

FROM AI TO GEN-Z: 2024 DIGITAL MARKETING TRENDS & CHALLENGES



Expertly predicting the year ahead while learning from 2023's marketing efforts, consider this your guide to nailing whatever marketing throws at you in 2024.

A black and white photograph of two women smiling and looking at a laptop. The laptop is covered in various stickers, including a handprint, a cartoon character, and the text 'I AM Remarkable'. The woman on the right is wearing a lanyard with 'GRANT' on it. The background features large, soft-edged purple and white circles.

2023? COMPLETED IT

Marketing professionals everywhere are already well into the swing of whatever 2024 is throwing at them – tackling tasks pushed back from Christmas while navigating new and emerging trends as they unfold.

But, while it's essential to keep your finger firmly on the pulse of the present when marketing, a glance backwards to the past can offer up some invaluable insights – “learning from your mistakes” springs to mind.

We wanted to create a resource that does both – outlining the core trends that will be happening in 2024, while taking the challenges from 2023 and repurposing them into helpful learnings.

Filled with expert insight from our SEO, PPC, Data, Paid Social, and Creative professionals, consider this your forward-and-backwards-looking guide to surviving (and, who knows, maybe even thriving) in the next four quarters of the digital marketing industry.

Let's dive in, shall we?

THE TOP DIGITAL MARKETING CHALLENGES OF 2023

As an agency, we work with a wide array of stakeholders – from board members to one-person marketing teams. In our 15 years of experience, we've come to learn that everyone has different pain points, which throw up unique challenges.

Towards the end of last year, we gathered data from 111 marketing professionals about what their particular pain points were. From their answers, we have produced the following list of the most common digital marketing challenges, dividing them into the following categories...

- [Content Marketing](#)
- [Search Engine Optimisation \(SEO\)](#)
- [Pay-Per-Click Advertising \(PPC\)](#)
- [Social Media](#)
- [Data and Tracking](#)



At the end of each section, we've provided a handy visual breakdown of just how many marketing professionals raised each discipline (and its subsections) as a marketing challenge when asked.

Use the jump links above to navigate to the sections most relevant to you, or grab a drink and read through it all in order.

CONTENT MARKETING

Striking a balance between creating accurate, engaging, and helpful content with a human touch and keeping up with the output capabilities of AI has been a daunting task for content writers this year.

In 2023, ask any content marketer or copywriter to give you one buzzword and we guarantee that at least half of them will reply, "AI". Aside from having to continuously justify the value of their jobs to those outside of marketing (in the face of the developments of generative AI), content marketers have also had to tackle entities and keywords changes, the production of E-E-A-T content, and an increase in the demand for accurate, data-driven copy too.

Reflecting on this, Liz Quinn, our Senior Digital Creative Manager, had the following to say...

"I think in 2023 AI has become a bit of a buzzword, almost tricking people into thinking that it's a new tech (when, in reality, AI has supported marketing and other Industries for years). I think if you're not considering the power of AI as a support function then you're probably going to fall behind your competitors, but should it write your content for you? Absolutely not."

This brings us nicely to our first content challenge... how to 'use' AI when writing.



LEVERAGING AI FOR CONTENT CREATION



One of the main challenges for content writers has been navigating how best to harness the capabilities of AI to produce content – and, more importantly, good content.

While tools such as ChatGPT are excellent for increasing output quantity, the quality of AI-generated content is an ongoing topic of debate. As such, much of 2023 was spent testing – be it the accuracy of AI content in response to prompts or the performance of non-human authored content on search engine results pages.

Our Head of SEO, Kathryn Bevan, has been doing just that.

“From my own testing, I’ve not seen much success when trialling purely AI-driven content for SEO, as there are still accuracy considerations, plus it still lacks the level of added experience, expertise and authority that an author who knows the subject well would be able to bring to the topic. I think the most successful way AI can be used for content generation is in a supportive capacity, for example, using it to generate content ideas and develop content outlines, which should then be reviewed and added to with the expert lens of a human writer.”

CONTENT QUALITY CONSIDERATIONS

Now more than ever, the quality of written content on the web is under scrutiny – from search engines looking to determine whether it has or has not been written by an expert human, and from users primed with pre- and misconceptions about ChatGPT.

As such, content marketers have had to pay much closer attention to things like source attribution, tone of voice, readability, and style.

As Liz puts it:

“Quality over quantity is a widespread topic at the moment, in part due to the rise of AI-generated content – which is, arguably, often worse quality. Quality is going to become a key differentiator for success when it comes to standing out in a world where anyone can create content at the click of a prompt, so it’s going to be hugely important to create strategies and processes that allow for high quality content creation. If you want to stand out, quality is going to be how you do it. E-E-A-T and then move to SGE in the new year all prioritise content that’s helpful, high quality, authoritative, trust-worthy – so really this is only going to become more important or brands that want to succeed in the content space.”



THE BREAKDOWN

We asked a group of marketing professionals what their biggest digital marketing challenges were, the following figures note how many mentioned challenges related to content.

28.8%

'Content Creation' mentions

28.8%

'Content Marketing' mentions

24.3%

'Strategic Messaging' mentions

22.5%

'Content Management' mentions

22.5%

'Interactive Content' mentions



SEARCH ENGINE OPTIMISATION



For SEOs, 2023 felt a bit like an endurance test. The algorithm updates came in thick and fast, giving search professionals a steady stream of new material and best practices to respond to.

From the [November Core Update](#) to [mobile-first indexing](#), there were a lot of external changes. Check out our [Guide to Google's Algorithm Updates in 2023](#) for more details about each one and what it meant for SEO.

