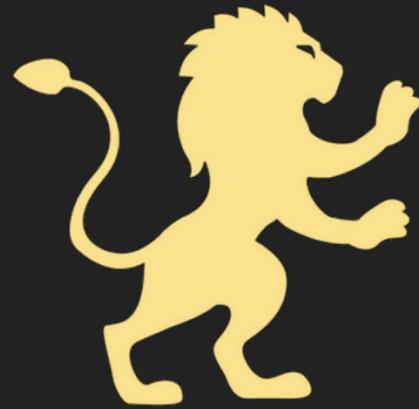




liveish.agency



2023



LIVEISH

WE BELIEVE IN YOU



LIVEISH



01

DIGITAL MARKETING TRENDS 2023

liveish.agency





Table of Contents

02

Presentation Outline

Page 4	360 Digital Marketing
Page 6	The Digital-First Economy and its Impact on Consumer Buying Habits
Page 7	Consumer Habits
Page 8	How Businesses are Adjusting to the Change in Consumer Demand
Page 9	11 consumer trends to watch in 2023
Page 10	Leveraging Data Insights to Remain Relevant in an Evolving Landscape
Page 14	Taking Advantage of Social Media for Targeted Advertising
Page 15	Adapting to New Technologies for Improved Business Efficiency
Page 18	Top Digital Marketing Areas In 2023 & What is Digital Marketing?
Page 19	Digital Marketing Statistics
Page 21	Adopt Social Media Trends
Page 22	Key Elements Of An Effective Digital Marketing Strategy
Page 23	Meet the Liveish team
Page 24	Liveish Customer Support
Page 25	Contact Information





03

Emerging Digital Marketing Trends that you should be aware of...

Digital Marketing Trends 2023





What is 360 Digital Marketing?

360 digital marketing is a comprehensive approach to marketing that involves utilizing various channels and strategies to reach and engage with customers at every touchpoint. This can include tactics such as social media marketing, email marketing, content marketing, advertising, and more. The goal is to create a cohesive, integrated marketing strategy that provides a seamless experience for the customer and ultimately drives sales and revenue for the business.

LIVEISH

Visibility

Increase your online visibility with our listings and reputation solutions, and reach new customers with an improved presence in search engine results.

Advertising

Reach your target audience and maximize your return on investment. Our customized approach provides engaging campaigns that will drive conversions and increase brand awareness.

Website

Website development and management. Resulting in an engaging and effective website, maximize your online presence and attract new customers.

Content

Our video, photo, and written content solutions provide creative, clever, and informative solutions to help your business stand out from the competition. With tailored content, your customers will be engaged and inspired.

SEO /SEM

Customized SEO and SEM solutions optimize your website, increase visibility, and drive more qualified leads to your business.

AI

Artificial Intelligence (AI) is a powerful tool that automates tedious tasks. With AI, businesses can maximize their productivity, reduce costs, and stay ahead of their competition.

Social Media

With social media reach more customers and engage with them on a deeper level. Have an effective and customized social media strategy to drive traffic, increase conversions, and ultimately boost your sales and profits.

Consulting

Our marketing and sales consulting services provide tailored strategies to grow your business and maximize your profits. We work with you to develop a plan that meets your specific needs and objectives. With our expertise and proven track record, we can help you maximize your marketing and sales efforts, while reducing costs and increasing customer satisfaction.





DIGITAL MARKETING TRENDS

05

Are you still relying on the same outdated sales and marketing tactics to promote your business? If so, then it's time to make some real changes now before you get left behind in the Digital-First Economy. Things are rapidly changing across all industries due to an unprecedented shift in consumer buying habits. As a business owner or manager, what can you do to stay ahead of the game and ensure that your company doesn't become obsolete? Here's a good place to start: It's crucial for businesses not only to keep up with current emerging market trends but also to look into future ones as well. In this blog post, we will explore how these phenomena have already started reshaping our economy and what new trends will continue driving change in 2023 and beyond! Get ready for an exciting ride. Buckle up!





