



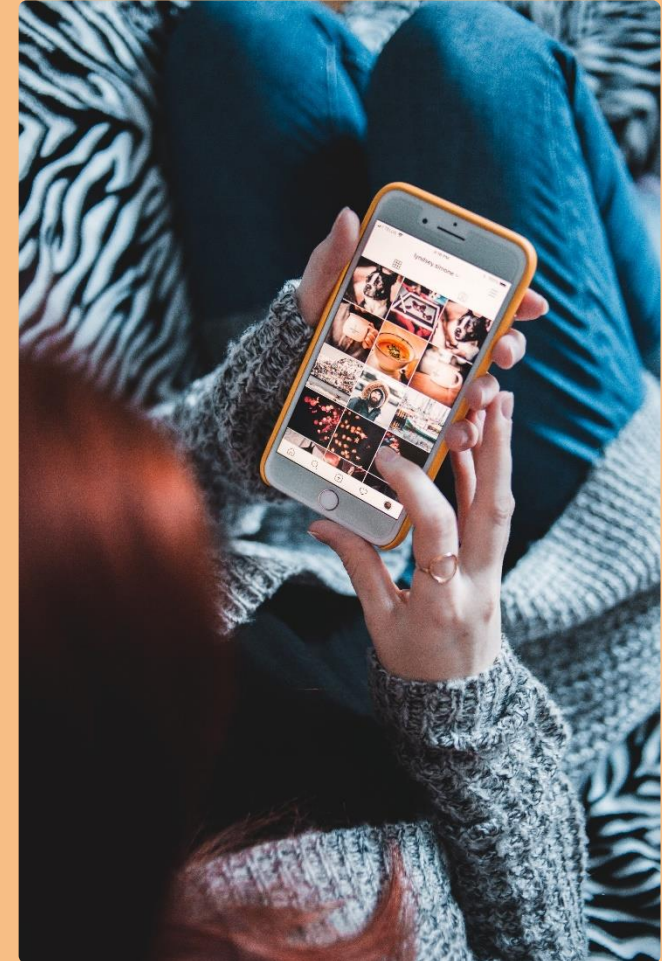
# 2022 Digital Marketing Trends

# 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
  - 41.3 million subscribers in 2021
  - 167.9 million subscribers in 2024 (projected)
  - Advances mobile marketing opportunities





