

УДК 659.126

FIVE MAJOR MARKETING TRENDS IN 2023

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Every year brings new trends that cause changes in the marketing industry compared to previous years. What can we expect in 2023?

SHORT VIDEO USAGE. Like in 2022, brands will continue investing in YouTube, TikTok and Instagram, as well as using the power of video content to engage and interact with consumers. Short-form videos are the best way to entertain audiences, tap into trending topics and go viral with little costs. Now the most famous video platforms are YouTube Shorts, Instagram Reels and TikTok.

CHAT-BOTS. By 2025, 95 percent of customer communication with brands will be via artificial intelligence (AI), such as chat-bots. Conversational marketing allows brands to interact with customers on a more personal level. Chat-bots can be used for sales, customer service and expert consultations. Chat-bots are a rather new marketing technique, which is really very promising. In the modern world, the main resource is time and chat-bots save it.

GAMIFICATION. Gamification is an example of interactive marketing that uses game-like elements to engage and entertain audiences. Whether in education, recruitment or e-commerce, brands use gamification to reach new audiences. Such mechanics increases engagement and keeps visitors on the site.

PODCASTING. Podcasts help you reach highly engaged audiences and create original content that listeners can easily download or stream. In 2023, podcasting will continue to grow as a marketing tool for brands of all sizes. It's an excellent way to develop niche expertise and create closer customer connections. Whether partnering with other brands, or influencers and industry experts, podcasting can help you establish a competitive edge in your market and improve your business results. Main advantages of podcasts are that you can learn something about the founder of the brand, find out the brand idea and its «features».

BRAND ENGAGEMENT WITH MICROINFLUENCERS. Nowadays the creators – YouTubers, bloggers, Instagrammers – have lots of followers and attained a status equal to celebrities from more traditional mediums like television and movies. Micro-influencers are now being taken seriously by many brands, because their cost is much less than that of big-name influencers. In 2023, brands will be forging long-term connections with micro-influencers as part of their influencer marketing to build bigger communities and increase customer trust and loyalty.

Marketing is a changing concept and it is very important to keep up with its trends. The trends, we have reviewed, are actually some of the best and most promising trends of 2023, in our opinion. Using these marketing techniques, you can easily bring your business to the top of the market.