The **Digital-First Economy** and its Impact on Consumer Buying Habits

06

In the ever-evolving Digital-First Economy, consumer buying habits have drastically shifted from in-store purchases to online shopping. Consumers now turn to eCommerce for value, reliability, and ultimate convenience. Businesses must therefore adjust their strategies to adapt to this new way of doing business - one that puts digital tools and platforms at the center of operations and allows them to deliver on customer expectations. Companies looking to succeed in this Digital-First Economy must recognize that digital channels offer untapped growth potential, and make sure they deliver a seamless, value-driven shopping experience to remain competitive.

According to a survey conducted in October 2022 by Schlesinger Group, an independent research company, 9,600 global consumers were interviewed on their shopping habits and preferences, with respondents from Australia, Brazil, Denmark, France, Germany, Italy, Japan, the Netherlands, Norway, Poland, Singapore, Spain, Sweden, Turkey, the United Kingdom, and the United States.





Online shopping becomes a defining habit for today's consumer:

Roughly half (51%) of global respondents are likely or very likely to do the majority of their shopping online in 2023;

Spending on online marketplaces continues to rise:

U.S. consumers conducted 46% of their online shopping through marketplaces, a 10% year-over-year increase from 2021;

Online shoppers find marketplaces to be more convenient than the competition:

More than three-quarters (77%) of consumers globally continue to believe marketplaces are the most convenient way to shop online, a 10% increase year-over-year. Three in five (60%) wish more of their favorite retailers had online marketplaces; and,

Consumers seek new features in the "marketplaces of the future":

Global survey respondents cited loyalty and membership programs (41%); in-store pop-ups that show marketplace products in person (28%); purchasing integration with the latest social media apps (20%); and a handpicked selection from influencers they follow (19%) as the features they'd most like to see in future online marketplaces.



How Businesses are Adjusting to the Change in **Consumer Demand**

08

Businesses across the board are having to pay close attention to consumer demands as they transition to survive and thrive in a digital-first economy. Social commerce and discovery are among the newer strategies brands are looking to meet modern consumer needs in an often-shifting landscape. To gain favor from customers, businesses have had to look beyond traditional shopping experiences to offer a multi-channel experience for shoppers. Not only does this provide customers access to the products they need, but also opens additional value propositions with features such as order tracking and predictive recommendations for similar items. Ultimately, businesses have adapted by acknowledging that technology provides endless opportunities for companies of every size.

According to [Shopify.com](https://www.shopify.com), the 3rd largest E-Commerce platform in 2023:



09

11 consumer trends to watch in 2023

1. Buyers impacted by inflation are seeking deals
2. Social ads are still a big driver of purchase decisions
3. Brand loyalty is waning
4. Brand collaborations cut acquisition costs
5. Social commerce and discovery hold strong on TikTok
6. Customers demand low-friction returns
7. Brands look to omnichannel experiences to reach more customers
 - OTT (Over The Top) Media (Streaming Ads)
 - Social Media
 - Blogs
 - Website
 - Digital Ads
8. Building relationships starts with local
9. Supply chain issues persist, despite customer expectation
10. Personalization is in demand
 - Does your brand have a persona?
11. Buy now, pay later options popular with younger shoppers



Leveraging Data Insights to Remain Relevant in an Evolving Landscape

The digital-first economy has presented businesses with a unique opportunity to access a wealth of consumer data and leverage insights from it to remain relevant. Already, many businesses have embraced this challenge by collecting information on their consumers' purchasing habits and preferences to create marketing campaigns tailored to their customer base. The data collected provides invaluable insights into how customers interact with brands and how they respond to different content, allowing businesses to continually refine their approach to remain competitive. The power in this knowledge is the data itself- without access to such necessary insight, businesses may find themselves unable to keep up with an ever-evolving landscape. As such, understanding the nuances found within these data points is critical if companies hope to remain influential amid a shifting digital climate.

According to prospectrmarketing.com:

As businesses continue to shift their marketing strategies online, leveraging data has become increasingly important in maximizing your digital marketing efforts.