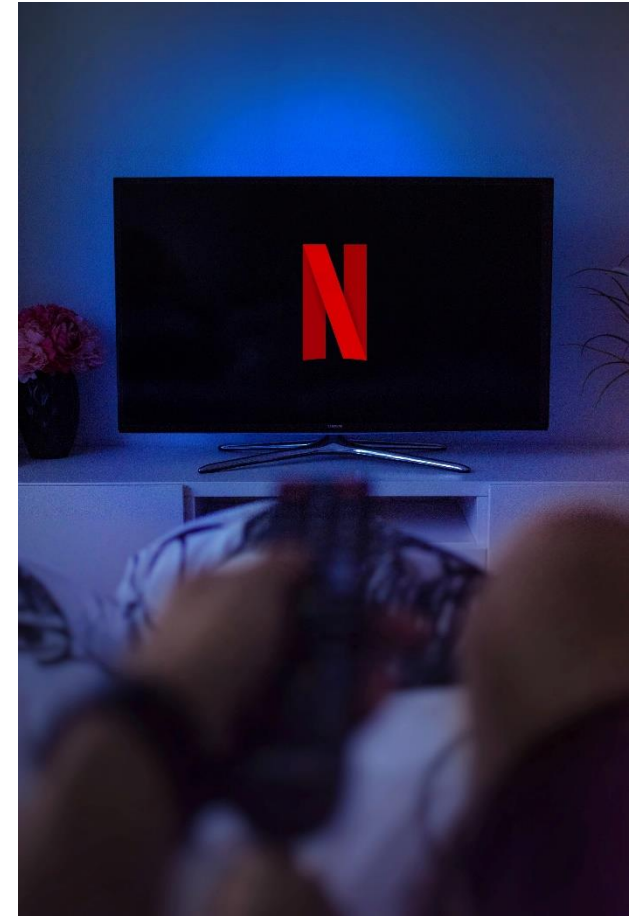
# Mobile Trends

- QR Codes are back!
  - Apple & Android installed readers in camera
  - Now standard for restaurant menu access, app downloads, etc.
- Mobile Location Data
  - Anonymized and generalized data
  - Helps evaluate digital advertising performance
  - This is being impacted by global privacy data concerns



