

WEB CONTENT MANAGEMENT

2022

TRENDS

Any content marketing strategy is founded on creativity and innovation. Make the most of these skills by staying up to date on trends in this ever-changing industry! Let's take a look at the top trends for 2022.

1

AUTOMATION



The demand for automation is high as organizations try to regain their time as content teams are frequently tasked with doing several manual tasks that take up an extensive amount of it, such as posting on social media or launching webinars. Companies can now use robots to reduce human intervention in this process to the extent that is required!

2

REAL-TIME ENGAGEMENT



Brands that want to be successful need a personality and the ability to engage with their followers in ways that go beyond just posting content on social media. Brands can use Instagram Lives, Facebook Live Broadcasts (or other forms of live streaming), or LinkedIn chat rooms as opportunities for real-time engagement by answering questions asked by customers during these broadcasts while also creating an opportunity at building genuine connections like you would if were sitting across from each other face-to-face instead of online!

3

VIRTUAL AND HYBRID EVENTS



The pandemic created a quick shift from in-person meetings and events to an almost completely virtual world. In a world where work is becoming more virtual and mobile, brands are likely to follow suit by delivering webinars along with social media streams for their audiences while also hosting audio versions such as podcasts which can be listened to online instead of requiring an actual event presence required during traditional times

4

CONTENT RECYCLING AND REUSE



The idea of content recycling is not new, but it's one that should be considered more often. By taking an audit and looking at what you have already created, you can determine which pieces no longer fit the needs of your company or business goal and then repurpose them into something else entirely. A white paper can be repurposed after an audit by breaking it down and updating it into a series of long-form blog articles, which can then be broken down into snippets for various social media channels, infographics, and more.

5

TEAM DIVERSITY



Diverse teams are better equipped to create engaging content for their audience. With a diverse range of knowledge and skillsets, the whole team is more likely than not capable of producing quality work that will keep your reader engaged from start-to-finish! Identify and focus on your team's core strengths and then find others who can help you complement them.

6

VOICE AND VISUAL SEARCH



The volume of voice-search queries per month will continue to get higher at a rapid speed as the use of Alexa, Google Home, Siri Voice, and visual search queries are on the rise, so it is important for content creators to keep this in mind when designing their website. Voice searches are more direct and demand a quick answer without additional context, which means the content on your website needs to be easily understandable for those using voice search. The tone should also follow suit in order not to confuse users by using long sentences or complex language that cannot quickly convey meaning - keep it simple!

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