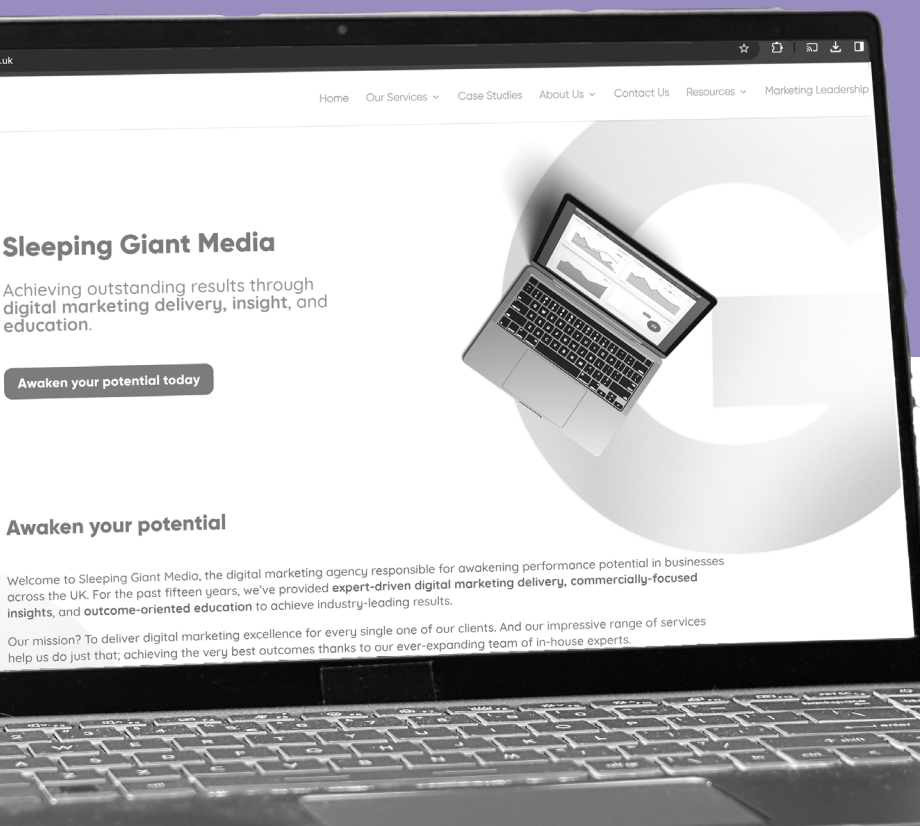
Below are some of the most common challenges that SEOs had to deal with while navigating Google's agility course in 2023.

TECHNICAL SEO AUDITS

Technical audits are not new. In fact, they're one of the foundational pillars of SEO. But, in 2023, this form of site assessment came to the fore, partially due to the advancements in AI, and created a number of sticking points for SEOs looking to enhance website performance and visibility.

Our team of SEO experts are keen to emphasise that, while technical SEO can be extremely difficult, fiddly, and frustrating at times, sorting the basic technical issues with a site should always come before anything else.

As Kathryn says: "Even with an increase in AI, technical SEO is still fundamental to SEO, and audits are a key part of being able to find those issues and improve performance. Google's Search Relations team have also been quoted recently reinforcing that the basic technical things should be fixed on a website before moving onto the "next big thing" which restates the need to get the fundamentals right as a solid base for building on SEO performance."



AI-DRIVEN SEO

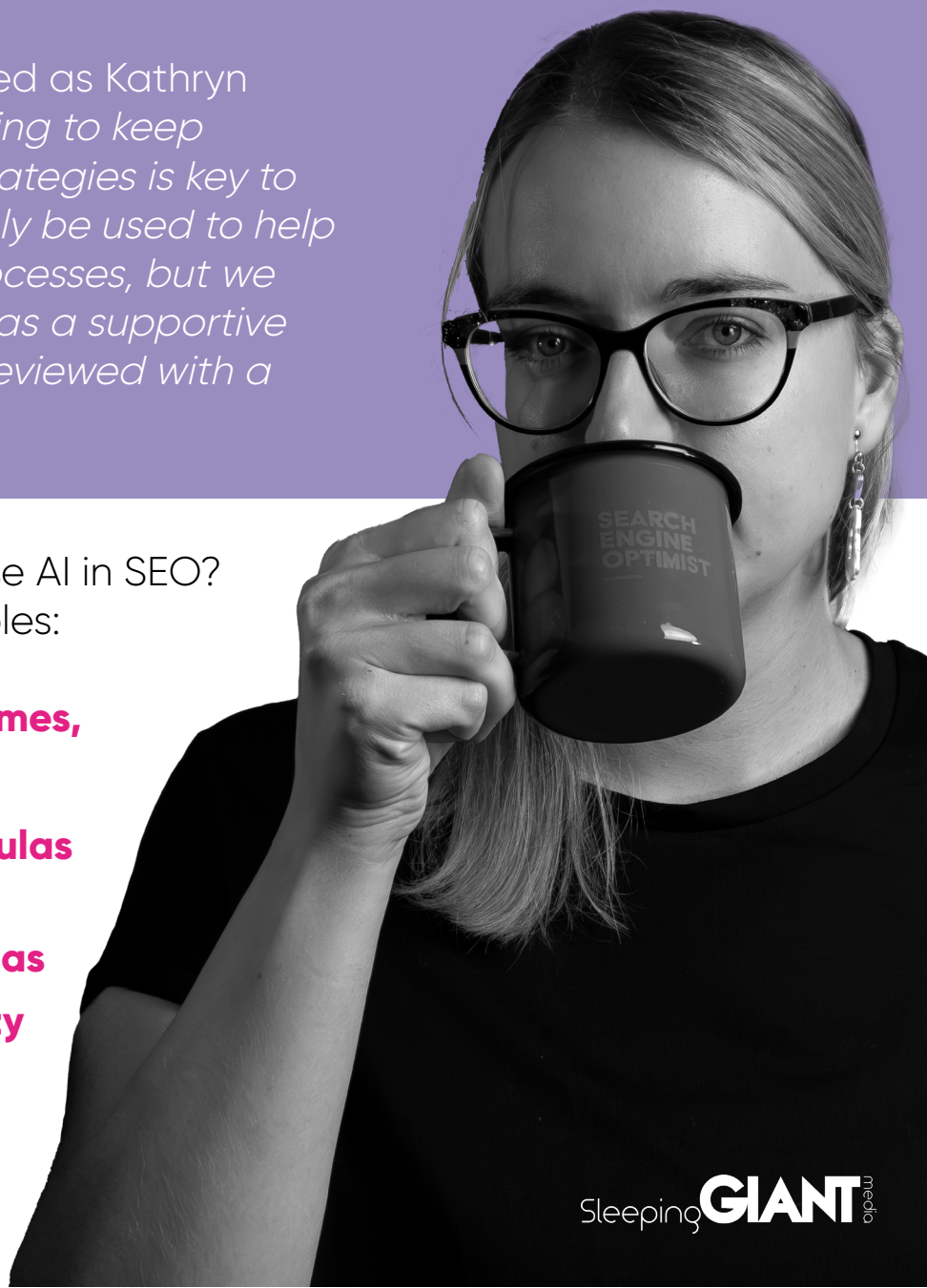
You might be sensing a pattern in these challenges Yes, AI will be making numerous cameos as arguably the 'biggest' thing to happen to digital in decades.

