

Biggest Trends Impacting the Marketing Bottom Line in 2023

Marketers have faced many challenges in recent years, with the pandemic, rising cost of living pressures and changing customer spending habits. To stay competitive, businesses need to keep up to date with the latest trends to adapt, connect and engage with their customers. The world of customer engagement and marketing automation is constantly evolving, and 2023 is shaping up to be a year of new trends. In this article, we'll explore some of the biggest trends that are expected to have a major impact on the way companies engage with their customers, automate their marketing processes and stay competitive in an increasingly challenging market.

Artificial Intelligence and Machine Learning

One of the biggest trends will be the continued growth and adoption of artificial intelligence (AI) and machine learning (ML) technologies. AI and ML have become more accessible to non-technical audiences. As they are assisting businesses to automate many routine tasks, such as data analysis, lead scoring, cleaning data, and optimising content for SEO. This allows marketers to focus on more strategic activities. An [Insider](#) survey of 68 founders across sectors from healthcare to supply chains, identified AI as the key innovation trend of 2023 that will most likely change their sectors. As AI is maturing it is gaining value in augmented reality, virtual reality and in conversational language models such as Chat GPT.

“Technologies help empower your people to deliver more personalised experiences at scale and hand-off to human operators at the right time.”

Tom Lancaster, Senior Product Manager, Known

Interactive Content

Interactive content can help capture customer interest and keep them on your website longer. It also provides an engaging experience, allowing businesses to gain valuable insights into their visitors preferences. By using this information, you can target them more effectively, generate leads, and convert those leads into sales. Interactive content is more engaging and 77% of marketers according to [Hubspot](#), cite it as the most effective content type for social media. It can be used in ebooks, reports or how to guides with clickable content or animations.

Marketers are increasing investment in quizzes, polls, games, forums and real time research is becoming increasingly popular to engage with customers. Interactive content can help to build a strong emotional connection with customers, while also providing valuable data that can be used to personalise marketing campaigns. Interactive content is also a great way to break through the clutter and stand out in a crowded digital landscape. Increasingly marketers are also putting more importance on interactive educational content to support customers throughout their life cycle.



Customer Data Privacy and Protection

[Data privacy and protection](#) will continue to be an area of concern, with companies being held to increasingly high standards for how they collect, use, and protect customer data. Companies will need to be transparent about their data practices and ensure that they are following best practices for data security and privacy. Some markets, such as Australia, will see new legislation hit.

In December 2022, the [Privacy Act review](#) resulted in changes to the Privacy Act to increase maximum penalties and to allow the Office of the Australian Information Commissioner increased enforcement ability. There are also increasing compliance obligations for SMS such as ACMA regulations for providers to reduce scam texts with verified Australian business sender ID's, US opt in laws and Singapore sender ID regulations.



Omnichannel Marketing

Omnichannel marketing involves reaching customers through multiple channels such as google search, email, social media, and mobile apps. Companies that take an omnichannel approach to marketing will be better equipped to provide a seamless experience for customers, regardless of which channel they are using. Omnichannel marketing has several benefits for your customers and business including:

- Customers often have preferences of which platforms they like to be on so the broader your brand presence and marketing efforts, the higher the reach of potential customers.
- Customers in the digital age have an expectation that brands can be found on multiple platforms. Brands can build strong relationships with customers, as they return to make multiple purchases or engage with the brand.
- By adopting an omnichannel marketing approach businesses can collect valuable data and insights into customer touch points, where they are interacting with your brand and any issues they may experience.

Omnichannel marketing is about [enhancing your customer experience](#) by engaging with them at every touch point in their buying journey, allowing seamless interaction with your business across various channels.

Voice Search Optimisation

With the increasing popularity of smart speakers and other voice-activated devices, voice search is becoming a major focus for marketers in 2023. Companies will need to optimise their websites and content for voice search, to ensure that they are visible and accessible when customers are using these devices. GWI reported a [7% rise in voice search](#) since 2020, with over 5.7 million Australians owning smart speakers.

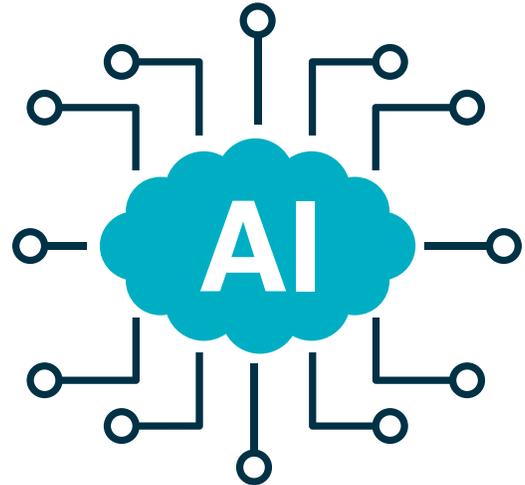


AI driven SMS

AI-driven SMS is another trend that is expected to grow in popularity. SMS remains one of the most widely used forms of communication, and with the rise of AI technology, businesses are now able to leverage this channel in new and innovative ways.

An example of AI-driven SMS is the use of chatbots for customer support and engagement. Chatbots can be trained to respond to customer enquiries, provide product information, and handle transactions, all through SMS. This allows companies to enhance their customer experience, without the need to download an app or visit a website.

AI-driven SMS can also be used to personalise marketing. AI algorithms can analyse customer data, including purchase history and demographic information, to create targeted SMS campaigns that are more likely to resonate with individual customers. It can automatically generate and send SMS messages to individuals and groups. This can improve the effectiveness of marketing efforts by increasing conversion and customer engagement.



