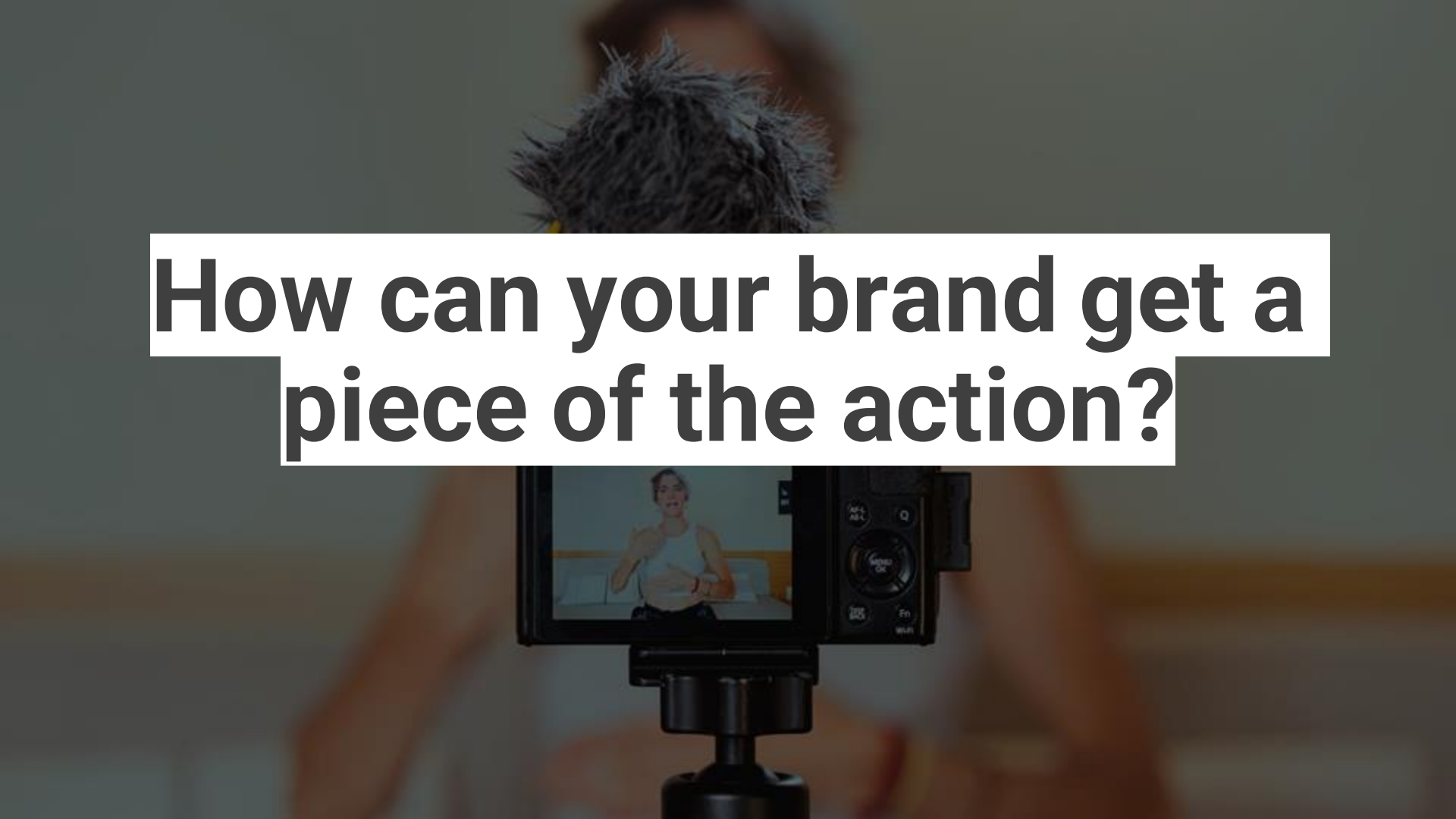
Source: **Statista**

The global influencer marketing market size has more than doubled since 2019. In 2022, the market was valued at a record 16.4 billion U.S. dollars. Data shows the market size in billions U.S. dollars.



Created by **Brandwatch**



A camera on a tripod is the central focus, with a microphone above it. The camera's LCD screen is flipped out and shows a person in a white tank top sitting on a bed. The background is a blurred indoor setting. A white text box is overlaid on the image, containing the question.

How can your brand get a piece of the action?