Data can help optimize campaigns, target the right audiences, and measure the success of campaigns. Here are a few ways businesses can leverage data to improve their digital marketing efforts. ...



Analyze customer data

Understanding customer behavior is a key component of successful digital marketing. Collecting and analyzing data from customer interactions can provide insights into customer preferences, interests, and buying habits. This data can be used to create targeted campaigns that appeal to the specific needs of different customer segments.

Track website performance

Collecting data on website performance can help businesses understand how users are engaging with their website(s). This data can be used to identify areas of improvement and optimize website experiences for better conversions.

Increase ROI

By tracking user behavior metrics such as conversions, bounce rates, and engagement levels, businesses can identify areas of improvement that will help increase the return on investment (ROI) from their campaigns. With the right data, companies can make more informed decisions on how to allocate resources for maximum impact.





Improve customer experience

Digital marketing also allows businesses to deliver personalized experiences for their customers. By leveraging customer data and insights, companies can tailor content and offers to specific audiences based on their needs, interests, and preferences. This helps create a more engaging customer journey that leads to better engagement rates and higher customer satisfaction levels.

Adapt quickly to changing trends

Digital marketing provides companies with the ability to track and analyze data in real time. This allows them to respond quickly to changes in customer behavior and quickly adjust their strategy accordingly. By leveraging data analytics, businesses can identify patterns and stay ahead of market trends, helping them remain competitive in their industry.

Reach new and wider audiences

Digital marketing enables businesses to reach potential customers that may not be accessible through traditional methods. They can target specific demographics and geographic locations, as well as leverage various online channels such as display advertising, search engine optimization (SEO), and social media marketing, to expand their reach.



Cost-effectiveness

Compared to traditional marketing methods, digital marketing is more cost-effective. With it, businesses can spread the word about their products and services without spending a lot of money on advertising campaigns. Moreover, they can track the performance of their campaigns and gain valuable insights into customer behavior to refine their strategies over time.

Improved customer loyalty

Digital marketing allows businesses to build relationships with their customers and nurture them over time. By providing targeted content, companies can engage with customers on a more personal level, strengthening customer loyalty and building trust in the brand. Additionally, digital marketing helps companies keep track of customer preferences and interests so that they can tailor their campaigns accordingly.



Taking Advantage of Social Media for Targeted Advertising

In an age of digital-first consumer buying habits, businesses need to be savvy and adapt quickly to stay successful. For those willing to jump onto the social media bandwagon, there is potential for growth and powerful engagement with customers. Data-driven marketing campaigns on any number of platforms can allow businesses the ability to hone in and target their desired demographic like never before. Through this method of communication, not only can people express themselves more freely than previously imaginable, but they can also engage in activities such as commenting or liking brands, all of which are immensely helpful for gathering customer data. Businesses that take advantage of this tool stand a chance at outperforming competition by understanding their customer's needs and being able to deliver what they want.

In the ever-changing digital-first economy, customer service is increasingly important for businesses that want to survive. As consumers become savvier and their buying habits shift, utilizing automation can help businesses stay ahead of the curve by providing faster response times and a better customer experience. Artificial intelligence can be used to answer frequently asked questions and maintain online conversations with customers quickly and accurately. The ability to use general-purpose chat software powered by Ai can reduce response time significantly, enhancing the customer experience and providing a competitive edge in the market. With the right Ai tools, businesses can improve efficiency across the board and take customer service to a whole new level.





Adapting to New Technologies for Improved Business Efficiency

In this digital-first economy where consumer spending is increasingly shifting towards online outlets and services, businesses must adjust their workflow to meet these new demands. Companies need to invest in SEO practices, digital advertising tactics, as well as e-commerce solutions to stay competitive. Additionally, platforms should consider utilizing website plug-ins that can streamline efficiency and interaction for customers. Technology like AI can help analyze data and build smarter marketing campaigns. Finally, integrating video content into marketing plans will create greater visibility and attract potential customers. If a business wants to make the most of its talent, achievements, and success in this current market they need to embrace new technologies head-on while adapting its workflow efficiently.