In 2023, as many businesses began to learn more about AI, there developed valid concerns about its impact on search engine rankings. As an agency, many of our conversations with clients towards the tail end of last year were characterised by a recurring need for guidance on how best to 'adapt to AI' so as not to fall behind competitors or perform poorly on search.

And this need is well-placed as Kathryn makes clear, *"AI is only going to keep increasing so adapting strategies is key to stay ahead. AI can certainly be used to help speed up optimisation processes, but we would recommend its use as a supportive function with any output reviewed with a human lens."*

So, how can businesses use AI in SEO?
Here are just a few examples:

- **Clustering keyword themes,**
- **Sorting through data**
- **Generating useful formulas to help filter data.**
- **Generating content ideas**
- **AI tools that make entity SEO more accessible**
- **Helping scope out a content outline.**



SEARCH VOLUMES

Lastly, before we move on from SEO, we have to talk about the changes to search volumes and the kinds of results Google is returning to users when they search.

If you haven't been living under a rock, you may well have heard that Google's Search Generative Experience is coming out of its beta test version at some point in 2024. If you're not yet acquainted with SGE (as it's commonly abbreviated), we strongly suggest you read our blog series on it:

Beginner: [Entities & Search Generative Experience: Are You Up to Speed?](#)

Intermediate: [A Deep Dive into Entity-based SEO](#)

Expert: [How to Optimise for Entities with Entity SEO](#)

As the spotlight has been shone on search engines, user search patterns also threw up some interesting challenges. In 2022, Google was quoted as saying that 15% of all Google searches have never been searched before (meaning with no search volume behind them!).

Kathryn reflects on this: "From what we've seen, this is only likely to increase if Google rolls out their Search Generative Experience in 2024, as a more conversational type of search lends itself to generating brand new queries. With this in mind, there is certainly benefit to optimising for no or low search volume queries, as this positions you well for the times these queries are searched for.

These searches also tend to be less competitive too, so the chances of ranking well are higher. From our own experience, we have also seen plenty of examples for our clients where terms that the tools said had no volume have generated impressions and clicks for their website. If it's relevant for your niche, and users looking for your products or services would use those words for search, you should still optimise for it."

THE BREAKDOWN

We asked a group of marketing professionals what their biggest digital marketing challenges were, the following figures note how many mentioned challenges related to SEO.

30.6%

'SEO Mentions'
mentions

12.6%

'Local SEO Mentions'
mentions

10.8%

'International SEO'
mentions



PAY PER CLICK (PPC)



Alongside SEO, PPC was served its fair share of challenges in 2023. From the sunset of Universal Analytics, forcing the complete transition to GA4, to Google's 'trust trial', things were turbulent in the paid landscape to say the least.

BUDGET EFFICIENCY

2023 was a tough year for many businesses. But, as we discussed in another of our whitepapers, [Navigating Marketing in Challenging Times](#), the show must go on.

For PPC teams everywhere, the economic difficulties in 2023 threw up multiple challenges when it came to how much they had to work with. As such, maximising ROI with an increasingly smaller budget was one of the greatest difficulties seen last year. A smaller budget intensifies the challenge of extracting the most value from every penny, making sure that each click yields tangible results. Similarly, analysis of key metrics and use of insight-driven bidding strategies had to level up last year, too, in order to overcome the various financial constraints.

Speaking on this, our [Senior Paid Lead, Ashley Omid Lalfam](#), said:
"The challenges which were seen in 2023 involved finding that sweet spot between the correct budget and the client's target KPI. When the client wants to push the budget, ROAS will typically go down. Setting the client's expectation whilst using a performance planner, we would take this as a pinch of salt when it comes to suggesting uplifts in spend."