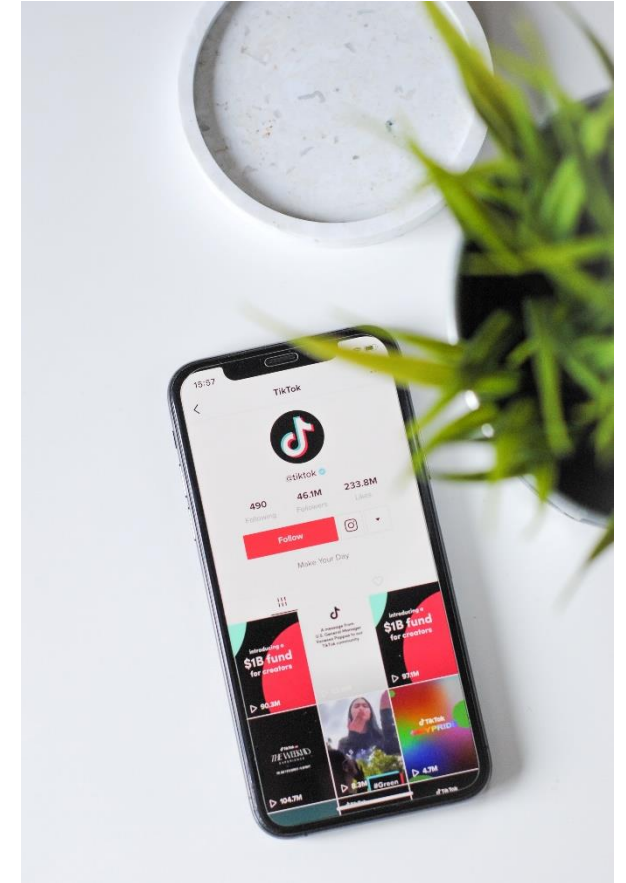
# TV & Digital Video Trends

- 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



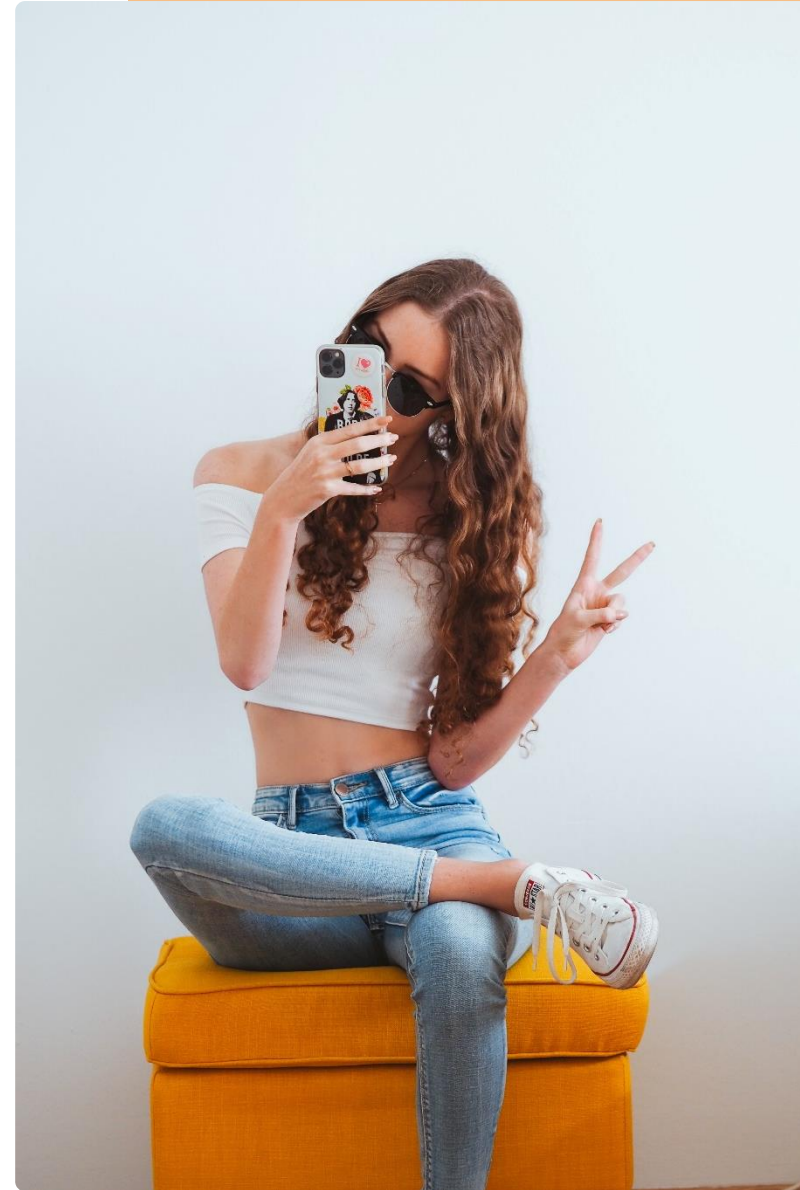
# Social Media Trends

- Social media video platforms and features are on the rise to meet consumer demand
  - YouTube – 81% of Americans use this platform
  - TikTok is a major player – 2 billion app downloads
- Transparency and authenticity is on the rise to better represent the true nature of brands
  - Consumers want more authentic content
  - Brands should consider internal efforts around inclusivity and diversity



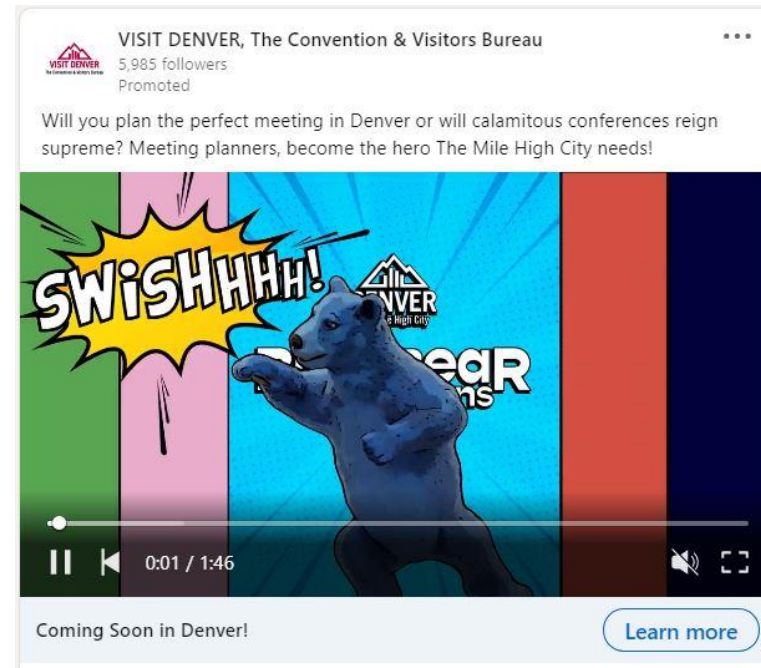
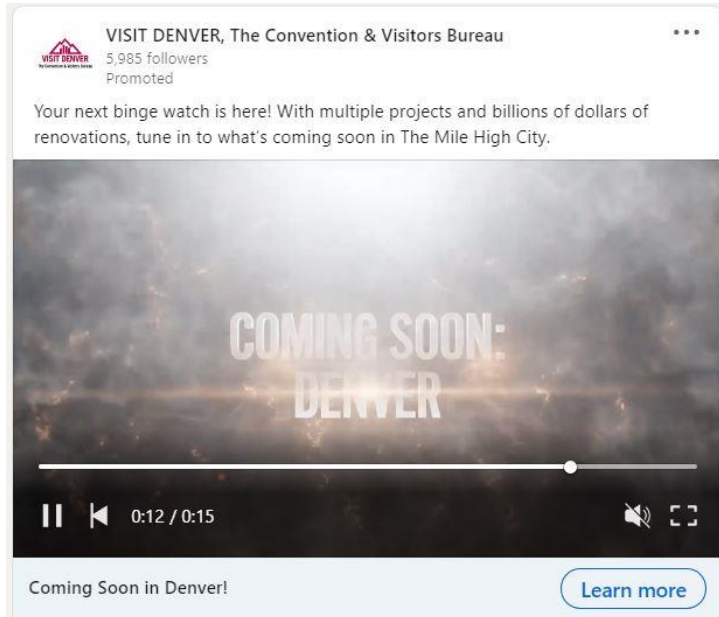
# Social Media Trends