It is essential for businesses to understand the impact of a Digital-First Economy and to adjust their strategies accordingly. Fortunately, this doesn't have to be as difficult or overwhelming as it seems. Utilizing data insights, capitalizing on social media and automation, and taking advantage of new technologies are all recommended approaches to staying relevant in today's market. Although these shifts can be intimidating at first, they open up a whole new world of possibilities that have not been available before. **So don't get overwhelmed and give up**--embrace the change and create something marvelous out of it. With the right strategies and execution steps in place, you can build a successful business no matter what the current trends may bring your way. You don't need to know it all - just reach out to The Liveish Agency for guidance so you can experience success in the digital-first economy with confidence.





16

The Liveish Agency

www.liveish.agency

+1 317-992-0424

info@liveish.agency

By utilizing The Liveish Agency's digital-first strategies and services, you can succeed in the changing digital economy. Our experience and knowledge enable us to provide guidance that is specifically tailored to your business needs. We understand the challenges of adapting to a digital-first economy, so we focus on providing top-tier solutions and results for our clients. Plus--our passion lies in helping businesses succeed, whatever their goals may be - it's why we do what we do! So don't wait any longer--contact us today for help succeeding in the digital-first economy!





17

"Ignoring online marketing
is like opening a business
but not telling anyone"

KB Marketing Agency





Digital Marketing Trends

Top Digital Marketing Areas In 2023

- Mobile First Approach
- Augmented Reality
- Voice Search
- Use of A.I.
- Influencer Marketing
- Video Content

18

What is Digital Marketing?

Digital marketing is the practice of promoting products or services using digital technologies such as the internet, social media, search engines, mobile devices, and other digital channels. It includes various tactics such as search engine optimization (SEO), social media marketing, email marketing, content marketing, and paid advertising. The goal is to reach and engage with potential customers online and ultimately drive conversions and sales.





19

73%

of customers are willing to spend more with a brand that has complete transparency online.

- Nearly 90% of consumers will shop with a competitor after a poor website experience.
- Nearly 60% of people said they wouldn't recommend a business if it had a poorly designed mobile website.
- 44% of consumers tell others about negative website experiences.
- Investing in your site's user experience leads to a \$100 return for every \$1 you spend.





DIGITAL MARKETING TRENDS

Social Media Statistics

Social Media advertisement spending will amount to over 230 billion in 2023.

The average spending per user on an advertisement in the Social Media segment is forecasted to be \$45.11 in 2023.

Over 90% of brands do social media marketing.

20

MARKETING





Adopt Social Media Trends

21

- 1. “Edutainment” content will rule
- 2. Businesses will put more money behind video production
- 3. BeReal will be a turning point for brands
- 4. Businesses will experiment with emerging (and re-emerging) networks
- 5. The creator economy will continue to blossom
- 6. Employee advocacy will be the social media trend to talk about
- 7. How brands talk about sustainability will change
- 8. Social customer care will become a vehicle for surprise and delight marketing
- 9. Social and legal will be the strategic duo no one saw coming
- 10. Social commerce will get up and dust itself off
- 11. We’ll see exciting metaverse brand activations