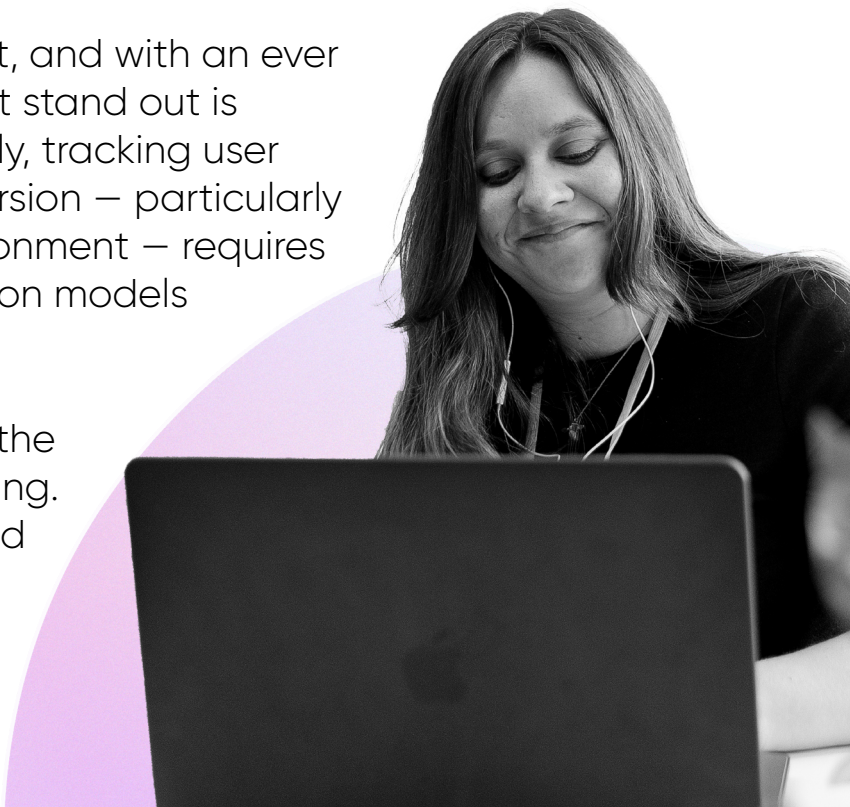
DISPLAY ADVERTISING EFFECTIVENESS

Last year, the effectiveness of display advertising also continued to pose numerous challenges for PPC professionals and paid marketers.

Making sure that visuals are impactful and content is compelling for diverse audiences demands a nuanced approach. When you throw into the mix ad fatigue and 'banner blindness' – when frequent exposure diminishes effectiveness – it becomes harder still to ensure that carefully curated ad placements are not ignored.

In an increasingly saturated market, and with an ever dwindling budget, making ads that stand out is becoming very difficult. Additionally, tracking user interactions from ad view to conversion – particularly in a multi-channel marketing environment – requires increasingly sophisticated attribution models for accuracy.

A core learning to take away from the year would be testing, testing, testing. Trying different iterations of ads and monitoring their effectiveness is a surefire way to strip back what doesn't resonate with audiences from what does.



Reflecting on the efforts of our own in-house Paid Team, Ashley had the following to say on this topic: *"With all the different methods of display advertising, it was good to test what type of assets and campaigns work on different audiences. EG: responsive display ads v Performance Max. Throughout 2023 testing was bigger than ever, with audience testing alongside asset and copy testing. Knowing what works best for your target audience as display and video is very important in Google Ads, with most users converting through their mobile devices. Nearly everything is feed-based and visual now."*

DEMAND GEN



In 2023, a lot of new sophisticated, AI-based technology launched and began making waves in the world of paid media. Not only did paid marketers have to quickly get to grips with rolling out these tools, but they also had to learn to evaluate their effectiveness in order to apply them to their current marketing strategies to get results.

One of these technologies was Demand Gen, a Google Ads campaign type that is intended to drive engagement and action across YouTube (including Shorts) Discover and Gmail.

Ashley, discussing the testing that we've been doing as an agency lately, said: *"Demand Gen needs to be reflected with Google and Meta, testing the same audiences and assets to get the best holistic result possible. We have tested this with a conversion-driven attribution which saw a great uplift in our goals. The type of asset for Demand Gen is key. We suggest using a video for "Show and Tell" to drive more engagement to the users. Using the correct audience is incredibly important, having the right lookalike audience and a detailed demographics and interests followed by what should be excluded as targeting."*

THE BREAKDOWN

We asked a group of marketing professionals what their biggest digital marketing challenges were, the following figures note how many mentioned challenges related to PPC and paid media.

30.6%

'PPC Mentions'
mentions

15.3%

'Display Advertising'
mentions



SOCIAL MEDIA



From increasingly obscure trends to a rise in the importance of authenticity, it is safe to say that users well and truly took control when it came to social media success for brands in 2023.

Now more than ever, online users know what they want – and are holding brands to increasingly high standards for every interaction and conversion. With each day that rolls by, social platforms become all the more saturated, and, therefore, all the more competitive, making it harder for brands and businesses to stand out.

Let's dive into some areas of social media – paid and organic – that threw up the most challenges for marketers last year.

ROI MEASUREMENTS

Ah yes, the age-old challenge of proving to your boss that what you're doing is driving results. Measuring social media ROI remained a constant challenge in 2023, owing mainly to the intangible nature of brand awareness, engagement metrics, and the attribution of conversions.

Ben Hawkes, our Senior Paid Manager, reflects that ROI measurement is "harder due to iOS updates and cookie tracking. There are a number of features such as Conversion API and uploading offline conversions that can be used to improve it, but there is a disconnect, particularly when showing the impact across other channels'.

For social media teams that, perhaps, do not have the benefit of collaboration with, say, an in-house data team, proving ROI can be a real struggle.



COMPLEX AUDIENCE TARGETING

Audience targeting remained a challenge for many social media managers in 2023. However, owing to the increasingly sophisticated capabilities of tools, AI, and in-platform features, it's actually getting all the more complicated. As such, the reliability and specificity of interest audiences on most social channels were impacted significantly in 2023.

Ben had the following to say on the matter, honing in on AI capabilities: "AI audience features have been rolled out on most paid channels. These should be tested, as not all of these features have previously demonstrated a positive impact on campaigns. In addition, we have been strongly suggesting that people use offline audiences or 1st party data to build audiences, as these are typically more accurate."

[Read our AI & Advertising blog for more information on this topic.](#)



CONTENT QUALITY CONSIDERATIONS

But it's not just paid social media that felt the effects of increasingly specific audiences. In 2023, owing primarily to TikTok, we saw the emergence of hundreds – if not thousands – of different, granular audience types. Our Senior Creative & Social Executive, Aniela Robinson, handles all things Giant on TikTok and had the following to say:

"As Gen Z emerges as the predominant audience for many global brands, the core challenge lies in pinpointing the preferred online spaces of Gen Z and customising platforms accordingly.

