



2024 Marketing Trends Report

A collaboration between Quill and Carney

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INTRODUCTION

A Note from Quill and Carney

As marketers, our success hinges on our ability to predict and adapt to the rapidly changing consumer landscape. In a global culture still recovering from the isolation of 2020, brand-to-customer connection has never been more critical.

Consumers want to develop long-term relationships with brands that share their values, understand them as individuals, and invite them to co-create experiences.

It's a lot to ask of marketers. Fortunately, we have new tools and tactics to meet new expectations.

As we enter 2024, we know that investment in content marketing is essential for any brand looking to grow. Brands that address the individualized needs and preferences of their audience will not just succeed; they'll lead the way in engaging and retaining customers.

With marketing channels spanning from podcasts and social media to newsletters and videos, we're confident our **2024 Marketing Trends Report** will guide you and your team when it comes to marketing opportunities and channels to explore in the next year.



2023 IN REVIEW

Stats All Marketers Should Know

AI in Marketing

- 64% of businesses expect [AI to increase productivity](#).
- 67% of users indicated they would be likely to [use ChatGPT over traditional search engines](#).
- In 2023, [AI adoption increased by 250%](#).
- 88% of marketers believe [AI adoption is critical to staying competitive](#) and meeting customer expectations.
- With AI recommendations, Facebook saw a [15% increase in Reels watch time](#).

Content Marketing

- [73% of marketers](#) say content marketing is essential for their overall strategy.
- Content marketing [costs 62% less than traditional marketing](#) but generates three times as many leads.
- The [average cost of buying a link](#) is \$361.44, compared to \$77.80 to publish a guest post.
- Companies with blogs see [67% more leads per month](#) than those without.
- 54% of businesses will [increase their content marketing budgets](#) this year.

Podcasts

- For the first time, [Americans are listening to more on-demand audio](#) (like podcasts and music services) than live audio, like radio.
- Podcast listeners are nearly as [likely to listen to a branded podcast](#) as they are to a celebrity show.
- Most [podcast listeners are decision-makers](#) at their company.
- Over 84% of brands think that [video will be a central part of their future podcast strategy](#).

Video

- By 2024, over [80% of the world's internet traffic](#) will be video.
- Product videos can [increase sales by over 140%](#).
- Over [80% of marketers use video](#) as a content marketing tool.
- 85% of companies [capture video for their podcasts](#).

Social Media

- Over [93%](#) of internet users are social media users.
- Worldwide, people spend an average of [2 hours and 28 minutes per day](#) on social media.
- [Women aged 16 to 24](#) use social media the most, spending an average of 3 hours and 10 minutes per day on social media.
- The average social media user logs into [7 different platforms](#) each month.

Email Marketing

- 99% of users [check their email every single day](#).
- 90% of B2B marketers say [email newsletters are an essential source of success](#) in their content marketing plan.
- More than [75% of email ROI](#) comes from segmented email campaigns.
- Mobile devices account for [2 out of 5 of opened emails](#).

Challenges Marketers Face

Proving ROI is Complicated

Attributing conversions to specific marketing strategies can be challenging, especially in multi-channel marketing. In fact, 40% of marketers say [proving the ROI of their marketing activities](#) is their biggest challenge and only [3 in 5 marketers believe their strategy is effective](#), which leaves much to be desired in terms of returns and overall impact.

Audiences Are More Distracted Than Ever

Since the early 2000s, our collective attention span has been dwindling, and information overload is reaching record highs. We're currently sitting at a [47-second attention span](#) – which is down from 2.5 minutes.

Lack of Resources for Media Production

According to recent surveys, a staggering [43% of marketers express that the lack of in-house resources](#), including filming and editing, poses a hurdle in leveraging video marketing. On top of that, [40%](#) identify a lack of budget dedicated to video creation as their primary barrier.

AI is Forcing Marketers to Redefine Authenticity

As organizations gear up to increase their use of AI across various activities, including a [318%](#) increase in customer support and a [260%](#) surge in image editing in 2024, it becomes evident that AI has become an indispensable tool for businesses.

However, the challenge lies in the delicate balance between the promises of efficiency and the risks associated with audience acceptance. Despite the enthusiasm from marketers, a [Hootsuite Social Media Consumer 2024 Survey](#) reveals that 62% of consumers are less likely to engage with and trust content if they know it was created by an AI application.



Opportunities: 2024 Trends

Thanks to sophisticated data measurement and advances in marketing tools, customer experience has never been more personalized, value-driven, and frictionless. Brands have the ability not only to tell a story but to invite their fans to participate in its creation.

OPPORTUNITIES: 2024 TRENDS

Hyper-Personalization

Hyper-personalization refers to the advanced customization of marketing messages, content, and experiences to individual consumers based on their unique characteristics, preferences, behaviors, and interactions.

It goes beyond traditional segmentation by leveraging sophisticated data analysis and AI to create highly targeted and relevant experiences for each customer.

Why? Because in 2024, the customer demands it.

BY THE NUMBERS

80%

of consumers are more likely to do business with a company that offers personalized experiences.

51%

of consumers expect that companies will anticipate their needs and make relevant suggestions before they make contact.

88%

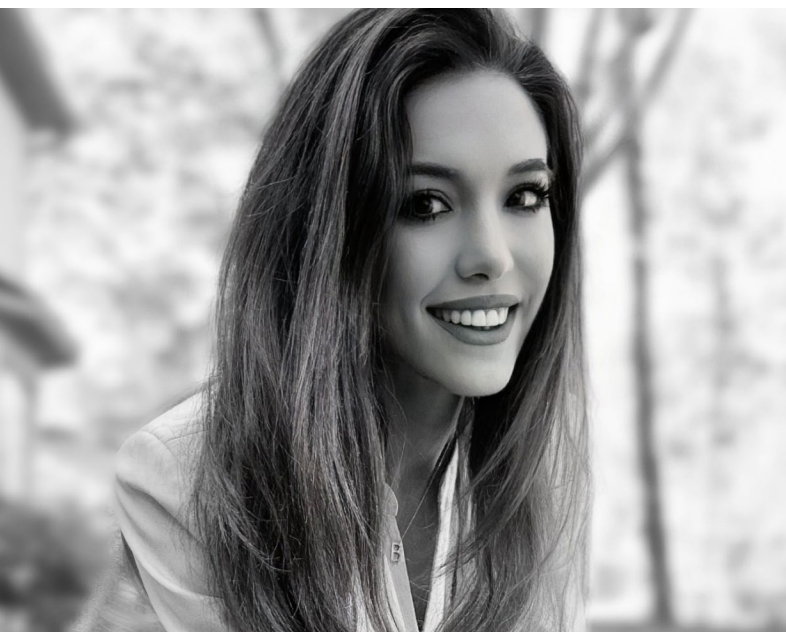
of marketers have seen measurable improvements in their business from personalization.

80%

of consumers are comfortable sharing personal information with a brand if it leads to a personalized and easier experience.

91%

of consumers said they are more likely to shop with brands that provide relevant offers and recommendations.



