

CONTENT IS KING

The top content being used are blog posts and short articles. The right content helps build trust and credibility. Prioritise the content to meet your audience needs

SOCIAL MEDIA PRODUCE SIGNIFICANT RESULTS Permanent social media posts seems overtaking ephemeral content. Yet, its best to use both for more effective marketing. Social media advertising still trumps other channels (i.e. paid search, classified, display, video)

INFLUNCER MARKETING WILL BECOME A COMMON TACTIC Besides of mainstream journalists, celebrities, bloggers; everyday consumers act as small influcencers to target niche audiences. The performance can be measured via engagement rates (clicks, subscribes, and purchases).

MOBILE MARKETING IS VITAL It becomes key marketing strategies as consumers are spending more and more time on mobile devices. This includes mobile web, SEO, promos, advertising, email and messaging experiences to subscribers, etc.

VIDEO IS A MAJOR ONLINE MARKETING TOOL

It becomes the important part of digital marketing for any business, even for SMBs; whether it's on a popluar video site or social media platform. Video with short content offers good returns.

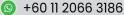
INBOUND MARKETING FOR GROWING BRANDS It becomes more effective in reaching prospects, create brand awareness, build turst and leads. Understand your customers' needs, creative and valuable content are important to catch the customers attention and drive them to your content.

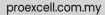
MARKETING TRENDS 2022

Covid-19 pandemic has changed the business landscapes to be more virtual and hybrid. The marketing world is changing and evolving than ever to adapt the constantly changing of the business landscapes.

We have collated the marketing trends and analysis from various marketing professionals and industry experts. These are the twelve of the trends that we found being important in 2022 (but there will be more) to help businesses building targeted marketing plans to gain competitive advantages.

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Focus on customer-centric to provide high quality customer service. Word-of-mouth marketing is a key component to keeping customers happy, and to convert them into brand advocates for your brands via their networks, as well as for repeat business.

FLYWHEEL MARKETING MODEL

Especially during the outbreak where many businesses have successfully connected their brands to be socially responsible in addressing Covid-19 issues via their marketing and communications campaigns and social messages.

DRIVE SOCIAL RESPONSIBILITY

Optimise various data from functions to plan and deal with issues; or to capitalize on opportunities quickly. Especially for virtual engagements for brand awareness, product launches, promotions and events (webinar, livestreamings, virtual expos), etc.

AGILE MARKETING IN BUSINESS PLANNING

One of SEO strategies to optimise search opportunitie for targeted consumers, to increase traffic returns, to grow organic presence, and help businesses become more discoverable online.

SEARCH ENGINE MARKETING (SEM)

As consumers rise of AR (Argemented Reality) /VR (Virtual Reality) experience; and as both hardware and software costs continue to plummet down, it's time to integrate AR/VR and to take advantage of being an early adopter to enhance your brand communication innovatively.

EXPERIENTIAL MARKETING AS RISE OF AR/VR EXPERIENCE

Utilisation of Artificial intelligenc (AI) to target potential leads, track consumer habits and behaviours, improve quality customer services, and to build systems for online reputation, market data analytiics and brand management.

ARTICIAL INTELLIGENCE (AI) UTILISATION