This adjustment brings forward further targeting complexities, including the introduction of sporadic interest-based algorithms that prioritise topical relevance and keywords over conventional targeting methods like hashtags and trending features. Adapting to evolving social media algorithms requires marketers not only to create content tailored for Gen Z but also to delve deep into their psychology. Crafting content that authentically aligns with Gen Z culture becomes imperative for achieving visibility. Marketers must not only adapt to Gen Z's preferred platforms but also align their content with the constantly changing landscape of trending conversations to maintain resonance and engagement."



EFFECTIVE SOCIAL MEDIA & CONTENT STRATEGY

Needing an effective, cohesive social & content strategy isn't new – it's always been the case. But what perhaps was new in 2023 was the quality of the landscape, and the greater expectations placed on brands when it came to strategy.

As Liz says: "Competition is rife, and being able to stand out is getting harder and harder. So, the need for planning and creating an effective strategy that maximises potential and impact is only going to continue to become more and more important.

"Great strategies are about making what you're doing already, or what you already have, work harder for you. A lot of the time there's more that can be done even with existing content to amplify it, atomise it, and make it gain more traction – with minimal extra effort. Often getting a proper strategy in place is the key to making sure this happens consistently".

A huge factor on social media strategy in 2023 was, of course, the users themselves – increasingly active and vocal audiences characterised social. [Our Head of Education, Lizzi Hill](#), speaks on this challenge for brands:

"UGC (user-generated content) is becoming more and more prominent, particularly for B2C brands – this will need to become a cornerstone of social media content strategies, if brands don't want to get left behind. So many ads on platforms like TikTok and Instagram are already UGC and I find them to be really effective at grabbing attention when scrolling."



THE BREAKDOWN

We asked a group of marketing professionals what their biggest digital marketing challenges were, the following figures note how many mentioned challenges related to content.

34.2%

'Paid Social'
mentions

29.7%

'Social Media
Strategy'
mentions

27.0%

'Social Media
Advertising'
mentions

9.9%

'Digital PR'
mentions



DATA & TRACKING CHALLENGES

From stringent privacy regulations and demands for more transparent data practices to developments such as cookieless advertising, data teams around the country have been in popular demand to help marketers deliver compliant and informed strategies.

As a concise summary, our Data Lead, Luiza Leopoldo, outlined two core challenges that faced data teams in 2023:

Adapting to the new regulations whilst maintaining data quality and the capacity to take actionable insights.

Minimising the disruptions the new regulations have on campaign measurement by making use of advanced tracking features that are on offer (and are often not understood/employed).



DATA TRANSPARENCY & PROTECTION

You'll be unsurprised to hear that addressing data transparency in marketing was one of the largest challenges in 2023 – along with adapting to evolving data protection regulations.

On this, [Data Lead, Abel Casero Pino](#), said: *"Businesses aiming for success in the evolving marketing environment must adhere to data privacy regulations. An example of this is the mandatory adoption of Consent Mode V2, where advertisers must obtain user consent for personalised advertising. Clearly stating what data is collected, why, and how it will be used to improve customer trust and address consumer concerns".*



Expanding on the challenges of Consent Mode V2, implemented in November of 2023, [Data Lead, Kendyl Elliott](#), describes how this change is posing a challenge to Data Teams:

"Consent Mode v2 is our biggest current challenge because Google is launching this by March 2024 which provides only a short timeframe to ensure relevant Clients have the updated consent from a user so that their Marketing activity isn't impacted. In response we have come up with processes within the Team to check and advise a client on what that means for them and next steps to meet this deadline. We're constantly monitoring new updates that might impact our clients, and advising them on what is required of them so they aren't caught out. Helps if they have existing data time but we do it across the company so it is a valuable resource for clients even if they don't use us directly."



COOKIELESS ADVERTISING

Another huge change that came in 2023 was cookieless advertising, a switch that required digital marketing strategies to be adapted to address new limitations on tracking and targeting.



Although challenging, the work done in response to this change actually necessitated a return to basics as Abel recalls: *"In the future of cookieless advertising, success will come from returning to basics and employing methods like contextual targeting. Advertisers must adapt to less data and explore new approaches to understand customer behaviour. Key activities for the upcoming years will include developing a consistent and robust strategy for First-Party data collection, enhanced conversions or implementing Server-Side tagging."*

THE BREAKDOWN

We asked a group of marketing professionals what their biggest digital marketing challenges were, the following figures note how many mentioned challenges related to content.

14.4%

'Data Strategy'
mentions

9.9%

'Analytics'
mentions

4.5%

'Data Visualisation'
mentions

3.6%

'Data Transformation'
mentions



LET'S OVERCOME YOUR MARKETING CHALLENGES



If you or your business struggled with any of the challenges listed above, you now know that you're weren't alone in your plight!

The important thing is to take learnings away from those challenges, and come back stronger - with a readiness to tweak messaging, iron out campaign wrinkles, and amend strategies accordingly.

If you'd like to discuss any of your marketing challenges further with a professional, get in touch with our team of experts today. Or, for guidance, check out our online webinars, events, and how-to's!

[Speak To An Expert](#)

[Learn With Giant Events](#)

2024 DIGITAL MARKETING TRENDS

Now that you're well acquainted with the most common challenges of last year, how about we cast our attention to the future, and consider this year's predicted trends?

Well, technically we've already done this at length in both our latest blog, [2024 Digital Marketing Trends to Watch](#) and our [Marketing Leadership Series](#) (Episode 6). So, we've hand-picked a selection to spotlight her that we think will be making the most waves in 2024.

As with the challenges, we've grouped the trends into categories for each marketing discipline. If you're keen to read a certain sector, use the jump links below to navigate to the section you're most interested in reading about, or read through them all at your own pace if you'd prefer.



- [SEO](#)
- [Content Marketing](#)
- [Organic Social Media](#)
- [Data & Tracking](#)
- [PPC & Paid Media](#)



SEO TRENDS

If SEOs thought 2023 was hectic, then they're not exactly in for smooth sailing in 2024. As Google celebrates its 25th year, the Search Generative Experience (SGE) will be launched - bringing with it what is now being called 'Entity SEO'.