The rise of micro influencers and ambassadors

Other factors worth considering:

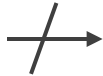
- Audience (specialty or focus)
- Values
- Reach
- Engagement rate
- Quality of content
- Your budget
- Etc



The rise of micro influencers and ambassadors

Think small (-er)

- Large audience
- Higher reach



- Quality of audience
- Worth the cost
- Guaranteed outcomes
- Building positive brand stories



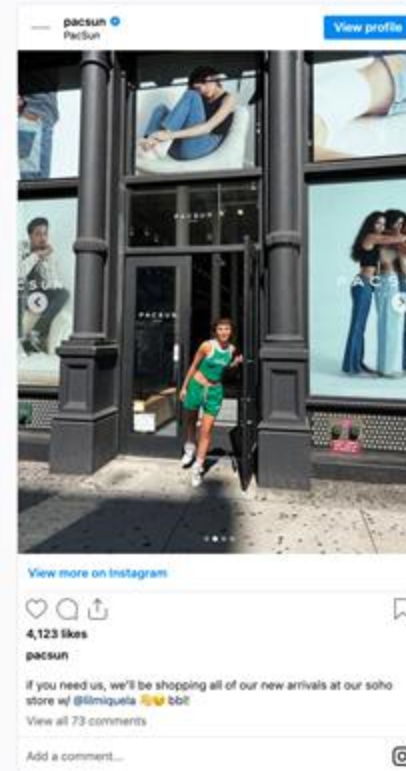
UNiDAYS' work with content

creators with hundreds
of content creators to
make entertaining videos
for their platform



PacSun works with virtual influencers

PacSun worked with well-established virtual influencer Lil Miquela to promote their new Soho Store under their #pacpartner initiative.





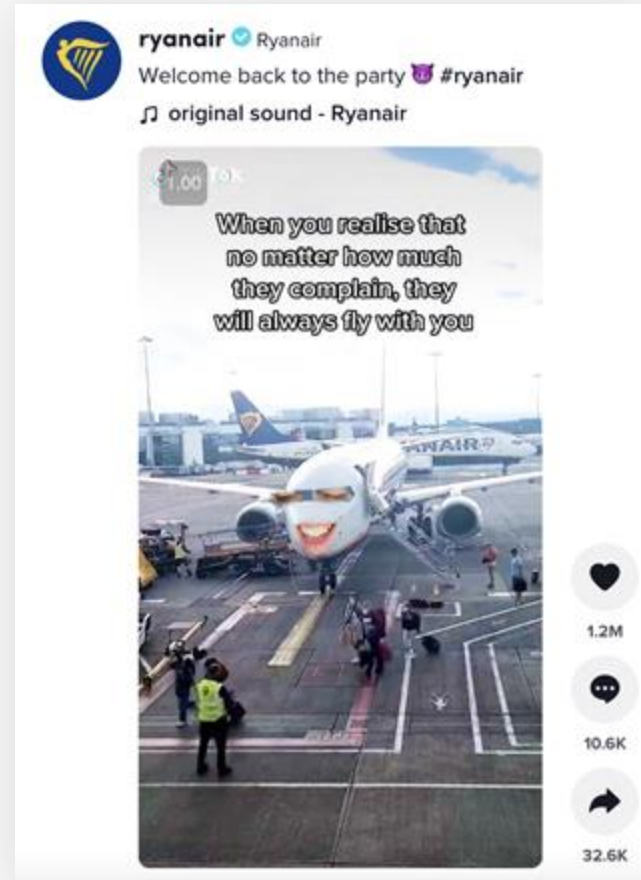
Authenticity

A group of young people are shown at a night event, possibly a concert or festival. They are looking towards the camera with various expressions. The background is dark with some blurred lights. A white rectangular box is overlaid on the image, containing the text "Consumers value authenticity" in a bold, black, sans-serif font.

**Consumers value
authenticity**

Consumers value authenticity 🤝

Consumers look for authenticity and transparency when deciding what brands they'll support.



A screenshot of a social media post from Ryanair. The post features a photograph of a Ryanair airplane on a tarmac with a smiling face and sunglasses drawn on its nose. The text overlaid on the image reads: "When you realise that no matter how much they complain, they will always fly with you". The post includes the Ryanair logo, the text "ryanair Ryanair", "Welcome back to the party 🍷 #ryanair", and "original sound - Ryanair". Engagement metrics on the right show 1.2M likes, 10.6K comments, and 32.6K shares.

ryanair Ryanair
Welcome back to the party 🍷 #ryanair
original sound - Ryanair

When you realise that no matter how much they complain, they will always fly with you

1.2M
10.6K
32.6K

Consumers value authenticity


The brand often post words of encouragement on social media.



Consumers value authenticity

NSFW tweets sent the 'old school' brand into trending territory.



A top-down view of several hands holding smartphones, with a central text overlay. The background is a dark, slightly blurred image of multiple hands holding various smartphones, suggesting a group of people using mobile devices. The text is centered and reads:

**Consumers are
always watching**

Someone is always watching

A Twitter bot is sharing gender pay gaps of companies posting about International Women's Day

Many companies are swiftly deleting their tweets after being called out by the Gender Pay Gap Bot.

