

5 MARKETING TRENDS TO LOOK OUT FOR IN 2023 & BEYOND

The background of the slide features a series of thin, wavy, orange lines that create a sense of motion and depth, resembling a stylized wave or a series of concentric ripples. These lines are set against a dark red background.

- The power of technology and where it's taking us
- Must have strategies in your business today
- How a business in 2022 and beyond should behave
- A framework for exponential growth and scale

**WHAT WE ARE GOING TO
TALK ABOUT TODAY...**



"Consumers want a response
and they want it now."



CONVERSATIONAL MARKETING

The days of waiting 24 hours for a reply are long gone.



HUMAN CENTRIC



REAL

We are living in the age of impact.
Where what we portray is held up
against the light.

RELEVANT

Context is everything in
communication. If you meet people
where they are at in their lives, you'll
connect with them faster

PERSONALISED

Make your customers feel like they
are the only one(s) you are
communicating with.

Entering into the age of caring

2022 was the last year of Google using third party cookies which means brands have to integrate data collection methods that prioritize consumer privacy.

You will have to rely on **zero party data**. Data given directly by the consumer through online interactions Options include email, newsletters, social media, and CRM tools.



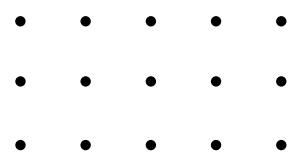
Content marketing

In a cluttered world where there are so many messages. The ones who are clear and are more effective. When in doubt clarity trumps cute and clever.

"Your content doesn't have to be complicated. It needs to be understandable for the general public. Clear content will get you a more effective reach."

*Hilda Wong
Founder, Content Dog*





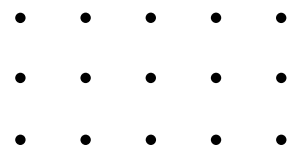
Omnichannel Marketing

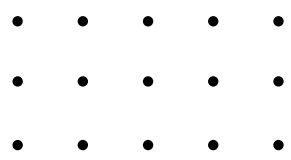
BE EVERYWHERE

Create content for different channels/networks/mediums

RETARGET

Send targeted traffic the information they could be looking for on different channels via ads





ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

Drive larger scale content that helps you create better quality content faster and for the right people.

Gather information about your customer and ideal audience

Drive relevant content working with the machines.

Work with the machine to take your marketing results to the next level.

Automation



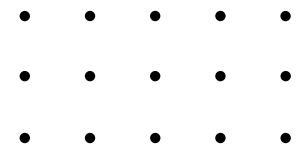
Google Analytics

facebook Ads



IBM Watson

03

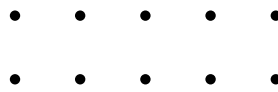


The 6 D's of exponential growth



PETER DIAMONDIS

Peter H. Diamandis engineer, physician, and entrepreneur best known for being the founder and chairman of the X Prize Foundation, co-founder and executive chairman of Singularity University



The 6 D's

DIGITALIZATION

Drive larger scale content that helps you create better quality content faster and for the right people.

Once something goes from physical to digital, it gains the ability to grow exponentially.

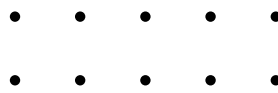
DECEPTION

Initial exponential growth is such small increases (.01 to .02) that it goes largely unnoticed.

DISRUPTION

Either a new market is created, or an old one is overturned. You either disrupt yourself, or you are disrupted.





The 6 D's

DEMONETIZATION

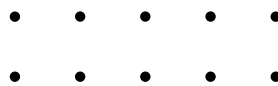
The major assets in the industry will become free. Free music, free reading, free communication.

DEMATERIALIZATION

Removal of the original product entirely, lumping alarm clocks, cameras, notebooks, and phones into one smartphone.

DEMOCRATIZATION

The costs drop so low that the technology becomes available to everyone.