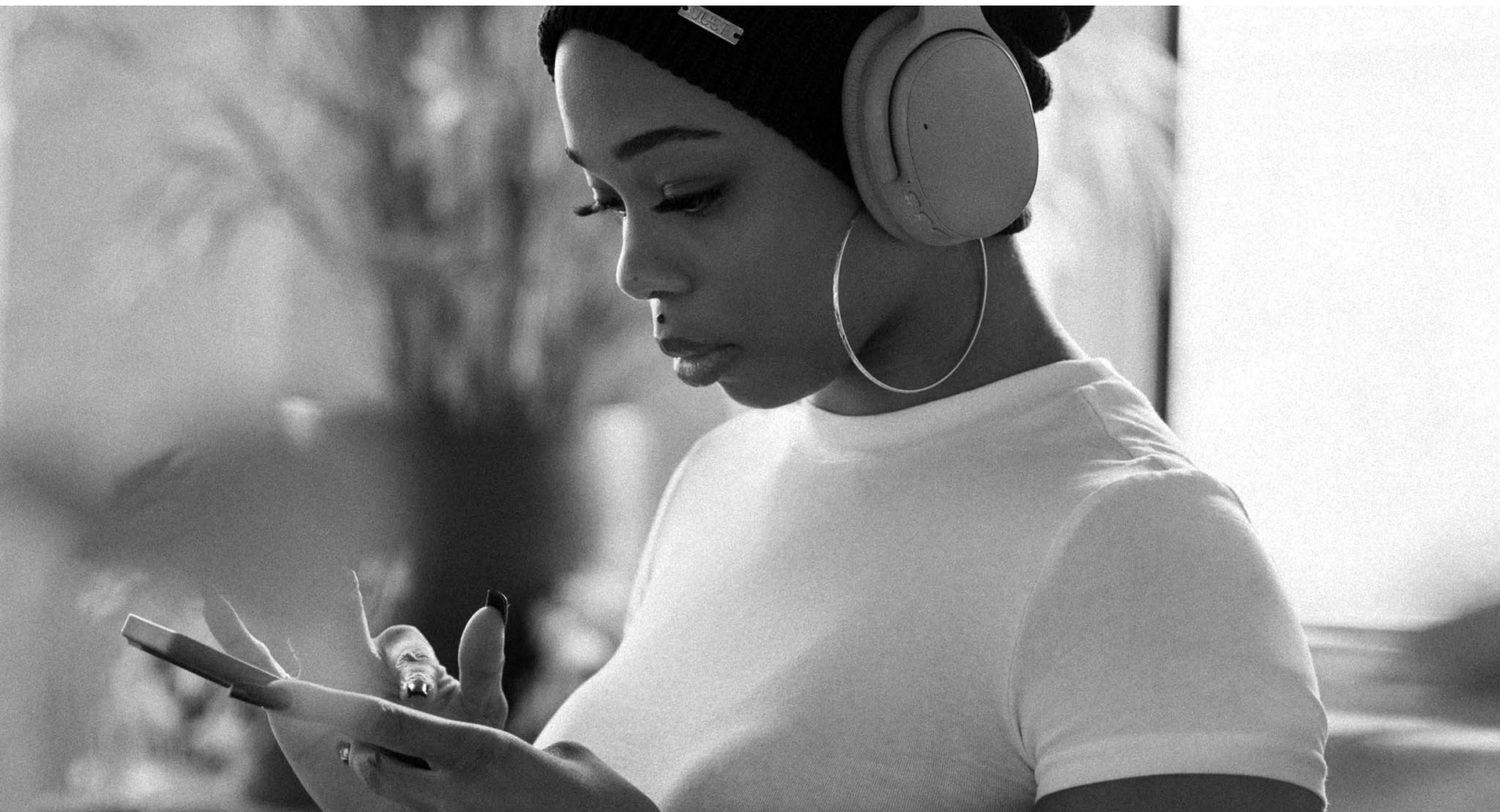
"Consumers are ambivalent about the use of their data in marketing, yet innately expect shopping experiences as predictive and efficient as Amazon's. The challenge lies in blending advanced technology with human insight to create distinct, privacy-conscious experiences. Brands that get this right will not only improve performance but can also achieve a deep-seated affinity akin to our trust for Amazon in the United States."

—Basar Kutlu, Head of Brand Strategy at Carney

HYPER-PERSONALIZATION (CONTINUED)

Opportunities to Deliver a Hyper-Personalized Customer Experience in 2024

- **Dynamic Content:** Tailor website content, emails, and other communication dynamically based on individual user behavior and preferences.
- **Email Campaigns:** Customize email content, subject lines, and timing based on individual behaviors, preferences, and engagement patterns.
- **Personalized Offers and Discounts:** Provide personalized discounts, promotions, and offers based on customer behavior, purchase history, and preferences.
- **Landing Pages:** Personalize landing pages to match the interests and preferences of different audience segments, directing them to content or products most relevant to them.
- **Behavioral Triggers:** Implement triggers based on user behavior, such as abandoned cart reminders, re-engagement emails, or personalized pop-ups.
- **Personalized Ads:** Deliver targeted advertisements across various platforms based on user behavior, interests, and demographic information.
- **Geolocation Targeting:** Use geolocation data to personalize content, offers, and promotions based on the user's location.
- **Personalized Video Content:** Create personalized video content that speaks directly to the viewer's interests, preferences, or past interactions.
- **AI-Driven Chatbots:** Use AI-driven chatbots to provide personalized assistance, recommendations, and support based on individual queries and historical data.



OPPORTUNITIES: 2024 TRENDS

Brand Storytelling

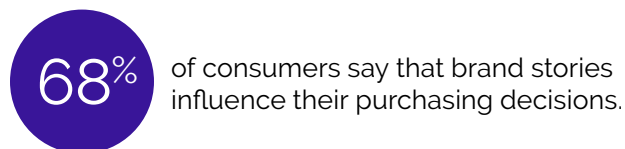
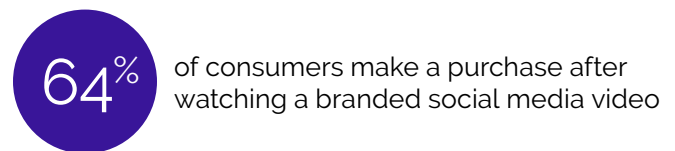
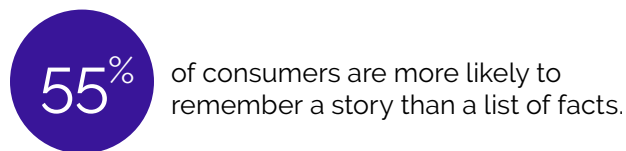
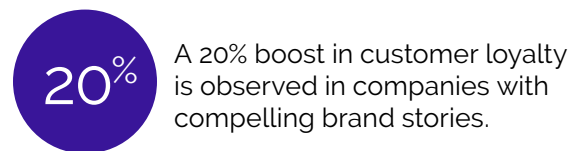
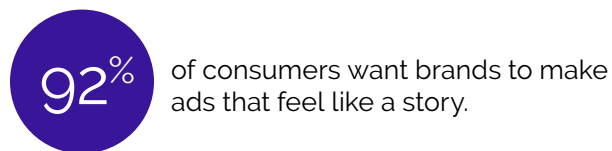
Brand storytelling involves crafting a compelling narrative that communicates a brand's essence, values, and personality to its audience.

Depending on your channel, your brand's story is going to look a little different. Effective storytelling in podcasting or video, for example, typically aligns with the fundamentals of a captivating story:

- A climax
- Relatable characters
- A compelling plotline
- An engaging narrative arc

When done well, brand storytelling intimately engages your audience, differentiating you from the competition. Because when you connect with customers on an emotional level, whether that's through humor, happiness, surprise, or even sadness, it's a powerful thing.

BY THE NUMBERS



Source: [The Brand Shop](#)

BRAND STORYTELLING (CONTINUED)



"As we move into 2024, it's clear that connecting with our audience is crucial. Consumers seek brands that reflect their values and tell relatable stories. This year, the key for marketers is to focus on storytelling in their content strategies. Good stories stick with people, and when these stories come from your brand, you become memorable."