ENTITY SEO



As Head of SEO, Kathryn Bevan, says: *“Entity SEO-focused approaches with content and structured data are likely to continue seeing good results into 2024 as Google further evolves their Search Generative Experience.”*

Breaking this down a little, we can expect to see the following changes:

Content ideation and creation may change slightly, being centred more around optimising and writing for entities rather than keywords and average monthly search volumes (or AMSVs).

Link building may no longer be necessary, as Google understands “brands” are entities, so any mentions of your brand, whether linked or not, all add to its Knowledge Graph.

Internal linking, on the other hand, is likely to become more important than ever as, if you don’t link your entities together with internal links as well as structured data, the relationship between them won’t be as clear to Google as it should be.

Structured data will soar in importance. It can be used to strengthen the entities on webpages, as well as help to create relationships between entities that Google wouldn’t otherwise necessarily recognise on its own.

CUSTOM STRUCTURED DATA

We think that the last point deserves a section of its own, as structured data and technical SEO are now more important than ever, particularly the creation of custom structured data.

Our Senior Technical SEO Lead, Kelly Sheppard, explains:

"Google's Knowledge Graph uses structured data to understand entities and the relationships between them. By writing bespoke entity-based structured data we can "talk" to the Knowledge Graph, which will play an essential role when Search Generative Experience comes into play."



CONTENT MARKETING

While we've already touched on some content trends in the SEO section (since it is hard to separate these two disciplines), it is worth considering the trends content marketers should look out for in 2024 in isolation too.



AUTHENTICITY

We predict that authenticity will also reign supreme for content in 2024.

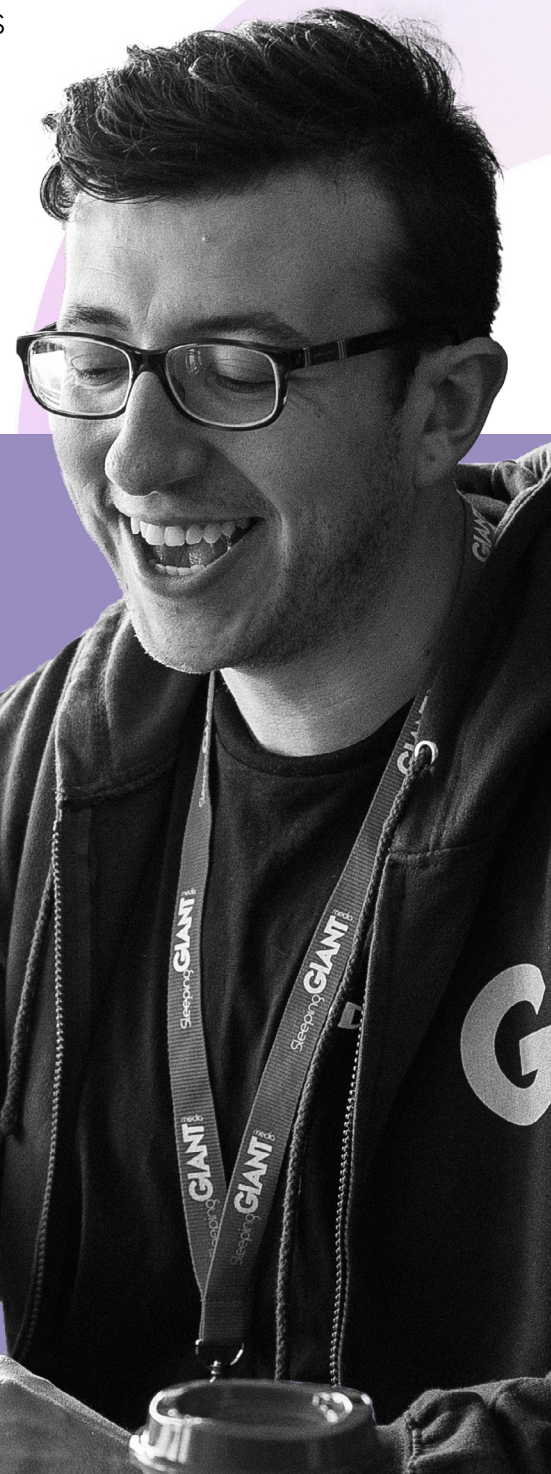
With constant access to information and social media, users are more easily able to find and call out errors or misjudged decisions made by brands. If brands aren't living their purported values (think diversity, inclusion, and sustainability), they will be found out. We're thinking here about recent events, such as the boycotting of Zara in response to their marketing campaign imagery.

On the other side of the same coin, though, there is a large portion of consumers willing to turn away from malpractice for the sake of convenience. So, we may see larger campaigns from big businesses about sustainability/fair pay initiatives – mainly for the sake of satisfying users' consciences, rather than necessarily embodying those things.

It seems, then, that brands will need to really up their game when it comes to the following:

- **Transparency**
- **Sustainability**
- **Values, missions, and goals**
- **Their people**
- **Originality**
- **And so many more.**

Read our blog on the [power of authenticity](#) in today's social media landscape for more information.



WRITING FOR SEARCH GENERATIVE EXPERIENCE

In 2024, content writers will also have to adapt to the requirements of the Search Generative Experience. And what might this look like?

Q&A-based results

SGE will change the way that users interact with the SERPs. With immediate answers at the user's fingertips, they are less likely to need to click through to a website. We envision that there will be another arm to content strategies where it's no longer just functional and creative, but also a Q&A-based content strategy that is easy for AI to pick up, digest, and serve in the results. This will mean a bigger focus on structured data.

Account Director, Tiffany Fowler, agrees, stating: "We may potentially see longer tail queries and question-based content rise in importance in 2024, feeding people into that top of the funnel to develop general brand awareness."