Special Mentions

- Shoppable content
- Metaverse
- NFT's

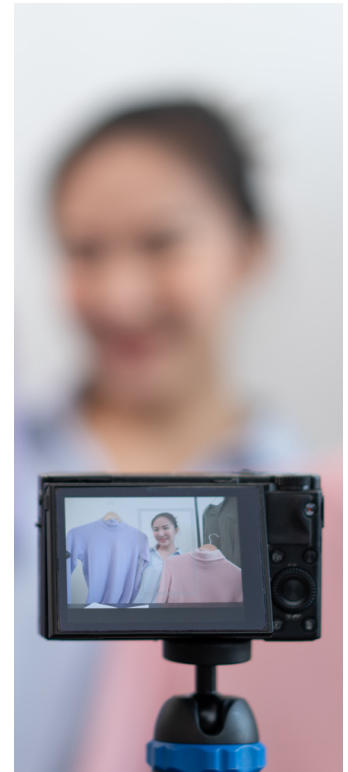
Special mentions



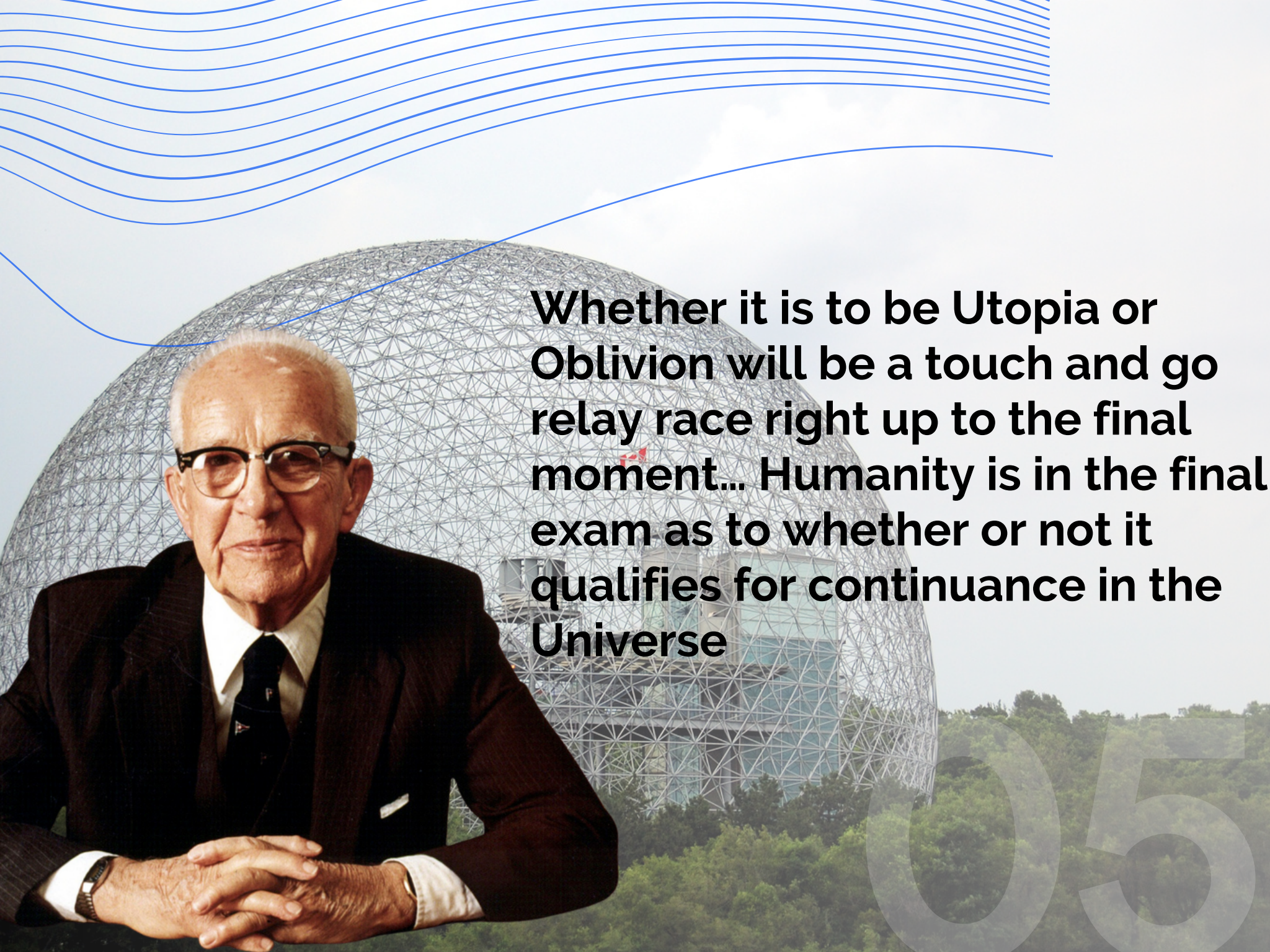
METAVVERSE



NFT'S



SHOPPING



Whether it is to be Utopia or Oblivion will be a touch and go relay race right up to the final moment... Humanity is in the final exam as to whether or not it qualifies for continuance in the Universe

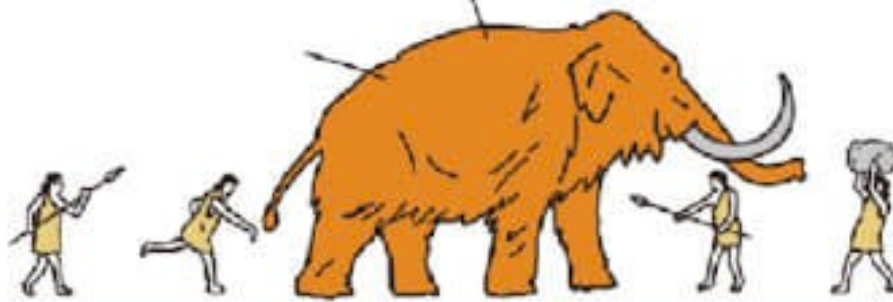


Entrepreneurship has changed.