- Alison Osborne, VP of Marketing at [Quill Podcast Agency](#)

How to Implement Brand Storytelling into Your Strategies in 2024

- **Interactive Social Media Stories:** Use platforms like Instagram, Facebook, or TikTok to engage users with short, captivating narratives that reflect the brand's ethos.
- **Immersive Experiential Marketing:** Create immersive experiences or events that allow consumers to interact with the brand and become part of its story.
- **Serialized Content:** Develop serialized content—like branded podcasts, video series, or blog posts—that tell a continuous, engaging brand story over time.
- **Narrative-driven Advertising Campaigns:** Create ad campaigns that go beyond product features, focusing on emotive storytelling that connects with audiences.
- **Founder/Leadership Stories:** Share personal stories from the founders or leadership team to humanize the brand.
- **Behind-the-Scenes Content:** Offer glimpses behind the scenes to showcase the brand's culture, values, and the passionate team behind it all.



OPPORTUNITIES: 2024 TRENDS

Data-Driven Marketing

Data-driven marketing revolves around harnessing consumer and performance data to steer marketing decisions.

This approach starts with leveraging consumer demographics and behaviors, enabling marketers to target audiences across various touchpoints. This

precision—reaching the right audience, at the right time, and in the right context—is the backbone of modern marketing.

Data-driven marketing not only enhances efficiency but also leads to higher returns, making it an increasingly attractive approach moving into 2024.

BY THE NUMBERS

64%

of marketing executives believe data-driven marketing is crucial to success in a hyper-competitive global economy.

77%

of consumers are more likely to choose a brand that offers personalized experiences based on data.

67%

of marketers believe data-driven marketing improves the speed and accuracy of decisions.

86%

of companies believe customer data platforms (CDPs) are essential for successful data-driven marketing.

21%

A well-executed data-driven marketing strategy can boost conversion rates by up to 21%.

Source: [ZipDo](#)

Data-Driven Marketing Strategies You Can Leverage in 2024

- Targeting ads based on your past customers' demographics
- Using insights from paid search campaigns to guide your SEO strategy
- Creating personalized content from user data (Think Spotify Wrapped)
- Emailing customers about products they've left in their online carts
- Tailoring your branded podcast content to listener preferences and consumption habits



"If you asked me about my target audience, I'd probably tell you about my last sales call. That's because of the 'recency bias' and it's a problem. It's one of 1000 reasons why humans don't see things objectively... and why we need data to guide our decisions."

—Andy Crestodina, the Co-Founder and CMO at [Orbit Media](#)

OPPORTUNITIES: 2024 TRENDS

Zero-Click Content

The concept of **zero-click content** originates in SEO, referring to the featured snippets, knowledge graphs, and rich results directly displayed on the search engine results page (SERP).

This information satisfies users' queries without requiring further click-throughs to external websites—resulting in [over half of searches ending without a single click](#). Zero-click content

has become an essential pillar for social media engagement as algorithms increasingly discourage external links to keep users cycling through the platform.

By providing no-strings-attached value to social media followers, brands have the opportunity to build trust, boost brand sentiment, and earn more interactions and reach.

BY THE NUMBERS

Posts without links receive:



Source: Hootsuite

Zero-Click Content to Try in 2024:

- **Carousel:** 5–10 slides that offer the key takeaways from your blog or podcast with data, insights, and sources.
- **Short-form Video:** Provide full instructions for a recipe, product use case, or strategy in 2 minutes.
- **Thread:** Breaks down a story, case study, or piece of thought leadership in its entirety.



"But it's important to remember the value of what you can't measure. By providing consistent and accessible value, you establish authority, build trust, and nurture relationships with a growing follower base."

—Rich O'Donnell, Creative Director at [Carney](#)

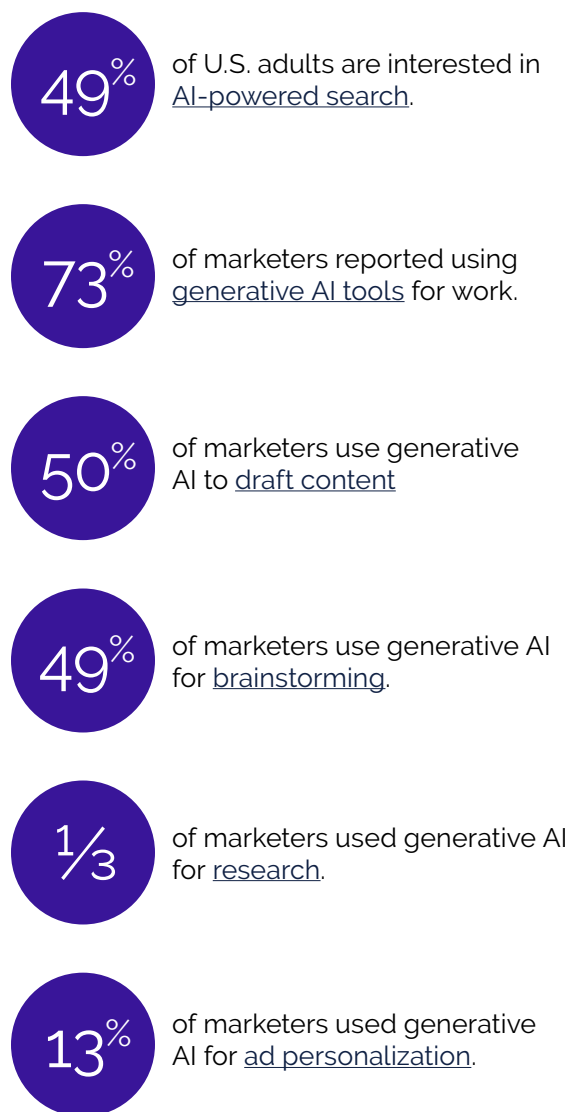
OPPORTUNITIES: 2024 TRENDS

AI in Marketing

There is no overstating the significance of [2023's AI summer](#) and the extent to which it has reshaped our industry in ways we are still discovering.

Today, marketers are using generative AI in every facet of their workflow, from creative and strategy to production and measurement.

BY THE NUMBERS



How to Leverage AI in 2024

CONTENT

GenAI's ability to process complex prompts and contexts to quickly materialize polished content has allowed marketers to scale content production, regardless of resources and time.

Test these content types in 2024:

- Preliminary content like outlines, brainstorm, and note organization
- Text-based content like articles, blogs, product descriptions, and scripts
- Email campaigns, including subject lines, body copy, and CTAs
- Social media captions and hashtags
- Summaries, guides, tutorials
- Code snippets and Excel formulas
- Photo, video, and voice content generated and/or edited by AI
- Analytics reports, research insights

SEO

AI is a powerful ally for SEO because of its capacity to analyze data, produce content aligned with user intent, forecast trends, and automate time-consuming tasks.

Test combining SEO and AI to:

- Optimize internal linking structures based on customer buying journeys and search behaviors, enhancing user experience and driving engagement and conversions.
- Assist in content gap analysis, predictive content planning, and aligning content with seasonal occurrences, ensuring that content remains relevant and timely.

AI IN MARKETING (CONTINUED)

- Analyze data to identify audience segments, predict high-value keywords, collect user feedback, and discover opportunities for rich snippets.
- Identify emerging trends by aggregating and summarizing recent news articles, blog posts, and relevant data on a given topic, offering insights before the competition.
- Automate repetitive SEO tasks, such as data exports and analysis, using tools like Google Sheets and ChatGPT for enhanced efficiency.
- Interpret feedback, extract emotional triggers, and understand user preferences, aiding in the creation of more relevant and engaging content.
- Transform SEO data into compelling narratives for stakeholder presentations, strategy pitches, and check-ins, improving communication and understanding of performance.

MEASUREMENT & TARGETING

Generative AI is revolutionizing the speed at which we can extract insights from vast amounts of data. AI algorithms have the capacity to:

- Analyze social media conversations to gauge public sentiment, helping businesses adapt their marketing strategies in response to trends.
- Process large datasets to uncover insights and trends, allowing marketers to make data-driven decisions and refine their strategies.
- Predict future trends, customer behaviors, and market dynamics, helping marketers anticipate and proactively respond to changes.



