



kitchen & bath
MARKETING SOLUTIONS

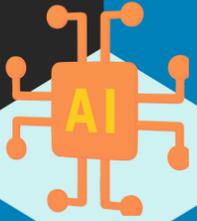
Digital Marketing Trends in 2023



User-Generated Content

You need your present clients to publicly endorse you by producing user-generated content if you genuinely want to win over potential customers.

TIP
1



Artificial Intelligence

Using AI tools for brainstorming, outlining, and research can be useful.

TIP
2



Interactive Websites

Personalized tools and quizzes are appealing features because they let consumers quickly find solutions to their queries.

TIP
3



Conversational Marketing

Automated chatbots address this issue by offering prewritten answers to frequent user inquiries.

TIP
4



Third-Party Cookies Phased Out by Google

Google is migrating from Universal Analytics to Google Analytics 4. In order to draw customers to a brand, marketers will need to create more customized plans and marketing tools.

TIP
5



Website Design

People want to see artwork that represents your company's identity and brand.

TIP
6



Social Inclusivity

Provide solutions to increase the accessibility of websites for people with disabilities.

TIP
7



Symphonic Advertising

The only thing better than choosing the ideal song for your advertisement is letting the advertisement choose a track that will exactly resonate with your listener to enhance recall and purchase intent.

TIP
8



Machine translation in multilingual content marketing

The majority of online content is written in English, which restricts its audience. Online translation tools are frequently used by non-native English speakers. Machine translation post-editing, or MTPE, has drawn considerable interest from digital marketers.

TIP
9



Google Ads' automated and intelligent bidding

Automated bidding allows Google to make real-time bid adjustments using machine learning and its vast user database.

TIP
10