ENTREPRENEUR 5.0

Society 1.0

**Hunter-gatherer
Society**



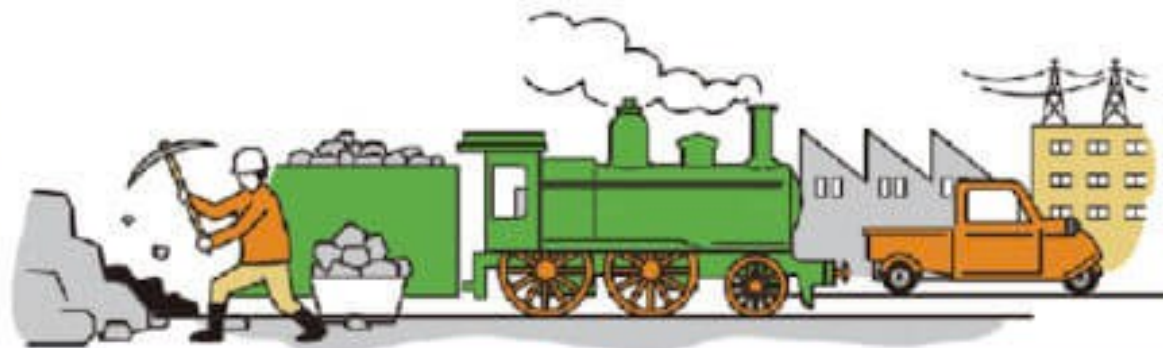
Society 2.0

**Agrarian
Society**



Society 3.0

**Industrial
Society**

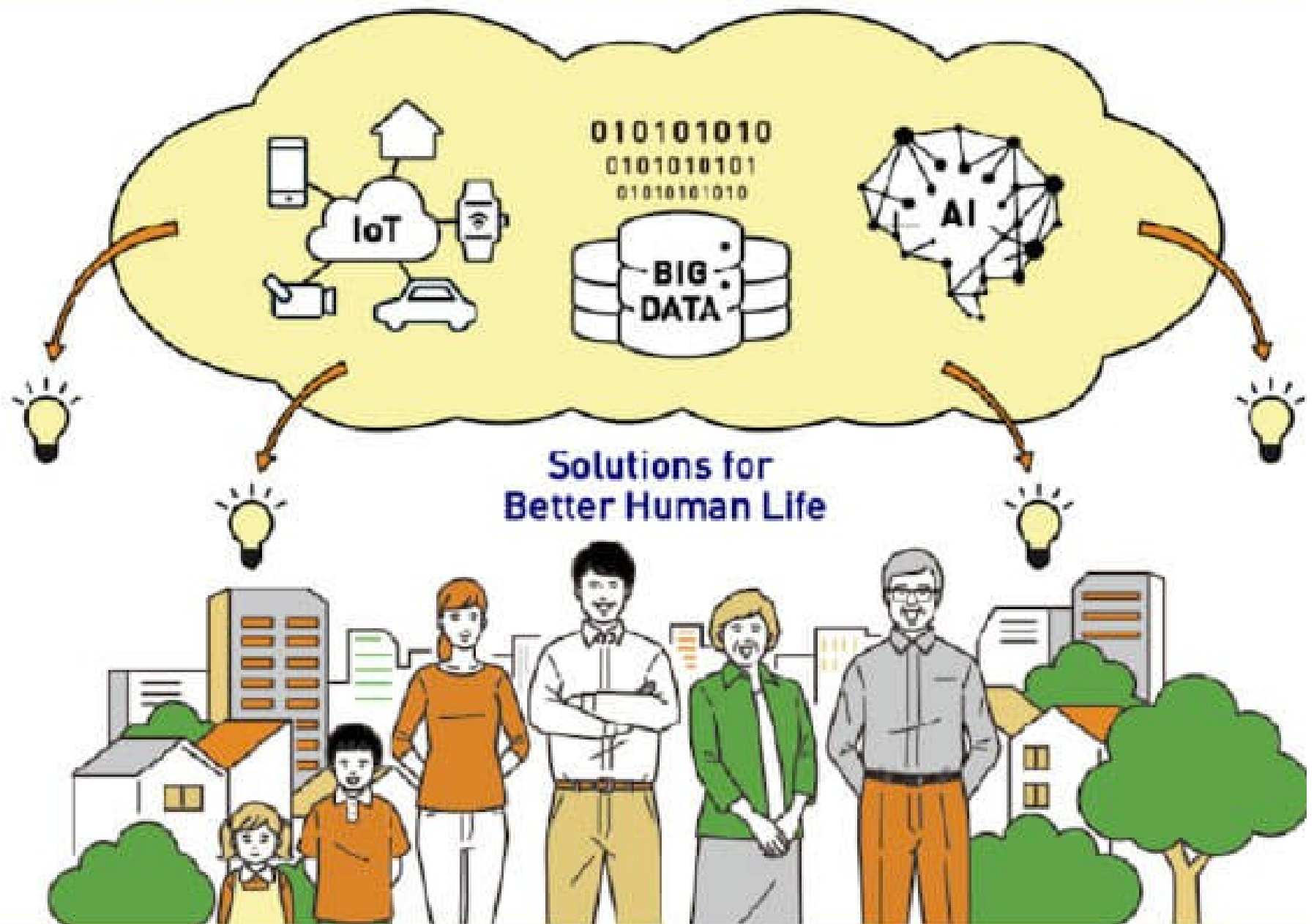


Society 4.0

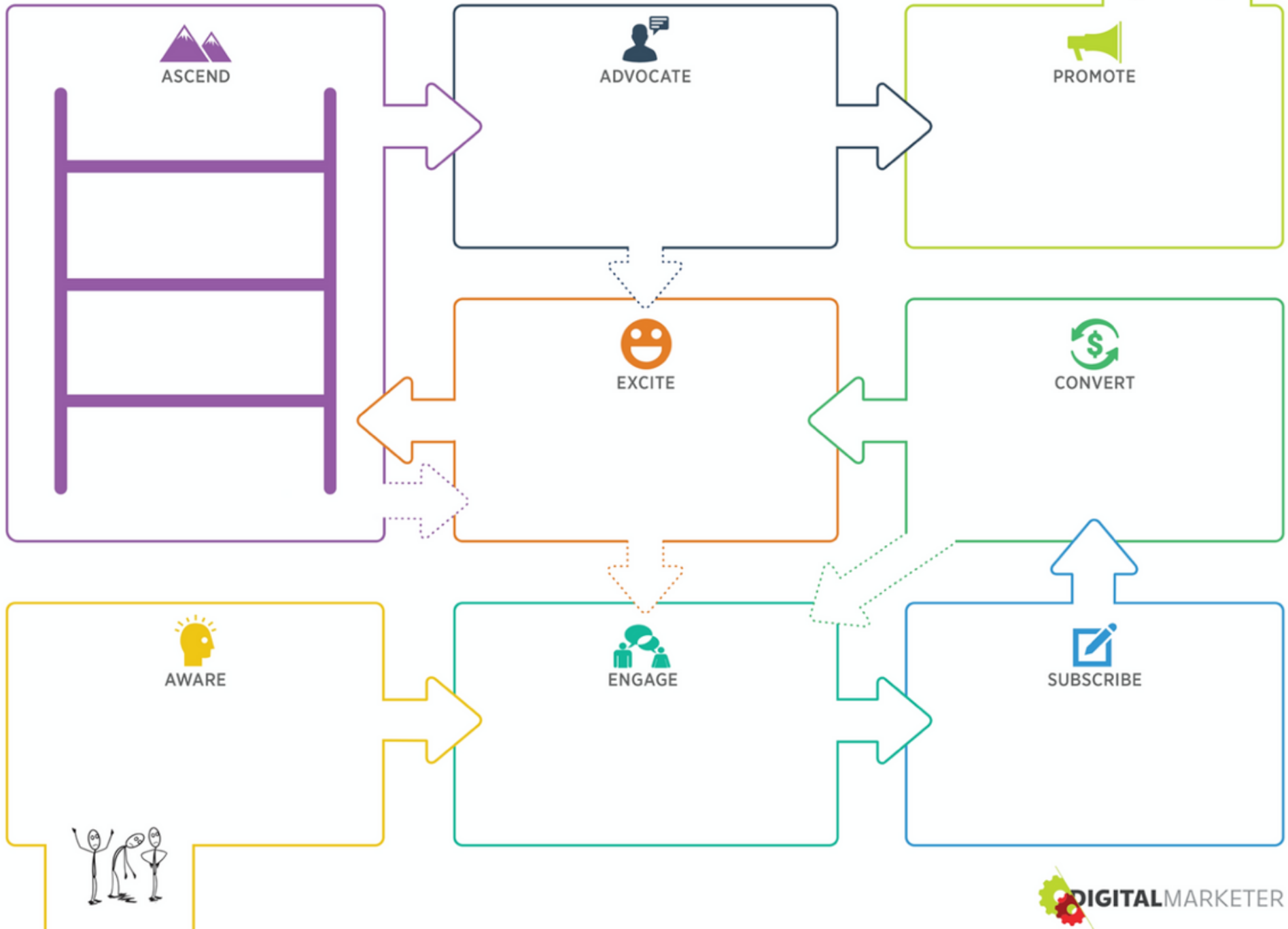
**Information
Society**



Entering Society 5.0



VALUE JOURNEY WORKSHEET



Q & A

WAS THIS VALUABLE?
WHAT ARE YOUR TAKEAWAYS?
WHAT WILL YOU IMPLEMENT?
MAY I SHARE A SPECIAL GIFT?

GET FREE MARKETING SOFTWARE

Analytics and heat mapping
Virtual business cards
Social proof software

[Sign up Now](#)