"In polling newsletter subscribers and webinar attendees, we found that most marketers are concerned about losing work to generative AI. But, at least for now, it's clear that your willingness to become a subject matter expert, having tested and applied these tools to amplify human creativity and not usurp it, makes you an invaluable asset to your team."

- Shannon Sankey, Digital Marketing Strategy at [Carney](#)

Channels Marketers Should Explore in 2024

Now that you have a good understanding of the trends that we predict will define 2024, let's dive into the channels we believe all content marketers should have on their radars this year.

CHANNELS TO EXPLORE IN 2024

Branded Podcasts

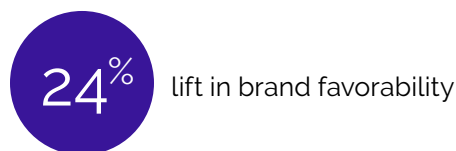
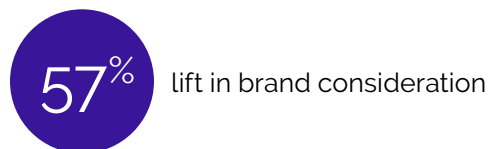
Podcasts have solidified their place amongst other rich media. To put this into perspective, in 2014 only 30% of Americans had listened to a podcast. Now that number has more than doubled to 64%.

Needless to say, podcasting has grown a lot – and fast.

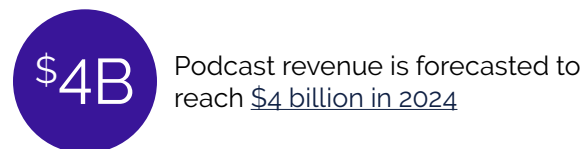
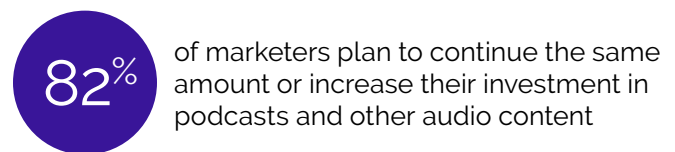
That brings us to **branded podcasts**: a podcast series owned or brought to listeners by a company to benefit the brand. In a study by the BBC, they uncovered that podcasts that mention the brand deliver on average 16% higher engagement compared to surrounding content.

BY THE NUMBERS

Podcasts lift key brand metrics, including:



Source: BBC



For the first time, Americans are listening to more on-demand audio (like podcasts and music services) than live audio (like radio)

Source: Edison Research

BRANDED PODCASTS (CONTINUED)

Podcast Best Practices

AI IN AUDIO

AI is making significant strides in transforming the audio landscape with AI-driven podcasting reaching [45 million Americans](#) each month and AI-powered podcasts have experienced a staggering [500% growth](#) in the past year.

Here are a few ways podcast marketers are leveraging AI in 2024:

- **Content Repurposing:** AI tools can help you convert your podcast into blog articles, reports, social media posts, audiograms, graphics, and more in minutes.
- **Transcriptions:** Tools like CoHost offer a simple, [automatic transcription feature](#) that uses AI to convert podcast audio into written text, effectively and efficiently.
- **Personalized CTAs (Calls to Action):** With analytics, you can determine the most suitable CTA for each listener and use AI to personalize CTAs.
- **Dynamic Ad-Insertion (DAI):** Algorithms take into account various factors to select the most fitting ads for the viewer's interests, improving the overall viewer experience.
- **Content Recommendation:** By understanding which episodes resonate most with individual users, AI can curate custom playlists that keep them coming back for more.

OMNICHANNEL MARKETING WITH PODCASTS

Your podcast shouldn't exist in a silo, it should be integrated into your wider marketing strategy.

To maximize the potential of your podcast, marketers need to focus on sharing the podcast not just within audio platforms, but across marketing channels such as blog posts, newsletters, videos, audiograms, reels, webinars, reports, and more. By transforming podcast episodes into alternative formats, you expand reach, tap into a wider audience, and increase touchpoints.

DEFINING YOUR IDEAL LISTENER PROFILE

Similar to developing a customer persona, an ideal listener profile identifies the demographic and psychographic behaviors of your potential audience. You want to paint a clear picture of who your listeners are so you can create content that's relevant and valuable.

Key Components of an Ideal Listener Profile:

- | | |
|-------------|--|
| • Age | • Pain points |
| • Fears | • Social causes |
| • Budget | • Socioeconomic status |
| • Gender | • Industry and occupation |
| • Hobbies | • Total market size (How many potential customers fit your profile.) |
| • Lifestyle | |
| • Location | |
| • Interests | |
| • Education | |



"If you think of podcasting as just an audio experience, you're missing out on the full capacity for a brand, especially when you leverage AI. AI is the biggest unlock for the amazing content covered in long-format conversations, such as podcasts, webinars, videos, and more, to generate a flywheel of evergreen content."

—Greg Wasserman, Head of Partnerships & Growth at [Castmagic](#)

BRANDED PODCASTS (CONTINUED)

Why Your Brand Should Consider Podcasting in 2024

Showcase your Brand's Story: By sharing stories, insights, and values through audio content, brands can create a distinct voice that resonates with their audience.

Highlight Your Expertise: Through engaging and informative podcast content, companies can position themselves as industry experts and thought leaders.

Leverage Partnerships and Collaborations: Branded podcasts offer opportunities for collaborations and partnerships with influencers, industry experts, or brands.

Increase Conversions: Podcasting holds a conversion rate of [34%](#) compared to print (2.4%) and TV (3.1%). Plus, podcast interview traffic converts [25x better](#) than blogs.

Connect With Your Target Audience: Podcasts are both a convenient and intimate medium, captivating devoted listeners for up to [42 minutes](#) on average.

How Branded Podcasts Can Fit Into Your Brand's Goals

Brand Awareness: To build brand awareness, consistency is key. Regularly releasing new episodes, engaging with listeners through feedback, and actively promoting the podcast across channels are essential for sustaining interest and growing audiences.

Lead Generation: By leveraging the popularity and intimacy of this medium, sales teams can enhance their sales strategies and drive meaningful results. If there's a specific lead that you've had your eye on whether it be an individual or brand, invite them onto your podcast as a guest.

Thought Leadership: A podcast can establish thought leadership by providing unique perspectives, sharing research or data-driven insights, providing expert commentary on current events, and bringing fellow leaders within the industry onto the show.

Internal Communication: By regularly sharing updates through podcasts, organizations can ensure that employees are always in the know, fostering a sense of inclusion that can bridge the [information gap faced by 74% of employees](#). By providing a platform for employees to share their experiences, expertise, and insights, branded podcasts help build trust, connection, and engagement at all organizational levels.



BRANDED PODCASTS (CONTINUED)

How to Optimize Your Branded Podcast for 2024

DON'T RELY SOLELY ON VANITY METRICS

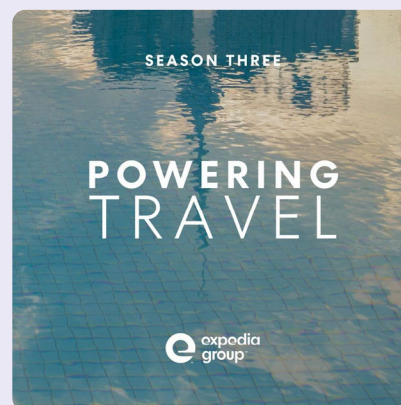
Vanity metrics like downloads and subscribers lack depth; they fall short when it comes to revealing crucial aspects like audience engagement, retention, or loyalty. While high download numbers might catch attention, they don't indicate whether listeners are genuinely engaged or if they continue to follow your content. Instead, look at podcast metrics like average consumption rates, [audience demographics](#), and [B2B Analytics](#).