About us & brand content

"We predict a rise in the importance of the 'About Us' page, a previously overshadowed part of a website's navigation menu. For brand entity SEO, having a strong hub of information about your organisation, its history, people, products, location, and services is essential. And where can Google expect to find this information? On About Us pages. For content writers, 2024 is going to involve a whole lot of brand content strengthening for this reason."
– *Kitty Bushell, Senior Creative Executive.*

DATA AND TRACKING

When asked “what aspects of data analytics do you think will be most important in shaping marketing strategies in 2024?”, our experts honed in on leveraging first-party data for targeting and personalisation. Here’s what they said.



BIG QUERY

Data Lead, Kendyll Elliott, picked up on the increased use and capabilities of Big Query, a serverless analytics platform developed by Google Cloud. On this, Kendyll said:

"We expect to see an increase in Big Query Analysis in the new year. Particularly as we develop our GA4 schema, and extract the UA data that Google will be taking away at some point."

The historical data available in Universal Analytics will be made inaccessible by Google from the 1st of July 2024 – so data teams have their work cut out for them in order to make sure their clients have all successfully transitioned to GA4, and that no data will be lost after this date.



COOKIE CHANGES

Building on 2023's challenges, another huge feature impacting the work of data teams everywhere in 2024 is cookie changes. Google announced that it will start to phase out third-party cookies in the first quarter of 2024. This will begin with Chrome disabling these cookies for about 1% of users in Q1, ending with 100% of users by Q3.

[Read our blog on what a cookie-less future might look like](#) for websites and learn how to prepare for this change. In terms of the implications of no more cookies, Kendyll says:

"This will require different ways of tagging marketing platforms. We are already looking at different forms of tagging like Server Side tagging."



ORGANIC SOCIAL MEDIA

From influencers to TikTok trends, organic social media is perhaps the most in-flux marketing channel out there. So, pinning down predictions is notoriously difficult. That being said, looking at user behaviour and engagement over the past 12 months has led to some interesting conclusions.



TIKTOK SEARCH

Ben Hawkes, Senior Paid Manager, has the following to say about the advancements in TikTok search:

"I am old enough to say that I don't really get how people use TikTok to do research and find out about products, but if we look at the data, that is exactly what's happening. Anyone who is selling products or services in a B2C space, particularly if their target audience is under 35, needs to be looking at their TikTok strategy in 2024 – and making sure they have a strategy that incorporates search trends, and answers search queries."

You heard Ben! TikTok needs to be at the forefront of your 2024 marketing strategy, otherwise, you run the risk of getting left in the digital dust.



USER GENERATED CONTENT



Perhaps owing to the sustained popularity of TikTok, a platform where users are encouraged to film their own videos, we should also expect to see more user-generated content.

So, put your feet up, brands, users are going to film ads and product reviews for you. Well, not quite, there will still need to be some major input from businesses, especially in the form of community management and engagement with their audiences in comment sections.

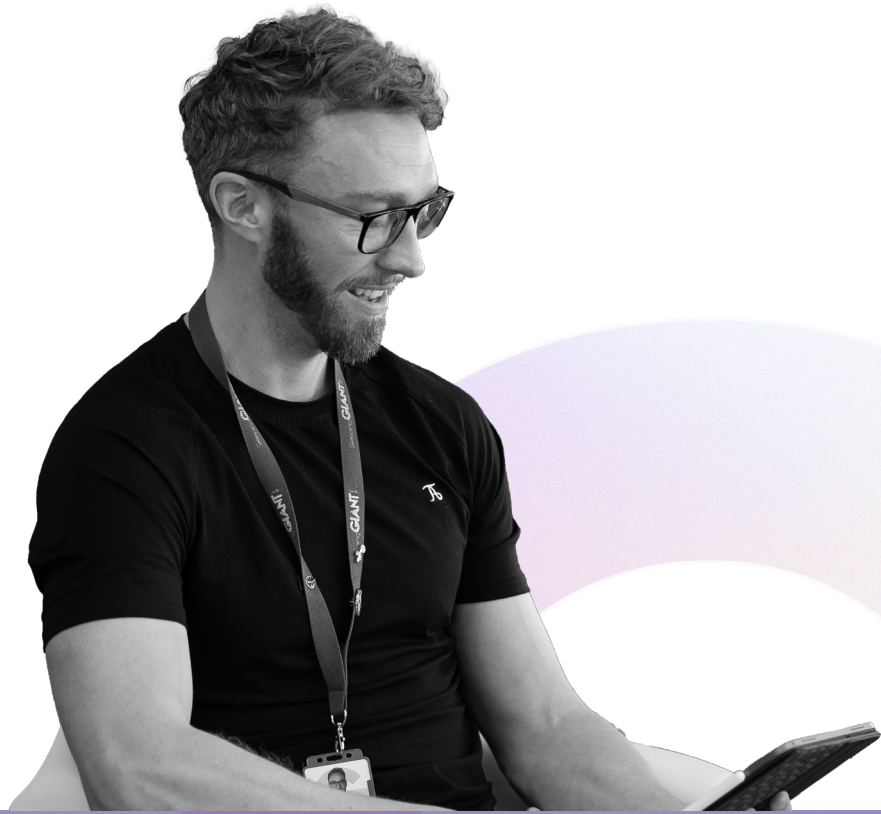
As Megan Jordan, Senior Creative Executive says: *"We expect to see more video content and more multimedia/interactive content, namely, 'meet the public' trends (like interviews or talking heads). How brands are seen to be interacting with people continues to be vital."*

PAID MEDIA

Finally, we come to PPC and other paid media. As we saw above, one of the defining challenges in 2023 for this digital marketing service was AI integration. Is this forecasted to continue in 2024? Let's leave the explanation of this to the experts, shall we?



AI AND AUDIENCES



Take it away, Ben.

"I think 2024 will continue to see generative AI used alongside more regular day-to-day manual actions and strategy work. Much like the AI tools themselves, AI functions are likely to use pre existing content to bulk out, speed up, or automate manual functions."

