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# NAVIGATING THE DIGITAL MARKETING LANDSCAPE IN 2024: TRENDS AND STRATEGIES

SH\*T HOT



## NAILING YOUR SOCIAL MEDIA PRESENCE!

We don't think we need to fill you in on the importance of digital marketing in this day and age, whether you're a [TikTok](#) doom scroller or an [Instagram](#) expert, we all know how crucial it is to nail your social media presence! What's really important is being able to adapt when necessary. Like the Hulk, switch things up when the situation depends on it, just don't go too green and angry! So strap yourselves in, I've got some key topics to help you navigate the ever changing digital marketing world going into the new year.

## PLATFORM PRIORITISATION

I know you might feel some pressure to utilise as many social media platforms as possible, don't worry, it's definitely a universal feeling. But with the way things are going in the world of social media it's important to go hard on a couple and not worry too much about getting them out absolutely everywhere!

There's two big ones for the upcoming year, as well as one you should definitely keep in the back of your mind. So let's get into the Romeo and Juliet of 2024! [TikTok](#) and [LinkedIn](#) are going to continue to keep growing and prove to be super important as this year goes on and into the next. These two platforms have high engagement capacities

as well as plenty of evolving features, we almost can't keep up!

LinkedIn also continues to grow its user base, adding around 60-80M users in this year alone! This will prove to be useful in developing B2B relationships, put simply, more people = more opportunities! TikTok will also continue flexing their muscles in the new year, holding the crown as short-form king.

Keep [Instagram](#) in your minds though, it continues to be an accessible and strong platform, as well as Threads being a sneaky option to look out for in the future.



## USER-GENERATED CONTENT

AI is taking over!! No, not really. People love authenticity and with all the options out there currently for content creation it's scarce in some areas. We've found that content commonly ends up looking either too polished or too fake, two things that aren't exactly going to hit the mark for your audience.

Authenticity and trustworthiness of UGC is an important factor in the minds of the audience, and fair enough.

We've got two big ways to improve this and be that relatable legend you know you can be.

### STRAT 1:

Boost authenticity, post more unrefined behind the scenes content. With this you've got to make sure the office is clean, everything is up to scratch and things are looking snazzy. Remember, everyone loves a good selfie too!

### STRAT 2:

Create some relatable content sourced from your customer's experiences, show off the hard work you're doing and let potential customers into the shoes of those that have had great experiences with you!



## AI INTEGRATION

AI is clearly making inroads in the industry as a major helping hand for almost everything! Though, it is important to remember that when something needs that special touch of magic, nothing beats us humans.

Even though 98% of us marketing humans are using AI in some way.

Here's a few AI tools to utilise that will really step up your digital marketing game!

### Automation:

When you need a hand in routine, AI is willing to help. Take advantage of tools like HyperWrite to plan out campaigns or schedule posts.

### Generation:

Don't have the chance to sit and write out a copy for something? Ask AI. With the ability to add your own TOV instructions, most of the time all you'll need to do is make a few changes.

### Analytics:

Some of the AI tools really give us opportunities to analyse how our target audience is interacting with content, as well as being able to record these activities.

## KPI ENGAGEMENT AND SHARES

In 2024, social media algorithms are really prioritising stimulating content, conversations and interactions. That's real. Our job is making sure KPIs are shifting towards these options accordingly.

Here's 4 strategies to ensure your KPIs are hitting the bullseye!



### **Invest in Community:**

Designate team members to engage with the audience, it's all good and well saying you're a supporter of the community, but what will really make a difference is engaging with them.

Respond to comments, foster discussions, and your authentic interactions and relationship-building will come naturally.

### **Create Value:**

Ensure your content provides value, this could be educational, entertaining or informative. Valuable content generates more authentic interactions and is a crucial part of successful social media marketing!

### **Focus on Engagement:**

Track everything! Use engagement and interaction to gauge how successful and authentic your content is. This is pretty damn important when assessing how well your content fosters genuine interactions.

### **Use Analytics:**

Use social media analytics tools to gain insights into how well your content is performing. Analyse user behaviour, demographics and interests. If you do these, refining your content based on the information you source should be an easy task.



## **RESHAPE YOUR DIGITAL MARKETING STRATEGY**

If you want to push boundaries, now is the time. Explore new possibilities whenever you get the chance. With all the tools available to you for trialling, and even experimenting new tactics, you should have plenty of fun.

AI is a valuable tool for this, options like Persado and Attention Insight can generate full campaigns and test them to see how they'd go.

As well as showing off AI, we feel like mentioning all the new features platforms are releasing. Everyone wants to be groundbreaking and create new ways to engage with the users of their sites, so taking advantage of these will be wicked important going forward. Even something as simple as Instagram's update on their reminder system coming soon. This could be useful for event organisation or the launch of something online! Think outside the box.



## **KEY TAKEAWAYS**

Like a locksmith opening a takeout restaurant, we're coming at you with some key takeaways from all that information!

In all honesty, things are changing, and quickly! To stay ahead of the curve, prioritise platforms like TikTok, LinkedIn and Instagram, while also embracing UGC and the magic of AI tools. Although, when a human touch is needed, embrace it! Foster those authentic interactions and create content that adds real value to your audience's lives. Don't be afraid to experiment with new strategies and features that are coming out, just to keep things fresh.

If you're looking to elevate your digital marketing game to that next level, or you've got any questions, get in touch!