TRACK UNIQUE LISTENERS, NOT JUST DOWNLOADS

Downloads represent the total count of plays lasting at least 60 seconds—every instance a listener engages with your content, regardless of whether it's a first-time experience or a repeat play. Conversely, unique listeners offer a distinct count of individual audience members tuning in to your show. If a listener revisits your podcast multiple times, it registers as a single unique listener, making this metric a much more accurate representation of your listenership.

FOCUS ON PROVIDING VALUE TO CUSTOMERS

Even though branded podcasts are inherently tied to your brand, listeners don't tune in for a 30 minute sales pitch. Instead of focusing on promoting your brand, hone in on providing value to your target audience by addressing their needs, catering to their preferences, and leaving them with something more — whether that's education, food-for-thought, or entertainment.



BRAND STORY: BRANDED PODCAST EXAMPLE

EXPEDIA GROUP'S POWERING TRAVEL

Powering Travel welcomes hospitality industry leaders to share how they're building, innovating, and evolving their travel businesses for the future. Hosted by Brandon Ehrhardt, Senior Director of Partner Program, and Sally Smith, Senior Director of Market Management at Expedia Group, they'll explore the latest trends, reveal best-kept hospitality secrets, and try to predict where the industry is headed next.

Impact: Through *Powering Travel*, Expedia Group provides transparency into how decisions are made and what they are doing to make sure travel is as easy, safe, and pain-free as possible. This not only humanizes the brand but also boosts trust and transparency and builds brand personality.

CHANNELS TO EXPLORE IN 2024

Video Marketing

Video has become a powerful medium, reshaping the dynamics of social media, search engines, and shopping behaviors. So it's no surprise that video dominates online consumption with over 80% of global internet traffic.

With billions of online video viewers dedicating an average of 17 hours weekly to video content, it has become the go-to choice for information, entertainment, and brand engagement – and brands are picking up on that with 68% of marketers who don't use video say they plan to start using it in 2024.

BY THE NUMBERS



Website and social media platforms are the preferred marketing channels for video distribution

Source: Lemon Light

Why Video Marketing Performs

- **Versatile Distribution:** By promoting videos on platforms like Facebook, Instagram, and LinkedIn, you amplify your brand's visibility and reach. Video ads are effective in driving attention and conversions with 53% of consumers saying they're more likely to engage with a brand after viewing a video.
- **Enhance SEO:** Through video platforms like YouTube, your content is more likely to be discovered by new viewers. In fact, a website is 53 times more likely to reach the first page results if it includes video.
- **Viral Potential:** Videos have the potential to go viral and tap into a global audience. When users share your videos with their networks, they become brand advocates, organically expanding your reach far beyond your initial target audience.
- **Increased Engagement:** Social video generates 1200% more shares than text and image content combined. Assuming you're putting out video content that informs, educates, and resonates, your brand can tap into an attentive audience.
- **Prolonged Shelf Life:** Video content has a lasting effect, remaining in users' feeds for extended periods. TikTok videos, for instance, can resurface on For You Pages weeks or even months after their initial publication, thanks to prolonged interactions and shares.

VIDEO MARKETING (CONTINUED)

How to Make The Most of Your Video Marketing in 2024

- **Don't Underestimate the Power of YouTube:** YouTube is the second most popular search engine globally, currently boasting 2.1 billion logged-in users, making it a great platform for brands to leverage – and marketers agree with 90% of them naming YouTube as the world's number one video site.
- **Share Video Clips on Social Media For Increased Engagement:** Apart from YouTube, Facebook (86%) was the second most-used video marketing platform followed by Instagram (79%) and LinkedIn (76%). Brands that embrace this trend with concise, impactful content will stand out in the crowded digital space.
- **Leverage Social Media's Video-Centric Capabilities:** Social media platforms actively boost new video features, like Instagram Reels, Facebook Livestreams, and Instagram Stories, that prove to help brands increase performance. For example, Tweets accompanied by videos experience 10x more engagement than those without.
- **Cater Videos to The Platform and Your Audience:** While it is commonly considered a best practice to keep your videos concise to cater to consumers' short attention spans, the most important thing to keep in mind when it comes to video length is to cater to the platform and your target audience. For example, brands like Patagonia who release 20+ minute long videos on YouTube with hundreds of thousands of views, prove that catering to your audience and the platform comes first.



BRAND STORY: EXAMPLES OF VIDEO IN BRAND MARKETING

GOPRO

GoPro, the leading brand in action cameras, crafted a highly successful video marketing strategy that centers on the clever utilization of user-generated content (UGC). The brand actively encourages its customers to share the footage they capture with their cameras.

This deliberate choice not only resonates with GoPro's target audience but also enables prospective customers to envision themselves using the product. Plus, the content itself serves as a testament to the camera's superior quality and ease of use, reinforcing two critical sellingpoints for the brand.

VIDEO MARKETING (CONTINUED)

Types of Videos to Add To Your 2024 Marketing Mix

VIDEO PODCASTS

Video podcasts have grown by over 25% in this past year alone. In fact, YouTube's video podcasts are twice as likely to be shared compared to other formats. The recent launch of a YouTube podcast page indicates the platform's increasing dedication to podcasters. This move isn't one-sided either with listeners ranking YouTube as their preferred listening platform.

These preferences have actually skewed the app's overall consumption habits. In 2005, YouTube videos averaged around 2 minutes in length. Now, YouTube videos are above 15 minutes long on average.

SHORT-FORM CONTENT

Recent surveys underscore the impact of short-form videos on consumer behavior; a staggering 56% of U.S. consumers reported making purchases based on TikTok ads and 36% expressed a willingness to do so. Marketers have noticed this potential with 38% maintaining or increasing their investment in short-form content in 2024.

A notable advantage shared by TikTok, Reels, and Shorts is the ease of repurposing content across all channels. Brands can streamline their efforts by creating content that resonates with users on all platforms.

Pro Tip: When cross-posting from TikTok, make sure to remove the TikTok watermark.



"For any brand that has a podcast, video can no longer be ignored. Video compliments your audio for increased reach, engagement, and impact. We're seeing brands increasingly leverage video via full podcast episodes, teasers, behind-the-scenes snippets, episode recaps, and so much more."

- Fatima Zaidi, CEO & Founder of Quill Podcast Agency

CHANNELS TO EXPLORE IN 2024

Community Marketing: Newsletters

It's not just about building and nurturing a 1:1 relationship with your customers. It's about building and nurturing a community of fans and customers united by common interests and values that are congruent with your brand's products and services. It's an appeal to one of our most fundamental needs as humans: belonging.

An established brand community has the potential to draw in prospects, reinforce and deepen brand loyalty, create collaborative opportunities, and build excitement for new products and services.

BY THE NUMBERS



Why Newsletter Marketing Works

Compared to traditional advertising methods, newsletters are affordable to produce with a high return. Newsletters are a powerful tool for driving traffic to your website, blog, landing pages, and other calls to action.

When you consistently share valuable information and resources without action required from readers, they are more likely to consider you a credible source and keep you in mind over competitors when they are ready to make a purchase.

Standing Out in The Inbox

With the end of cookies in 2024 and as artificial intelligence continues to revolutionize content production, more brands will have the access and resources to create personalized, automated email campaigns, making the landscape all the more crowded. To better understand your audience, poll and survey users to collect identifying information, job titles, industries, preference data, and feedback. This will provide you with valuable zero-party data—or data given freely by a user—that builds an even more accurate profile of your subscribers than third-party cookies.