_ Sprout Social

**INTERNET
MARKETING**

webvertising
web marketing
online marketing
e-marketing





Key Elements Of An Effective Digital Marketing Strategy



22

Responsive
Website With
Engaging Content

Social Media
Marketing

Digital
Advertising
Campaigns

Email Marketing
Campaigns

SEO Strategy

Engaging
Content



23



The Liveish Agency

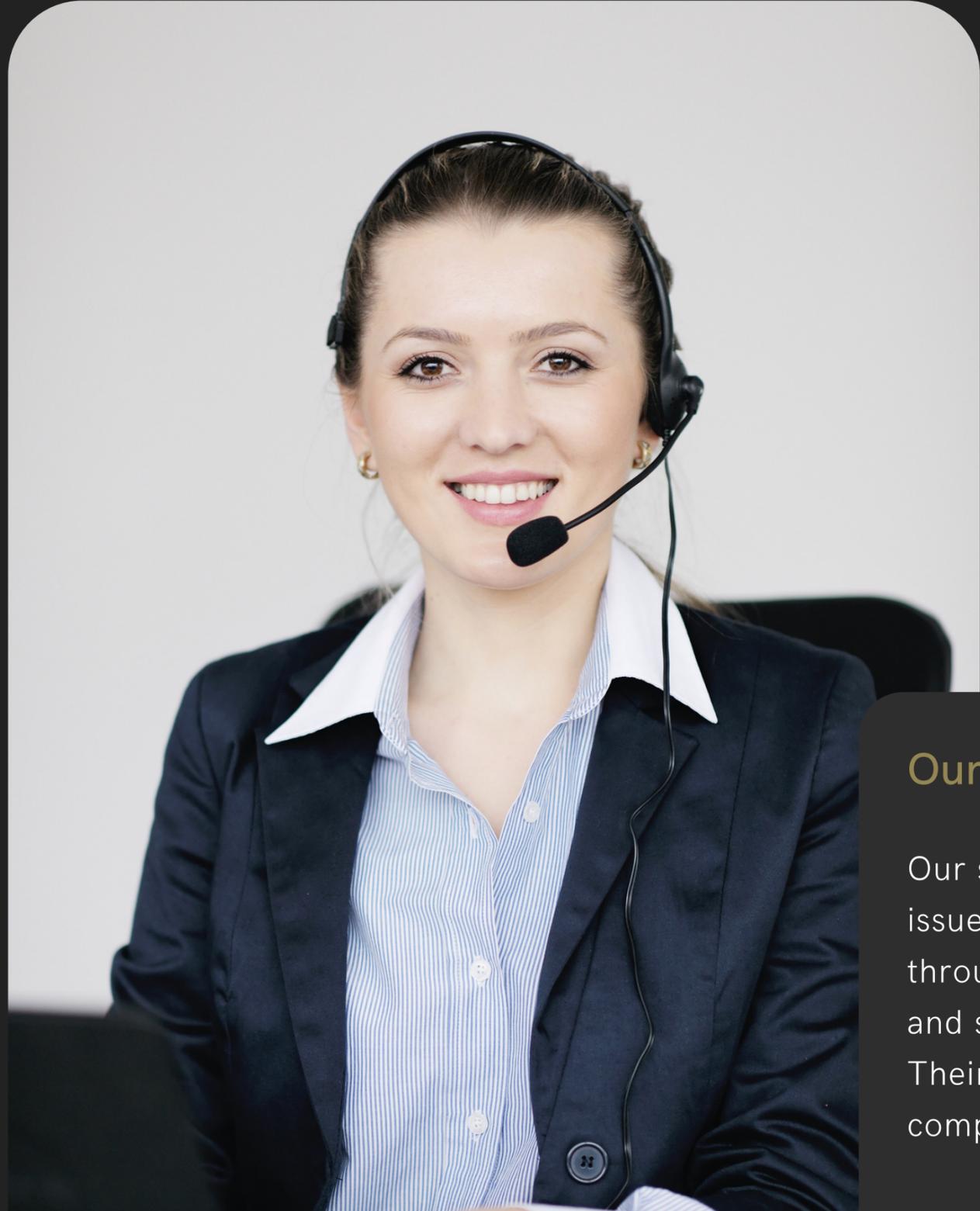
Meet the team

Josh Falcon
Founder & President

Nicole Falcon
Vice President

Josh Dick
COO





Liveish Customer Support

Our Goal Is To Insure Your Success With Our Solutions

Our support agents help customers with their questions, concerns, and issues related to our products or services. They provide assistance through different channels such as phone, email, chat, or social media, and strive to find effective and timely solutions to customer problems. Their goal is to ensure customer satisfaction and to represent our company in a positive light.





Contact Us

For questions or concerns

Phone Number

+1 317-992-0424

Email Address

info@liveish.agency

Website

www.liveish.agency

