Digital Trends Overview

• Digital marketing is continuously evolving and the pandemic has expedited this evolution

• Due to the isolation of the pandemic, use of technology and digital media for both business and leisure is on the rise

• VISIT DENVER consistently prioritizes staying on top of digital trends to inform our digital marketing strategy

• Today, we’ll discuss some of these trends to look out for in 2022
Mobile Trends

• Mobile phones lead the charge in device growth with 6.4 billion smartphone users out of a population worldwide of 7.9 billion

• Mobile behavior has shifted due to the pandemic – increased mobile video streaming, gaming, shopping

• 5G is a big game changer
  o 41.3 million subscribers in 2021
  o 167.9 million subscribers in 2024 (projected)
  o Advances mobile marketing opportunities
Mobile Trends

• QR Codes are back!
  o Apple & Android installed readers in camera
  o Now standard for restaurant menu access, app downloads, etc.

• Mobile Location Data
  o Anonymized and generalized data
  o Helps evaluate digital advertising performance
  o This is being impacted by global privacy data concerns
TV & Digital Video Trends

• TV consumption skyrocketed due to the impact of the pandemic shutdowns, but is returning to pre-pandemic levels

• Time spent with digital video is steadily on the rise, even post-pandemic

• However, TV will still lead in consumption over digital video over the next few years (through 2023)

• These insights are particularly relevant when determining digital media ad placements
Social Media Trends

• Social media video platforms and features are on the rise to meet consumer demand
  o YouTube – 81% of Americans use this platform
  o TikTok is a major player – 2 billion app downloads

• Transparency and authenticity is on the rise to better represent the true nature of brands
  o Consumers want more authentic content
  o Brands should consider internal efforts around inclusivity and diversity
Social Media Trends

• Influencer Marketing is gaining steam with an increase in number of influencers and marketing spend

• LinkedIn is not going anywhere – 18 years and counting!
  o Great for niche audiences
  o LinkedIn Campaign Manager is becoming more user-friendly
VISIT DENVER “Coming Soon” Campaign

- 1,635,521 total ad impressions
- 664,163 total video views!
- 555,007 email opens
- 2,066 social media engagements

Check out all videos at VISITDENVER.com/ComingSoon
Search Engine Marketing Trends

• Search Engine Marketing (SEM) will be as important as ever in 2022 with the world reopening for post-pandemic travel

• SEM is an “always-on” endeavor and a key part of any brands’ marketing mix

• There is rising interest in search terms including “when can I travel?”, “where can I travel?”

• Competition is back with destinations spending more dollars on search terms and PPC ads
Cookies & Privacy

• What are cookies???

• Google has proposed a new timeline to withdraw support for third-party cookies – the cookie jar is closing soon!

• Changes around data privacy continue to play out directly affecting social media marketing

• Apple and Facebook are competing for digital dominance
Thank You!

Research and statistics taken from Statista, eMarketer, Hubspot, Hootsuite, Influencer Marketing Hub, Social Media Examiner, DigiDay, AdAge, Google Travel Report 2021