NEWSLETTERS (CONTINUED)

Newsletter Marketing Metrics to Know

- **Open Rate:** The percentage of recipients who opened your email. Today, changes in privacy regulations and spam detection technology have inflated this number, making it hard to measure your performance against competitors. It's still useful to track your own trends.
- **Click-Through Rate (CTR):** The percentage of recipients who clicked on one or more links in your email. This number is critical to gauging the clarity, value, and resonance of your content and calls to action. Across all industries, 3% or higher is a good benchmark.
- **Conversion Rate:** The percentage of email recipients who completed the desired action.
- **Bounce Rate:** The percentage of emails that were not delivered successfully. Bounces can be categorized as "soft" (temporary issues) or "hard" (permanent issues).
- **Unsubscribe Rate:** The percentage of recipients who opted out of receiving future emails. To be widely compliant, your newsletter should enable a one-click unsubscribe option.
- **List Growth Rate:** The rate at which your email subscriber list is growing. Aim for 2.5% or higher.
- **Spam Complaint Rate:** The percentage of recipients who marked your email as spam. Beginning in February 2024, Google will enforce a spam rate threshold to improve overall email hygiene.



BRAND STORY: EXAMPLES OF NEWSLETTERS IN COMMUNITY MARKETING

THE DAILY CARNAGE

In 2017, [Carney](#) created [The Daily Carnage](#), a marketing newsletter that shares fresh industry tactics, tools, news, and culture.

To future-proof growth, Carney launched a comprehensive audience survey, which achieved:

- 42% subscriber profile completion.
- 30% cross-channel subscriptions between the newsletter and the associated Facebook community.
- List segmentation for SQLs and advanced targeting profiles for acquisition and retargeting campaigns.
- Collection of user preferences to inform rebranding colors, typography, messaging, tone of voice, etc
- Sponsorship opportunities informed by market research initiatives across our community.

With this data, Carney launched a series of informed content initiatives that led to a 60% increase in engagement scores within 90 days and improved average open rates from 25% to 32%, and average click-through rates from 6% to 8.7%.

NEWSLETTERS (CONTINUED)

How to Get Started With Community Marketing in 2024

- **Define the purpose of your newsletter.** What will it achieve for your brand? What value will you share with your audience? How will you measure success?
- **Identify your target audience.** Content should keep them informed or entertained, engage their interests, address their pain points, or provide solutions to their problems.
- **Select an email marketing platform.** Tools like [MailChimp](#) and [Constant Contact](#) offer template customization, contact management, and data insights that will help you get started.
- **Build your list.** Invite business contacts to subscribe, activate an opt-in form on your website, and run organic and paid social campaigns.
- **Optimize your template.** Your newsletter should be branded with your logo, colors, and fonts. It should have a recognizable look and feel, and information should be organized according to the attention hierarchy.
- **Get writing.** Develop a tone and voice that aligns with your brand and connects with subscribers. People read on when headlines are engaging, value is communicated early, and information is organized in skimmable formats.
- **Set a schedule.** Whether you're sending a daily, weekly, monthly, or quarterly newsletter, people integrate your content into their lives. Honor that commitment to build anticipation and reinforce trust.
- **Tighten those CTAs.** Let people know where to click and why.
- **Love your data.** Track key metrics and keep an eye on industry standards as rules and regulations wax and wane.
- **Keep your list clean.** Descale your list of bots to keep your data accurate, and run re-engagement campaigns.
- **Consider revenue opportunities.** Your niche community is valuable to other brands, too. Who can you partner with for sponsorships or collaboration?



"It was essential to future-proof our newsletter growth by deepening our connection with our audience, enabling us to launch highly targeted media initiatives."

—Rob Carney, CEO and Founder of [Carney](#)

CHANNELS TO EXPLORE IN 2024

Event Marketing

Conferences, trade shows, seminars, product launches, webinars, and other forms of in-person and virtual **event marketing** serve to promote brands, products, and services by facilitating opportunities for direct audience engagement and community building.

BY THE NUMBERS



Get The Most Out of 2024 Events

The registration list and leads captured over the course of an event are a goldmine of potential customers in your target audience. Here's how to get the most mileage out of event marketing:

- Design an **inviting and accessible booth** with multimedia, branded signage, and interactive displays or demonstrations.
- Find **opportunities for cross-promotion**, partnerships, and collaboration. The event should feel like a cohesive experience.
- Consider how you will **optimize the customer experience** for both in-person and online attendees.
- Employ **lead capture tech** like QR codes, RFID badges, live virtual polls, or devices for contact information collection and on-site appointment scheduling.
- Offer relevant incentives, contests, branded resources or giveaways to **incentivize contact information** exchange and participation.
- Use event hashtags to build a sense of community and shared experience. Make sure to **engage with UGC** and do outreach where applicable.
- Distribute **personalized follow-up surveys** to collect post-event feedback, build out user preferences for your list, and inform future personalized communications.

EVENT MARKETING (CONTINUED)

Event Marketing Trends to Have On Your Radar in 2024

- **AR/VR:** Consumer appetite for immersive brand experiences will continue to drive augmented reality opportunities across events, including virtual tours, product demos, and games.
- **Live Podcast Events:** Brands will leverage more live podcast events in an effort to holistically build community, directly connect with target audiences, and expand advertising and partnership opportunities.
- **Hybrid:** While the cost-benefit and accessibility of virtual events can't be denied, [68% of attendees](#) still prefer in-person or hybrid events, which allow for more organic networking. Consequently, we'll see the return of more in-person events with virtual elements to engage participants at all touchpoints.
- **Unique Venues:** [35% of event attendees](#) are interested in alternative event venues with distinctive aesthetics, like golf courses, restaurants, bars, and theaters.
- **Wellness Spaces:** Spending on health and wellness continues to rise at [more than 5% annually](#), with millennials driving interest more than any other generation. Events that provide dedicated time and space for enhanced nutrition, outdoor activities, exercise, and mindfulness experiences will drive engagement and participant satisfaction.
- **Sustainability and Accessibility:** [72% of consumers](#) expect brands to be positive contributors to society. We'll see events with more proactive attention to sustainability and accessibility in design, from venue choice to exclusion of single-use plastics to intentional designation of spaces for neurodivergent and disabled attendees.



BRAND STORY: EVENT MARKETING THAT STICKS

MATTEL

[Mattel](#) set the gold standard for event marketing in 2023 with the release of *Barbie* and organized chaos across a multitude of coordinated marketing efforts. They leveraged the already-established emotional relationship Barbie shares with audiences by building unforgettable, immersive experiences.

In one instance, Mattel launched a three-story Malibu Barbie Cafe, treating guests in three cities to themed fare, dynamic exhibits, and the iconic Barbie-box photo opp. [The World of Barbie](#) exhibit engaged all ages in an immersive tour through Barbie's careers and life-sized sets, including a rocket ship and a camper van.

The unifying thread? It's a collective experience to dream of shrinking down to the size of your favorite toy to see the world from a new perspective. Mattel can't offer that, exactly, but expanding the world of Barbie to larger-than-life size is the next best thing.