“We’re moving now into an era where conversational AI is really coming to the fore, in all its forms, and it’s aiming to reconnect us back to that personalised, one-on-one customer experience.”

Karen Powell, Group Chief COO, Bastion

Conversational Commerce

Conversational commerce is still relatively new, and many businesses are still investigating whether this will support their marketing and customer engagement objectives. Conversational commerce refers to the use of chatbots, messaging apps, and other conversational interfaces that interact with customers and facilitate sales.

Conversational commerce offers a number of advantages over traditional e-commerce, including 24/7 availability, instant gratification, and a more personalised, human-like experience. It also allows businesses to collect valuable data about their customers' preferences and behaviours, which can be used to improve their marketing strategies.

To take advantage of the opportunities offered by conversational commerce, companies may need to look into conversational interfaces that are able to handle a wide range of customer enquiries and transactions. Conversational commerce is poised to have a major impact on the way companies engage with their customers and sell their product.

Afternoon Luke 🌟 it's Ash from World Gym Northern Beaches ❤️ In case you haven't heard, we've been given the green light to open our doors again - on October 11th.

To celebrate reopening we're offering our ex members a special rate if you re-join before Oct 11. We'd absolutely love to see you back in the club, please let me know or feel free to give me a call 📞

Hi Ash - that's great news Would love to. How can I sign up?

No worries - I'll give you a quick buzz in a minute to get you set up 📞

Sounds good

Luke Bridges, Founder of Conversr expressed it is still an effective medium for customer engagement that “SMS offers each and every business unrivalled attention for their brand. If you want to win in this new era, you need to be using the channel to deliver service and value beyond expectation.” he said.



“No longer just buzzwords, AI and automation offer businesses both large and small, the ability to up their customer service game through the SMS channel. But with 99% of people hating bots, you tip toe the line between CX mastery, and avoiding customer dissatisfaction. The magic happens at the intersection of human and AI.”

Luke Bridges, Founder of Conversr

The key to removing friction is making interactions faster, more convenient and more enjoyable, without losing the human touch. According to Luke Bridges “The result is rich 1:1 relationships at scale, founded on trust, fuelling loyalty and Customer Lifetime Value (CLTV).”



“The opportunity and role that conversational messaging will have, particularly in the B2B space, is one of the biggest opportunities we have as marketers.”

Scott Combes, Head of Public Sector Marketing, Google Cloud.

This year is set to be one of accelerated change with trends of conversational commerce, AI, interactive content, voice search and omnichannel marketing. It is essential to drive customer engagement in an increasingly competitive digital landscape. To utilise marketing automation and to keep up to date with trends in order to differentiate and grow. By embracing these trends and leveraging them to enhance your marketing strategies, this can help your business to better connect and engage with customers and to enhance your customer experience and maximise ROI.

Contributors



Tori Starkey

Head of Marketing - Known

Tori heads up Marketing at Known leveraging her passion for fostering data and technology to deliver growth. Ranked as one of the top 50 CMOs in Australia, she has over 20 years of experience across Sales, Marketing and Operations where she has served in senior roles in some of Australia's largest Marketers. Tori has built a reputation in the tech space as the Chief Marketing Officer at Ricoh, Marketing Director at VMware and Telstra. She holds several advisory positions including WYDA education and Women in AI.



Luke Bridges

Founder - Conversr

Luke Bridges is an energetic leader with a passion for technology, entrepreneurship and innovation. Conversr was inspired by improving interactions that customers have with any brand that should be humanised, convenient, simple and enjoyable. Conversr helps businesses improve their customer service, by tapping into zero code conversations, enabling them to unlock efficiencies and cost savings from automation. Creating 1:1 relationships at scale and engage their customers through human like, AI powered engagement.



Scott Combes

Head of Public Sector Marketing - Google Cloud

Scott Combes is a Senior SaaS Marketing Leader who thrives on bringing Sales and Marketing organisations together to deliver results. Key focus is on using cutting edge digital campaigns and marketing technology to drive real ROI. Scott has extensive experience in B2B marketing throughout Australia and the Asia-Pacific region by leading marketing teams in Dell, Oracle and Temasek backed cybersecurity start up - SHIELD. Scott currently leads Google Cloud's growing Public Sector Marketing across JAPAC.



Karen Powell

Group Chief Operations Officer - Bastion Agency

Karen Powell is one of Asia Pacific's leading revenue strategists with over 20 years of experience in regional go-to-market planning, integrated digital marketing, audience intelligence, marketing automation and experiential events. During her career, she has advised some of the world's most renowned multinational brands such as Salesforce, Lexus, Telstra, EMC, AIG, Harley Davidson, SAP, and AMEX. Karen oversees Bastion's operations globally across client, business, people, and marketing, ensuring that Bastion delivers world-class experiences to clients, and maintaining the company's presence in Australia, America, New Zealand, as well as agency partnerships in 10 Asian markets. Karen holds a Master's in International Business, a Bachelors of Asian Studies as well as a Bachelors of Business Administration/Marketing. She is a mother of four - three girls, and one son - which gives her a deep passion for the advancement of women in the workforce and technology sectors.



Tom Lancaster

Senior Product Manager - Known

Tom Lancaster is a highly driven and accomplished Product Manager with 15 year's experience spanning Messaging Technology, Strategic Consultancy, Manufacturing and Financial Services. He has a proven track record of delivering outstanding results in various leadership roles within Product, Growth and Data teams. Currently leading product development efforts for Conversr at Known, Tom is responsible for driving growth and innovation of conversational messaging through automation and artificial intelligence. Conversr is the next generation of customer engagement, an automated conversational platform that lifts customer engagement, reduces operational overheads, and grows revenue.

For more information visit our websites

www.burstsms.com.au

www.conversr.com