EVIE BREESE | 8 Mar 2022

Gender Pay Gap Bot @PayGapApp - 2h
In this organisation, women's median hourly pay is 33.6% lower than men's.
[twitter.com/morgansindall/...](https://twitter.com/morgansindall/)

This Tweet is unavailable.

6 28 68

Gender Pay Gap Bot @PayGapApp - 3h
In this organisation, women's median hourly pay is 30.7% lower than men's.
twitter.com/BrightFutureE...

This Tweet is unavailable.

Gender Pay Gap Bot @PayGapApp - 2h
In this organisation, women's median hourly pay is 25.1% lower than men's.
twitter.com/LJMU/status/15...

This Tweet is unavailable.

3 14 31

Gender Pay Gap Bot @PayGapApp - 3h
In this organisation, women's median hourly pay is 12.7% lower than men's.
twitter.com/SussexUni/stat...

This Tweet is unavailable.



No response is a response

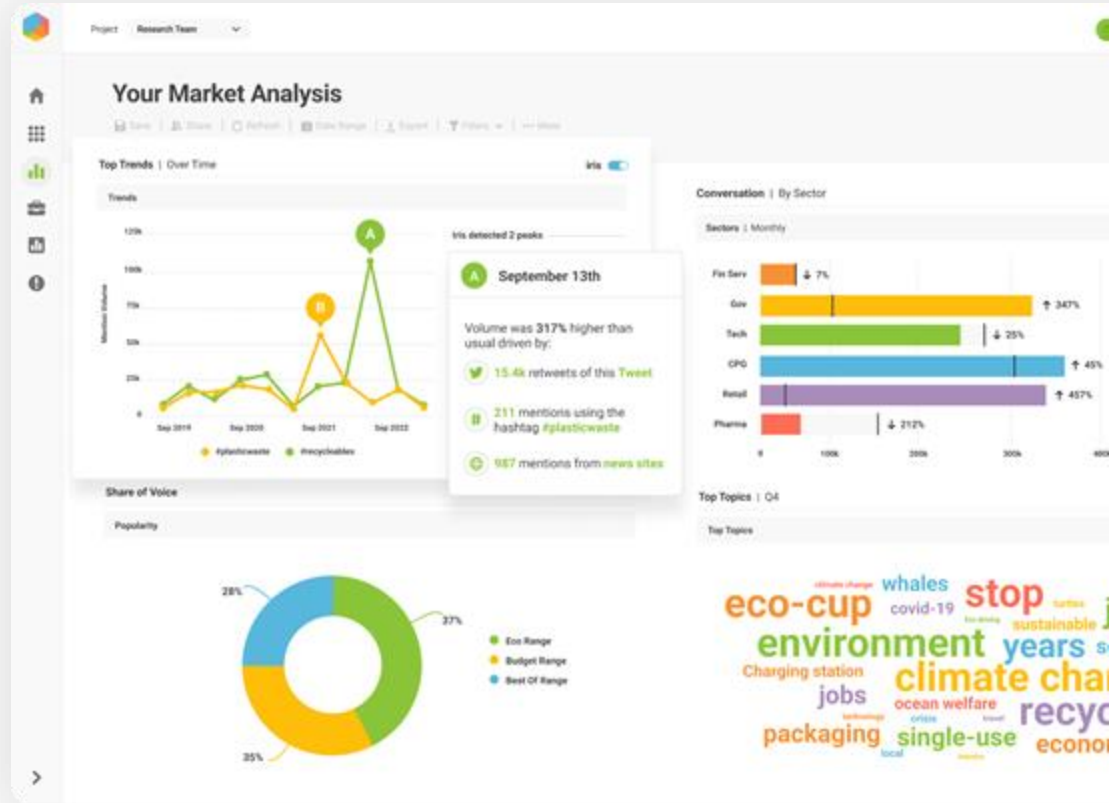


Top tips for SMMs

- The conversation is happening. Join in or be left behind.
- An alignment of consumer values with a brand's mission, and purpose often influences consumer purchasing decisions.
- Getting personal with consumers on social can help social media and brand marketers strengthen their brand's identity and build loyalty and advocacy.
- Best practices and industry benchmarks are great, but trust your own data.
- Depending on your industry, partnering with smaller, niche influencers can be highly beneficial.

Data is (still) king

- With Brandwatch, your team gets instant access to the world's largest, unbiased focus group via online mentions and comments.
- Your in-house marketing team can do all this research and more in just a few hours.



- <https://www.brandwatch.com/p/digital-trends-apac/>
- [brandwatch.com/reports/state-of-social](https://www.brandwatch.com/reports/state-of-social)





Brandwatch

Thank you for joining today's session

Martin Kelly – Marketing Manager
martin.kelly@brandwatch.com