

2023 THRIVAL GUIDE FOR YOUR...

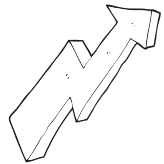
“SMALL BUSINESSES CLAIM THAT EMAIL MARKETING IS THE MARKETING CHANNEL THAT BRINGS THEM THE HIGHEST RETURN ON INVESTMENT.”



- Look at engagement rates .
- Provide information.
- Connect to website.
- Connect to social.
- Reuse/adapt content!

TRENDY TIKTOK/REELS CONTENT STYLES

- Dancing & Lip Syncing
- Pranks
- Cooking
- Challenges
- Collaborations
- Tutorials
- Art
- Animals



SEO REMINDERS FOR WEBSITE

- Consistent Updated Content
 - ✓ Relevant and timely info on News, Blog, or Project Pages
 - ✗ Updating the same line on the home page.
- Image Titles
 - ✓ projectname+location.jpg
 - ✗ image1275634234.jpg
- Clean URLs
 - ✓ www.mywebsite.com/projectlocation
 - ✗ www.mywebsite.com/projectlocationandpoeticsentenceandproductsused)

MOST GOOGLE-SEARCHED IN 2022

WORDLE

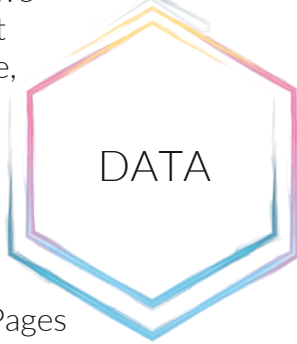
Josh Wardle, a software engineer in Brooklyn, knew his partner loved word games, so he created a guessing game for just the two of them.

Did You Know?

“When we understand a little about how our minds work and we have some guideposts on how to deal with our emotions in a healthy way, we not only build resilience, but we can thrive and, over time, find a sense of growth.”

— JULIE SMITH,
WHY HAS NOBODY TOLD ME THIS BEFORE?

Reminder



THE ELEPHANT IN THE ALGORITHM



Instagram's changes in 2022 hurt everyone's engagement rate. And TikTok didn't help with driving popularity to the competitor. While we have seen a decrease in Instagram's performance for marketing purposes, one thing that has stayed steady and useful is the use of **#hashtags**. They continue to be the main driver of connection and filtering content and placing you in front of a user.

WHAT IN THE AI??!

2023 is the year of AI.

Emerging as Content Creators, Illustrators, Data Drivers, and whatever else we can't even begin to imagine yet!

TOP 10 LISTENED TO PODCASTS IN 2022

- The Joe Rogan Experience
- Crime Junkie
- Call Her Daddy
- My Favorite Murder
- The Ben Shapiro Show
- The Daily
- Office Ladies
- Pod Save America
- Stuff You Should Know
- Morbid: A True Crime Podcast



PANTONE®
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2022 COLOR OF THE YEAR

vividmark
MARKETING CONSULTANTS

THE WAY WE INTERACT WITH THE WORLD ^{UPDATED}

8.5 BILLION ^{OMG} GOOGLE SEARCHES PER DAY

TIK TOK HAS **1.5 BILLION** ACTIVE USERS

82% OF THE WORLD'S INTERNET TRAFFIC IS VIDEO

79% OF PEOPLE SAY **USER GENERATED CONTENT** ON SOCIAL MEDIA SIGNIFICANTLY IMPACTS THEIR PURCHASING DECISIONS

INTERNET USERS SPEND **2 HRS 27 MINS** ON SOCIAL MEDIA EACH DAY

96% OF EXECUTIVES USE **LINKEDIN** AS A SOURCE OF CONTENT

43.3% 1ST POSITION ON **GOOGLE SEARCH** CLICKTHROUGH RATE

30% OF **MOBILE SEARCHES** ARE RELATED TO LOCATION

71% OF U.S. BUSINESSES USE **INSTAGRAM**

70% OF U.S. ADULTS ARE **FACEBOOK** USERS