CHANNELS TO EXPLORE IN 2024

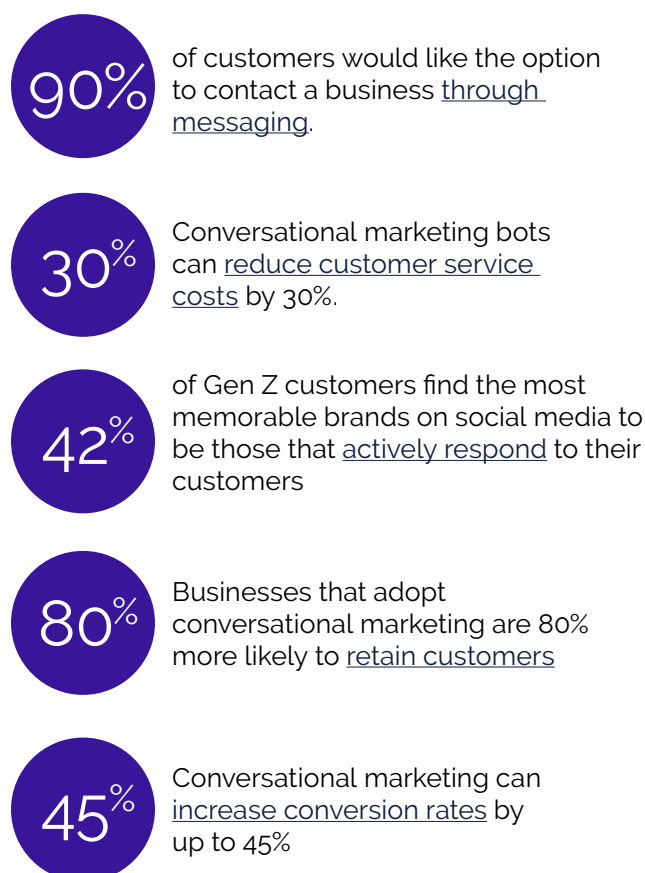
Conversational Marketing

Conversational marketing is built on the inbound marketing principle that brands should be available for 1:1 customer interaction in real-time, on the customer's terms, at any point in the buyer's journey. In short, it's a dialogue.

This level of accessibility and personalization is typically achieved through chat-based interfaces and messaging apps with conditional logic and, increasingly, generative AI technology.

This technology helps to develop connections with customers by answering questions, generating personalized recommendations, and guiding them to make informed purchasing decisions, thus enhancing the customer experience and accelerating the sales cycle.

BY THE NUMBERS



Why Conversational Marketing Works

CHATBOTS AND MESSAGING APPS

By implementing a website chatbot or leveraging SMS, social media, and messaging apps, brands of all sizes are able to offer 24/7 support to customers in the form of automated responses, answers to FAQs, greet customers, gather feedback, or to hand off the customer to a human representative.

ON CUSTOMER TIME

Real-time responsiveness to problems and inquiries is crucial to keeping a customer engaged and satisfied, with 79% of consumers opting for live chat for quick communication. However, it's also important that customers can effectively communicate on their own time and at their own pace. Chatbots and virtual solutions should complement your live and direct support channels.

LEAD QUALIFICATION

By leveraging a script of qualifying questions, you can collect information like needs, preferences, and pain points that help score and segment prospects automatically, with seamless integration into your CRM. This allows you to maintain context across conversations, progressively profile a lead over time, and personalize responses and follow-ups.

CONVERSATIONAL MARKETING (CONTINUED)

How Will Generative AI Change Conversational Marketing?

Language models based on deep learning are equipped to understand, process, and respond to customer inquiries, adapting to the flow of natural conversation without following a rigid decision tree.

AI can remember and reference early parts of the conversation, make recommendations and support decisions based on context, integrate rich media and interactive elements, and even improve capabilities with learning over time. Additionally, advances in video and voice technology provide the opportunity for realistic avatars to facilitate conversations.

How to Leverage Conversational Marketing in 2024

- **Supercharge customer support** with chatbots that can troubleshoot problems, answer questions, help customers move through the buyer's journey, and qualify leads.
- **Leverage genAI virtual shopping assistants** that offer data-driven, personalized experiences and recommendations to customers.
- **Infuse chatbot experiences with personality**, allowing customers to interact with avatars and personas that reinforce brand affinity and trust.



BRAND STORY: CONVERSATIONAL MARKETING WITH STYLE

H&M

Global clothing retailer H&M created a generative AI- powered Digital Stylist on Kik, a messaging platform popular with Gen Z.

The chatbot collects user data and preferences by asking a series of questions accompanied by images of clothing, enabling H&M to provide real-time, hyper-personalized recommendations, which users can immediately purchase, save, share, or reject. The Digital Stylist remembers and references customer interactions, too, providing context and relevance with each subsequent interaction.

CHANNELS TO EXPLORE IN 2024

Social Media Marketing

With over [4.3 billion social media users](#) worldwide and 307.2 million in the U.S. alone, it is no surprise that **social media marketing** has emerged as one of the most lucrative marketing channels in 2024.

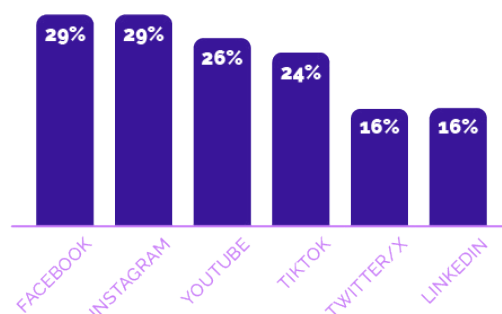
[Successful social media marketing](#) strikes a balance between promotion and relationship-building. Leverage your social media platforms to share valuable content from your blog, news about your company, industry trends, and any other information that is relevant and useful to your audience.

BY THE NUMBERS



Source: Hubspot Marketing Trends Report, Sept. 2023

WHICH SOCIAL MEDIA PLATFORMS OFFER MARKETERS THE HIGHEST ROI (TOP 6)?



Benefits of Social Media Marketing

- **Add a Human Element:** Social media provides an avenue to interact with current or prospective customers. These platforms can humanize your brand by showing behind-the-scenes content, faces within the company, and your brand's personality.
- **Lead Generation:** The evolution of social media features, such as appointment booking, call-to-action buttons, and e-commerce integrations, has transformed these platforms into lead generation powerhouses. The results are tangible with [68%](#) of marketers reporting that social media marketing has helped them generate more leads.
- **Increase Brand Awareness:** Social media is a cost-effective channel to communicate your competitive edge and display your visual brand. This is especially important considering consumers are [81%](#) more likely to recall a brand's color than remember its name.
- **Build Relationships With Your Target Audience:** Social media opens easy and direct lines of communication with your followers, making it a powerful relationship-building tool. [71%](#) of customers who had a positive interaction with brands on social media were more likely to recommend the business to others.

SOCIAL MEDIA MARKETING (CONTINUED)

How to Be Successful on Social Media in 2024

- **Have Clear Goals:** Whether you aspire to become a thought leader in your industry or showcase a human side with employee advocacy, defining your objectives streamlines your efforts.
- **Engage With Your Followers:** Actively respond to user comments, both positive and negative, and actively seek feedback. By fostering a two-way conversation, you not only enhance your brand's accessibility but also build a community.
- **Embrace User-Generated Content (UGC):** Audiences are drawn to content they can trust. UGC is a cost-effective strategy that not only diversifies content but showcases real experiences and perspectives of your audience.
- **Offer Value and Be Genuine:** Audiences want to be engaged and entertained by your content – not passively consume a sales pitch. This is reflected in the numbers with 43% of users unfollowing brands on social media because of too many promotional posts.

BRAND STORY: SOCIAL MEDIA MARKETING THAT STANDS OUT

Wendy's

While Wendy's might be just another fast-food chain, [its social media strategy](#) has drastically changed their public perception.

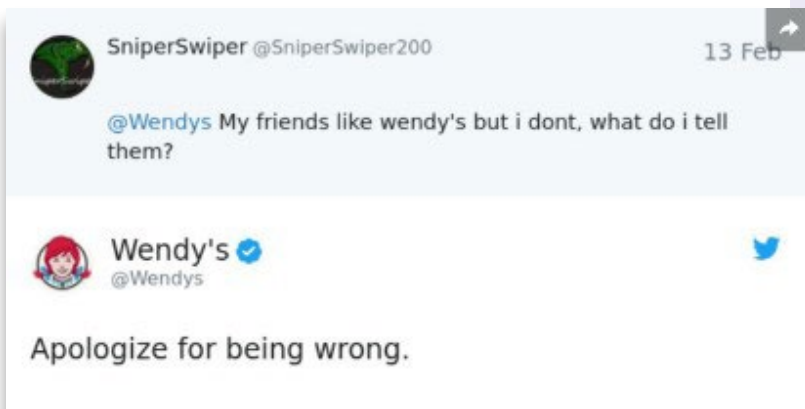
At the core of Wendy's social media triumph lies its commitment to authenticity, a dash of humor, and engaging with customers. [Wendy's X account](#), with a staggering 3.8 million followers, outshines the market leader McDonald's, which trails with just 175 thousand followers.

