

SOLUTIONS FOR THE TOP MARKETING CHALLENGES IN 2022

Navigate 2022's top marketing challenges with these digital marketing tips and tactics brought to you by experts from Adlucent, Acceleration Partners, Alchemy Worx, and Listrak.

TREND 01:

How to nimbly navigate a world of rising costs, supply chain challenges, and price pressures.

- ▶ The past two years have been a wake-up call to the supply chain management (SCM) sector to innovate and for companies to invest. **Whether you are facing price increases, inventory scarcity, or shipping delays, communication is key.** The most effective messaging comes from the brands who take the time to communicate not only the cost increases or supply challenges but identify the business reason behind it. As a bonus, highlight innovations you're undertaking that resonate with brand strength. Many consumers will appreciate the transparency, and it will resonate as brand authenticity for some.
– Alchemy Worx

- ▶ As brands re-evaluate prices to combat logistics and shipping costs, **partnership marketing is a great channel to leverage and optimize at the margin level.** Partnership marketing is performance-based; brands only pay when a sale or an action occurs and will also get their marketing dollars back if a consumer decides to return an item.
– Acceleration Partners

- ▶ In 2021, consumers started holiday shopping much earlier, and messaging about buying before stock ran out was effective. The offers were less extreme than they have been in previous years. Retailers are beginning to realize that you don't have to have the highest and earliest discount to win the holidays. **Find what your strategy is and what works best for you based on what you're able to deliver.** Don't always try to be the first, the fastest, and the cheapest because maybe that is not realistic for your business. Build promotions that resonate with your customers.
– Adlucent

TREND 02:

New customer acquisition tactics across ever-changing touchpoints.

- ▶ **Cross-channel marketing is the focus for the future.** Brands that incorporate a cross-channel customer journey including email, mobile, and web will be the most successful in 2022. We're living in a cross-platform, digital world that has been further accelerated by COVID-19. Customer expectations have heightened, and marketers must deliver seamless experiences to meet them. – Listrak



- ▶ Better use of AI and Machine Learning. **Retailers and brands are implementing AI-powered content recommendations as a way to decrease production times,** in addition to providing more relevant content. As we establish a new normal on the other side of the pandemic, behaviors will change again and AI-powered product and content recommendations will automatically adjust. – Listrak

TREND 03:

Strategies to grow customer lifetime value and improve retention.

- ▶ **Focus on collecting zero and first-party data.** Being strategically assertive with on-site acquisition tactics (pop-ups, preference centers, etc.) will become a top priority as privacy-related data restrictions continue to expand. These restrictions include the end of third-party cookies, changes to identifiers like Apple's Identifier for Advertisers (IDFA), and regulations including the EU's Global Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), and California's Prop 24 that passed last year. – Listrak



- ▶ Customer lifetime value and retention continue to be critical KPIs for clients at Acceleration Partners. **One of the biggest trends is the shift to influencers, especially micro and nano influencers.** Working with content partners and influencers of any size, this drives new customers and keeps existing customers engaged with content from trusted sources that are more like them. – Acceleration Partners

- ▶ Refine your creative and leverage a creative testing strategy. Short-form video continues to grow. But it's not just about making videos or creative content. It refocuses on the creativity that helps drive a customer experience. Taking a scientific approach to creative testing allows advertisers to understand what connects with a less-targeted audience.

Marketers can also grow customer lifetime value with platform automation tools such as Google Performance Max campaigns. This Smart Shopping Campaign utilizes a mix of automation and machine learning to help advertisers execute their specific conversion goals. – Adlucent

TREND 04:

Tips to prove marketing's value to your internal stakeholders

- ▶ Piloting new channels and projects through a risk view enables us to identify efficacy quickly: modify, expand or contract as the results dictate. As such, **the importance of data-driven marketing to promote channel effectiveness to internal stakeholders cannot be stressed enough.** It starts with understanding the important KPIs to your boss's boss. It's about going beyond channel engagement to the conversion, revenue, and ROI metrics that matter to the company's bottom line. The best way to future-proof and expand your influence is by understanding what others' paychecks and bonuses are tied to. Can you bring a revenue office more money? Can you get a CMO more customers? By championing the effectiveness of your channels, you will make others your champions. – Alchemy Worx
- ▶ Marketing is an omnichannel experience. Acceleration Partners sees, on average, a consumer's journey is at least seven touchpoints across multiple channels, and this does not always include offline. **Partnership marketing continues to grow significantly.** With more influencers, bloggers, mass media, and loyalty partners getting into the space, consumers have so many options to consider before making a purchase. For internal stakeholders, if your brand is not being talked about or promoted by these partners, the new customer will more than likely end up buying from your competitor. Partnership marketing is no longer a coupon channel but a valuable addition to other marketing channels such as paid social, paid search display, and email. – Acceleration Partners

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