



# MARKETING COMMUNICATIONS *Trends* FOR 2024





# INTRODUCTION

In years past, WVU Marketing Communications has produced pieces predicting the biggest marketing communications trends to come in the new year. No one could have predicted the quick emergence and adoption of artificial intelligence (AI) in the industry and how the industry would respond to this sudden change. Now, looking ahead to 2024, there are trends on the horizon marketers must be prepared for, including the evolution of AI tools in the practice.

After a highly engaging Integrate Online session with industry experts\*, WVU Marketing Communications presents Marketing Communications Trends for 2024.



\*Visit [integrate.wvu.edu](https://integrate.wvu.edu) to view the archived session of 2024 Trends: Where Marketing is Headed.





# CONTINUED GROWTH OF AI TOOLS AND TECH

We're all familiar with AI now. With the launch of ChatGPT late last year and the integration of AI tools into marketing platforms, AI is showing no signs of slowing down.

As AI becomes more conversational with chatbots and virtual assistants, marketers must be ready to use the new technology with a few considerations. AI is a tool for marketers and not a marketer itself. People still have to be a buffer between technology and consumers, and marketers are responsible for the ethical use of AI.

AI is a great tool for brainstorming, but marketers must be cautious of taking content from AI, especially text-based generation, as it may be something that has already been done. Anything a marketer uses from AI must be thoroughly vetted. At the end of the day, AI cannot replace the unique, human experiences that marketers have.





# VIDEO FOR STORYTELLING & SEARCH ENGINES

Video remains a dominant force in the world of content marketing and is a proven storytelling tool. Short form video reigns supreme, but long form content is also seeing success on YouTube. The key takeaway? Video is about storytelling, not selling to consumers.

In addition to video strategy in content marketing, marketers should keep an eye on the rise of livestreaming. As TikTok has invested into its livestream and shop capabilities, this opens the door for marketers to incorporate live video into their strategy.

Storytelling has always been a pillar of TikTok, but it recently has become the search engine of choice for younger consumers. This audience is looking for quick answers and some kind of visual. This is something marketers need to be cognizant of when drafting SEO strategies for the new year.

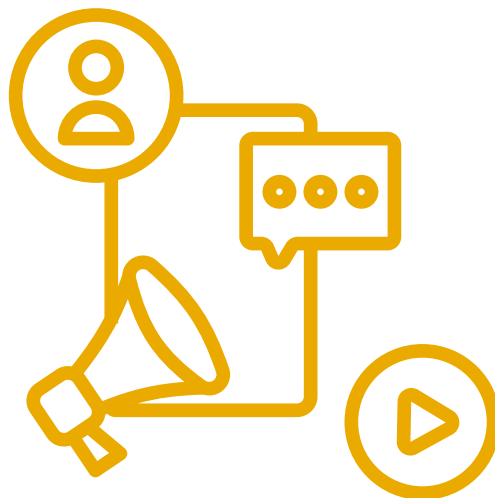




# B2B: ACCOUNT-BASED MARKETING & AFFILIATES

Lead generation strategies are something all marketers are familiar with, but there's a shift away from lead generation and toward account-based marketing. ABM is about fostering relationships between a brand and a potential consumer, and once that relationship is firmly established, leading them down the funnel. ABM doesn't stop at this conversion, though. It needs to be fostered as you're working together and opens the door for more opportunities to work together.

In 2023, affiliate marketing was a \$13 billion industry, and it's only projected to grow for 2024. It's a matter of qualifying who you're working with to make sure that it's something that's supportive of your business goals and not just something that feels like mindless sales that don't come back to your brand.

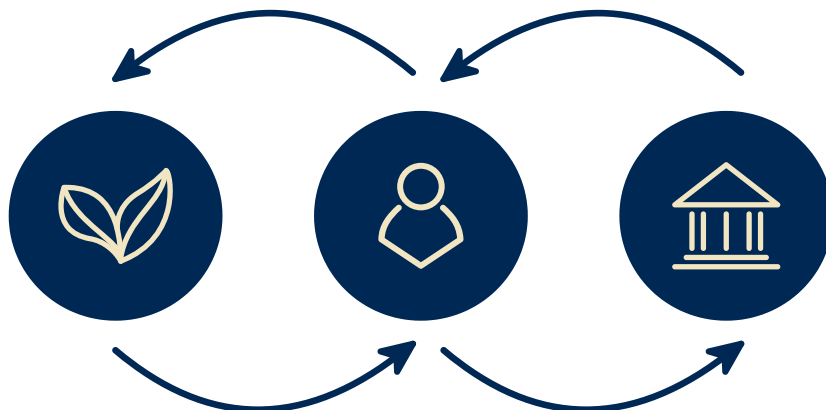


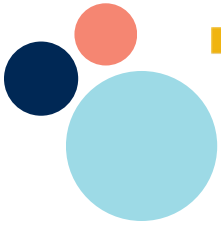


# DEMAND FOR ESG AND SUSTAINABLE BRANDS

More than ever, brands must be purpose-driven and show a commitment to ESG and sustainability. This is especially important to younger consumers, but marketers are seeing more target audiences who are caring about the stance on particular issues from their chosen brand. At the end of the day, consumers will only be loyal to brands who have the same commitments.

As consumers are looking toward more transparency, brands are beginning to disclose more information about their production and shipping processes, and brands are anticipating a shift from voluntary compliance to mandated compliance as policies change. For 2024, we're expecting ESG and sustainability efforts to shift from niche to normal and become a mainstream concern at the forefront of all consumers' minds.





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