- Influencer Marketing is gaining steam with an increase in number of influencers and marketing spend
- LinkedIn is not going anywhere – 18 years and counting!
  - Great for niche audiences
  - LinkedIn Campaign Manager is becoming more user-friendly





# VISIT DENVER “Coming Soon” Campaign



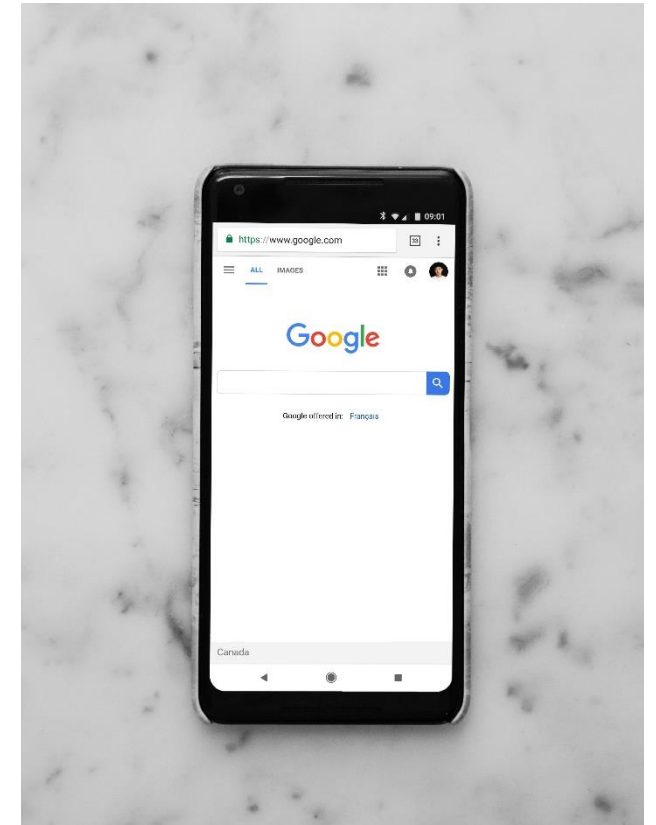
- 1,635,521 total ad impressions
- **664,163 total video views!**
- 555,007 email opens
- 2,066 social media engagements

Check out all videos at [VISITDENVER.com/ComingSoon](https://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





Questions?





# Thank You!

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

