

# 2024 Digital Marketing Trends Your Business Should Not Ignore

Marketing is always changing but Lenovo Pro dug into the top digital marketing trends, tactics and emerging technologies your growing business should pay attention to in 2024.



## VIDEO AS CONTENT MARKETING

Video continues to excel as a great way to engage with customers. According to Hubspot, among content formats, short-form video is #1 for engagement and ROI.

Harness the power of storytelling to boost brand visibility and connect with your customers on a personal level. Authenticity is valued so don't worry too much about production (do make sure the video is clear.)

**Videos under 60 seconds get the most engagement.**

(Source: Wistia)



## COMMUNITY INVOLVEMENT & ENGAGEMENT

Be the business you'd give your money to. Build brand loyalty by engaging with your local community.

Participate in (or host) events and use social media to get the word out. Posts might be: "Will you be joining us on Saturday? Stop by and say hello! We'll be the ones giving out free merch :)"



## SOCIAL COMMERCE GROWTH

Transform your social media platforms into sales channels. Set up shopping features to make it easy for your customers to buy from you on the spot, on their favorite social media apps.

For example sell on Instagram using the "Shop" feature. Followers can purchase from you directly and immediately, within the app.

**\*BONUS TIP: Draw in your audience with engaging content about your products. Go behind-the-scenes and share how they're made or used.**



**In the US alone, social commerce sales will claim 6.6% of total ecommerce sales in 2024.**

(Source: eMarketer)



## LOCAL SEO & VOICE SEARCH OPTIMIZATION

When looking for a specific business or product, people aren't only typing their questions into a search bar, they're asking their devices for help.

Ensure your business is the top choice by optimizing your online presence for voice search and local queries.

It's not difficult to do: include natural language phrases and questions people might use as keywords in your website's content. Examples include: "What's the best bagel shop near me?" and, "How can I leash train my dog?"

**\*BONUS TIP: Many of these voice searches aren't on a desktop but on a mobile device. Make sure your website is mobile friendly.**



## HYPER-PERSONALIZATION & HYPER-EFFICIENCY WITH AI

Lean into AI to personalize your marketing efforts and streamline operations. From chatbots to predictive analytics, AI tools can boost your customer service strategy and save you time.

Two easy entry points are chatbots and email: Chatbots on your website or social media channels let 'you' provide personalized responses and answer customer inquiries in real-time.

AI-driven email tools can analyze your customers' behavior and preferences, then send tailored email campaigns that match their interests and purchase history.

Both approaches ensure that your customers receive relevant and helpful responses, offers and content. You get better engagement and conversion rates.



## PRIVACY & PERSONALIZED MARKETING

Your customers want relevant content but they expect data privacy (in some cases, it's also the law).

Strike a balance by only sending marketing emails to those who have explicitly agreed to receive them.

**\*BONUS TIP: Offer clear opt-in forms without a pre-checked box for users to actively agree to marketing emails.**

## Keep an eye on these emerging marketing trends:



### AUGMENTED REALITY & VIRTUAL REALITY

AR and VR offer futuristic marketing capabilities now. Once considered out of reach for smaller businesses, these technologies are becoming accessible thanks to affordable solutions.

How to use? Use AR and VR for immersive product demos and super-realistic, compelling customer experiences.



### HYPER-LOCALIZED CONTENT

Take local SEO to the next level and pinpoint your marketing efforts.

Using AI-driven data analytics, it's possible to create highly targeted content strategies that cater not just to a city or region but to neighborhoods or even specific events and locations within a city.



### DECENTRALIZED MARKETING PLATFORMS

Implementing decentralized marketing platforms or blockchain technology in marketing can offer several benefits, primarily around transparency, security of customer data and ultimately, customer trust.

Use blockchain to provide a **transparent history of your products**, reassuring customers of their authenticity and quality, especially useful for high-value or artisan goods.

**40% of consumers are willing to pay more for a product if they could experience it through augmented reality.**

(Source: Eclipse)

## Power your business for success

What do today's most successful and fastest-growing businesses have in common? They invest in the tools and processes that are the best fit for them, not everyone else.

Lenovo Pro and AMD products have everything you need to launch a digital marketing campaign that social results — from image creation, to video editing, to social selling and AI-enabled devices that keep your data secure — the sky's the limit.

When you sign up for Lenovo Pro, you get access to personalized assistance, an entire community dedicated to your success, special offers, discounts and more.

Sign up today — it's free: [lenovo.com/lenovopro](https://lenovo.com/lenovopro)

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