

Distract Predicts

A Marketing Manager's guide that shows you what to expect from the marketing landscape in 2024 from the perspective of a digital marketing agency.

We know not everyone has time to read a eight-page document, so here are our top 5 predictions; come back and read the rest later to understand why.

- 1. The power of not using AI will get you far in 2024**
- 2. Stop overlooking PR - it will become the centre of your strategy**
- 3. Decreasing attention spans are a good thing (hear us out)**
- 4. High Frequency is your new friend in 2024**
- 5. It's time to personalise your remarketing**

The power of not using AI will get you far in 2024



54.5%

take the optimistic view that AI will most likely greatly enhance their marketing efforts

Artificial Intelligence (AI) Marketing Benchmark Report: 2023

AI was the hot topic in 2023, but how will marketers use it in 2024? The truth is we won't. At least not in the blog, copy and caption writing way we were first told we would. As creatives, we have a duty not to fill our wonderful internet with AI-generated copy. Instead, we should use our human edge to stand out against computer-generated content. Ultimately, it's down to the marketing manager's discretion, but if you want to rank against your competitors, human-generated content has the competitive edge in 2024.

61.4% of marketers have used AI in their marketing activities

Artificial Intelligence (AI) Marketing Benchmark Report: 2023

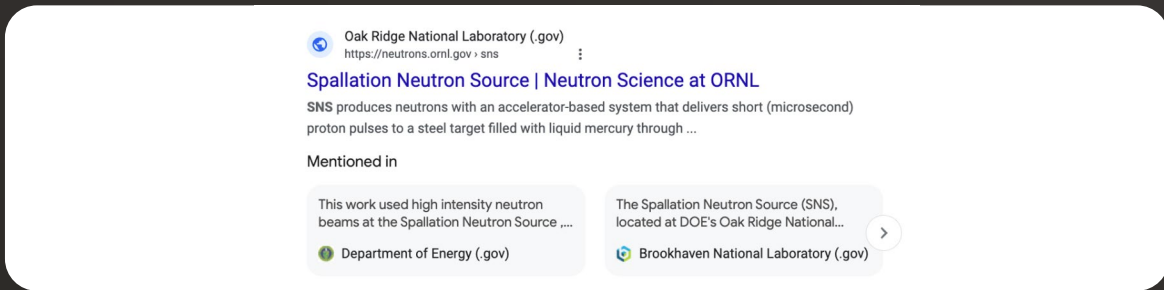
It's not all doom and gloom; AI is an excellent tool to aid in research, idea generation and creativity. Here is how you can implement AI in your 2024 marketing strategy:

1. Identify your team's strengths and weaknesses and encourage them to use AI to help with their weak points.
2. Review your current processes; when conducting research for your marketing calendar, would it be more effective to use AI than Google? You can ask AI chatbots to list the key international days for your industry or campaign ideas for your new product in the new year.
3. Critical thinking is essential when using AI tools. You need to ask yourself, could I or someone on my team do this better?
4. Using AI, you can identify your consumers' pain points, which gives you a