We agree so far

"One of the key areas that AI has already seen huge growth in marketing is in the world of audience building. By analysing multiple data points, and being able to process huge amounts of data simultaneously, AI has huge potential when it comes to fast-tracking audience creation and profiling. This is especially important in a time when data restrictions and cross-platform data sharing are becoming more challenging to manage. We have already seen most paid channels step up their AI audience creation, and this is only likely to continue and be prioritised even more by the channels themselves."

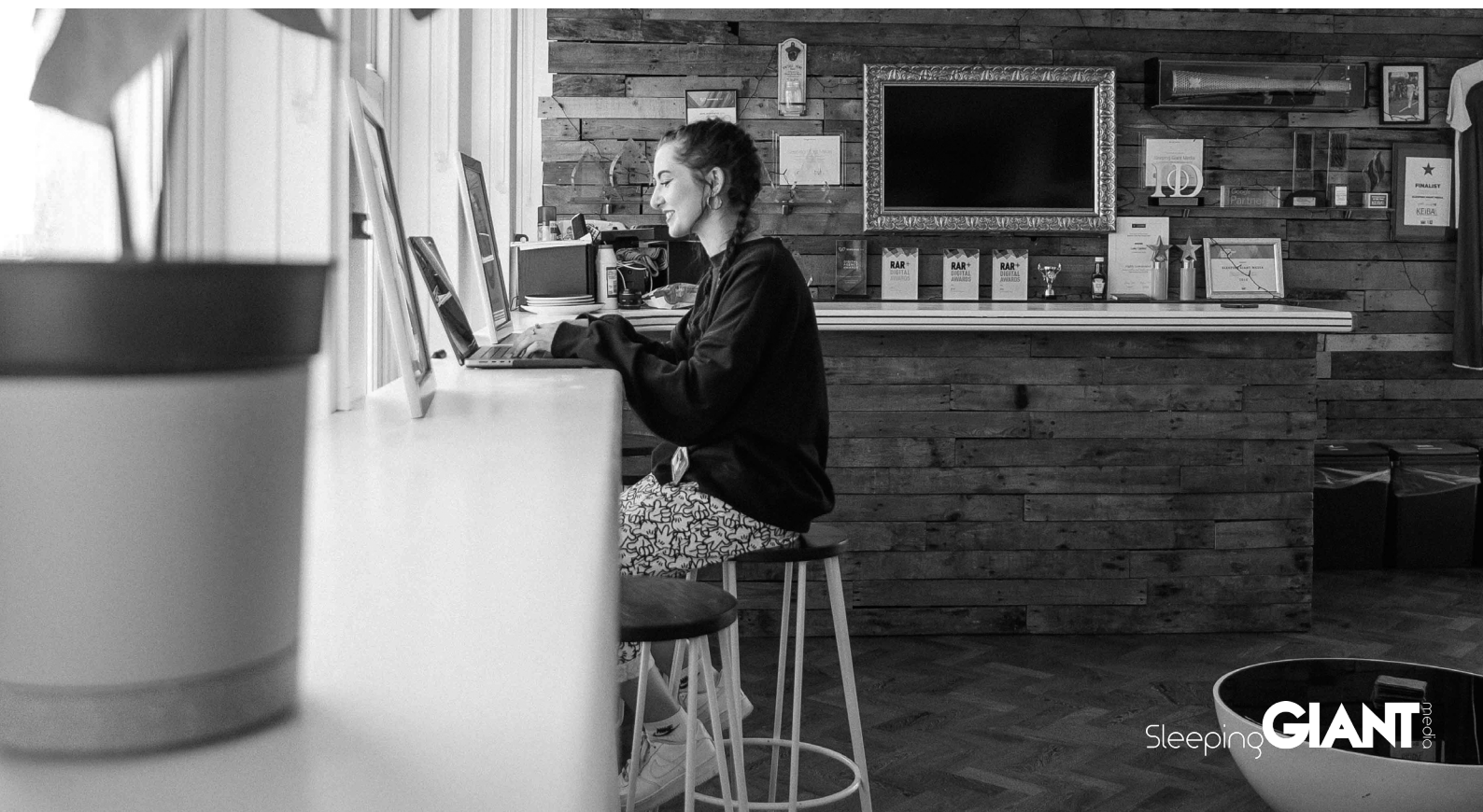
Nicely put.

KEEN TO KEEP UP WITH TRENDS?

So, there we have it. Whether you're a one-man-band, running marketing activity for your own business, or an in-house social media manager, responding to these trends can seem pretty daunting.

Don't panic, though. We're here to help. Not only do we regularly produce expert [blog content](#) that breaks down [the latest marketing movements](#) into digestible chunks, but we also offer [Marketing Leadership Series](#) & [Digital Skills Workshops](#) to cover all the latest happenings in the industry.

Interested in levelling up your activity in a certain area in response to these trends? For example, perhaps you want to produce more [E-E-A-T-friendly content](#), or [organic social media](#) posts that pave the way for user interaction. Then [get in touch](#) with our experts to find out more about our range of [digital marketing services](#) – from [PPC](#) to [SEO](#).



DIGITAL MARKETING TRENDS 2023

We know that was a lot to digest, right? In the spirit of Spotify's Wrapped, we've put together a summary for you to save to your desktop and keep as a reminder when marketing this year.

2023 Trends Wrapped:

- Leveraging AI for content creation
- Content quality considerations
- Technical SEO audits
- Effective social media & content strategy
- AI-driven SEO
- Balancing SEO & PPC
- Search volumes
- Optimising ROAS
- Budget efficiency
- Google's trust trial
- ROI measurement
- Complex audience targeting
- Data transparency & protection
- Cookieless advertising
- Display advertising effectiveness



DIGITAL MARKETING TRENDS 2024

2024 Trends Wrapped:

- Entity SEO
- Custom structured data
- Big Query
- Cookie changes
- TikTok search
- Writing for Search Generative Experience
- UGC (User-generated content)
- AI & audiences
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