Stop overlooking PR - it will become the centre of your strategy

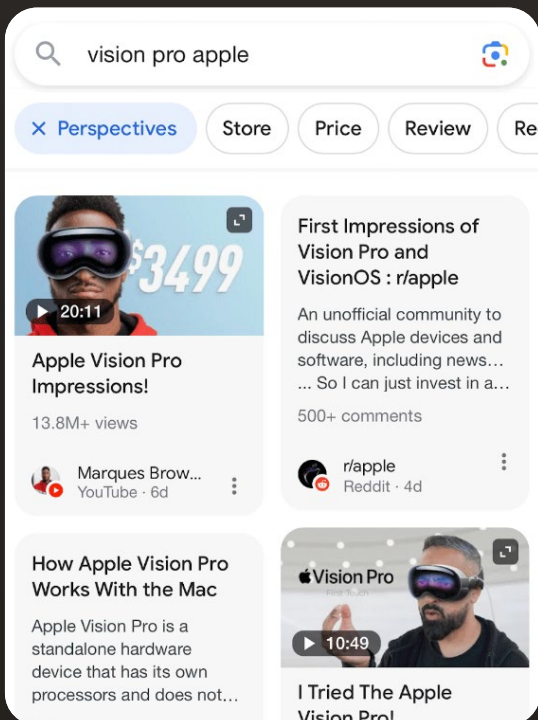
2024 will see PR become more about press releases as Google ups its antics with the new additions of the 'Mentioned in' and 'Perspectives' functions. If you are finalising your 2024 plans, it may be worth adding Google My Business, Wikipedia and LinkedIn profiles to your list as Google makes moves to push more than just your website when people are searching.

Mentioned in:



Source: Search Engine Roundtable

When your site appears on page 1 of a Google search, users will have the option to see where else your company has been mentioned, highlighting the importance of good PR.



Perspectives

The Perspectives filter offers search users a different method for obtaining the essential information needed to make well-informed decisions.

Unlike typical search engine results, Perspectives integrates various content types such as videos, social media updates, news articles, Q&A sessions, and forum conversations from specific outlets. This compilation presents genuine and diverse viewpoints related to the searched topic.

Source: Search Engine Roundtable

(AD)ttention spans 🧑



Decreasing attention spans are because of social media, TikTok and online advertising, right? Not necessarily. This has been a 'problem' since TV commercials began... In the 1950s and 1960s, the average advertisement length was one minute. **The average advertisement length in the early 1970s shrank to 30 seconds. The 15-second commercial began to appear in the late 1980s whereas the standard length in 2023 was 30 seconds long.**

A recent study found that 56% of Gen Z participants could remember an ad they watched for less than 2 seconds. This study opens up a conversation about how we can deliver a message quickly, knowing it can be recalled after under 2 seconds of exposure. There is often a negative spin surrounding decreasing attention spans, but if it means consumers are going to absorb more information at a faster rate, this puts businesses in an even better position.

High Frequency will be your new friend in 2024



About a third of consumers globally are now spending more time making decisions and considering more brands, stores, and retailers.

Ipsos Essentials COVID-19 tracker, AU, BR, CA, CN, FR, DE, IN, IT, JP, MX, ZA, KR, ES, U.K., U.S., n=500–1,000 online consumers per market age 18–74 in U.S. and Canada and 16–74 in others, 8. Sept. 2022–11 Sept. 2022.

In this world of fast technology and short attention spans, we are seeing decision times taking longer than ever. There are a number of reasons that stop people from impulse buying, like more choice and the need to compare, but are we overlooking the psychology behind decision-making and how our marketing principles may contradict this?

Hick's law is a psychological principle which states that the more options are available to a person, the longer it will take for them to make a decision about which option is best. Hick's law is also sometimes referred to as the Hick-Hyman law.

Source: Tech Target

Consumers rely on remarketing and are savvy to the fact that the dress they love will find them again, and maybe with a good discount too. So, in 2024, even though it may be tempting to reinvent the wheel, bear in mind that a strong remarketing strategy with multiple touchpoints could cut through the competitor noise and lead to your success.

2024 is the time to personalise your remarketing.

In 2024, Google will phase out third-party cookies, prompting marketers to adjust strategies and explore new ways to connect with their audiences. Third-party cookies originating from external sites will no longer track users' activities while they are browsing.

This shift compels advertisers to rely on first-party cookies for targeting data, benefiting larger corporations with robust first-party data access. Embracing first-party cookies and analysing data enables targeted ads across platforms like Google, Facebook, and YouTube. Strategies like newsletters and engaging content creation aid in acquiring more first-party data, while Google's Topics API remains valuable for targeting users with similar interests.

Arrange a meeting with the team
distract.co.uk/audit