The witty and often cheeky responses to user comments have become legendary, proving that it's not just about marketing products; it's about building genuine connections with the audience.



"We've seen unprecedented engagement and reach from organic TikToks and Reels. The opportunities available from short-form video that educates, surprises, and entertains cannot be overstated right now."

—Shannon Sankey, Digital Marketing Strategist at Carney



SOCIAL MEDIA MARKETING (CONTINUED)

Ways to Level Up Your Social Media Marketing in 2024

Leverage AI

AI has already redefined the way social media marketers create and manage content – and this is only projected to grow in 2024. Over 40% of social media marketers use AI to generate captivating captions, with tools like Copy.ai and Chat GPT leading the way. It's also reported that 75% of social media marketers plan to use AI to revise and rewrite text in 2024. That's a 103% increase from 2023.

Encourage Employee Advocacy

Studies reveal that employee voices are perceived as 3 times more authentic and credible than even the CEO's voice, making them invaluable assets in building brand trust and loyalty.

In addition to trust-building, employee advocacy amplifies the reach and resonance of your content. Brand messages shared through employee advocacy are re-shared a remarkable 24 times more frequently compared to traditional brand distribution and leads developed through employee advocacy have a conversion rate 7 times higher than leads generated through other means.

Post Bite-Sized Content

Gen Z, with an attention span as short as 1.3 seconds on social media, underscores the need for marketers to adapt to this changing dynamic. Platforms like TikTok and Instagram have provided valuable insights into user preferences, revealing that videos lasting 11 to 17 seconds are the most successful. This shift in preference has positioned short-form video as the frontrunner for marketers, with 33% planning significant investments in this format in 2023.

Partner With Influencers

The landscape of influencer marketing is undergoing a transformative shift this year, with TikTok (56%) superseding Instagram (51%) as the go-to platform for marketers and influencers alike. Moreover, a significant paradigm shift is underway, with social media experts now focusing on influencers with fewer than 100,000 followers. The search volume for "nano influencer" has surged by nearly 500% in the past five years. Despite their smaller followings, nano-influencers boast the highest engagement rates, around 4%, making them a cost-effective and impactful choice for brands.



CHANNELS TO EXPLORE IN 2024

Programmatic Advertising

Programmatic advertising has begun to transform the landscape of ad buying and placement.

Unlike traditional advertising methods, which rely on human interaction and negotiation between publishers and marketers, programmatic ad buying leverages sophisticated software and AI algorithms to buy and optimize ads in real-time.

The automated precision, speed, and targeting capabilities of programmatic advertising make it an indispensable asset for marketers. In fact, according to Statista, an impressive 81% of revenue in the digital advertising market is projected to be generated through programmatic advertising by 2028.

BY THE NUMBERS

31%

of marketers plan to increase or maintain their investment in programmatic advertising this year.

#1

Connecting DSPs (demand side platforms) with other marketing tools is the #1 challenge that ad technology decision-makers say they face with programmatic advertising.

\$2.7 billion

US programmatic ad spend is expected to reach \$271 billion in 2025 – an increase of over \$100 billion compared to 2021.

1st

US programmatic video ad spend passed non-video for the first time in 2023.

10%

Programmatic advertising will account for more than 10% of US OOH (out-of-home) ad spend and more than 30% of digital OOH ad spend in 2025. Within this category, the largest share (41%) is going to billboards, followed by screens and TVs (24%)

Why Brands are Turning to Programmatic Advertising

- **Scalable and Flexible Spending:** Programmatic ads are extremely flexible, making them suitable for businesses of all sizes. Platforms like Google Ads allow for the dynamic adjustment of daily budgets based on campaign needs.
- **Expansive Reach:** With millions of websites and extensive ad spaces, the sheer scale of programmatic advertising sets it apart as an indispensable tool for modern marketers seeking impact.
- **Increased Transparency:** Programmatic advertising introduces a new era of transparency, granting marketers total visibility over their campaigns. Marketers can track and analyze everything from understanding the environments where their brand messages are displayed to delving into the demographics of engaged audiences.
- **Precise Targeting:** Various targeting factors, including contextual, behavioral, location, and device-based, allow marketers to tailor their ads with a new level of precision. This ensures that messages are delivered to the right audience at the right times.
- **Real-Time Data:** The application and analysis of data in real-time sets programmatic advertising apart. Marketers can make on-the-fly decisions, dynamically adjusting campaigns and evaluating performance as they unfold.

PROGRAMMATIC ADVERTISING (CONTINUED)

How to Optimize Your Programmatic Advertising Strategy

Define Clear Objectives

Setting campaign objectives is the foundation of a successful programmatic strategy. Whether the goal is to drive website traffic, increase conversions, or enhance brand awareness, a clear purpose informs every aspect of your campaign.

Embrace a Multi-Channel Approach

Embrace a multi-channel strategy in programmatic advertising to reach users on platforms like display, video, native, CTV, audio, and more. This approach ensures a brand's message is consistent across channels.

Target Precise and Relevant Audiences

Programmatic advertising provides a range of targeting options, including:

- Deals offer highly specific and forecast-driven packages for precise targeting.
- Page Context AI (PCAI) leverages AI to place ads contextually based on specified keywords, ensuring relevance.
- Lookalike audiences enable marketers to target users with behaviors similar to existing customers, enhancing campaign effectiveness.

Choosing the right targeting options aligns your campaign with the most relevant audience segments.

Data-Driven Optimization

Data-driven optimization ensures that campaigns are agile, responsive, and aligned with objectives. Marketers consider key performance indicators (KPIs) and adjust bids or exclude certain devices or audiences if necessary. Conduct placement analysis to identify high-performing sites and prioritize them.



BRAND STORY: EXAMPLE OF PROGRAMMATIC ADVERTISING

The Economist

In a strategic move to entice readers into the world of its diverse topics, ranging from finance to technology, [The Economist](#) embarked on a programmatic advertising campaign tailored to its distinct audience segments.

The publication analyzed how subscribers interacted with its content across web and mobile platforms. "The Economist" identified specific audience segments, like finance, politics, economics, and more to craft lookalike audiences to target.

The results speak volumes about the efficacy of programmatic advertising in the hands of a strategic marketer with [6 million](#) unique actions, \$650,000 in ad revenue, 9,500 new subscribers with a total lifetime value of \$15 million, and a remarkable 64% increase in "awareness" among U.S. audiences.

PROGRAMMATIC ADVERTISING (CONTINUED)

How to Leverage Programmatic Advertising in 2024

- **Podcasts:** With programmatic ads, advertisers gain granular control over ad reach and frequency, preventing listener fatigue. Podcast marketers and advertisers are seeing the benefits, as US programmatic podcast ad spend is expected to surge 41.3% to reach \$166.3 million this year. Plus, programmatic podcast ads leverage data and machine learning to find the exact audience in real time.
- **Digital Video:** In 2023, more than two in every five new programmatic ad dollars were allocated to Connected TV (CTV), setting the stage for 2024. Traditional TV viewership is experiencing a significant decline, while ad-supported video-on-demand (AVOD) content is capturing the attention of a growing audience.
- **In-App Ads:** In-app advertising is gaining considerable traction, especially in the realm of mobile gaming, where it supports nearly 95% of free-to-play games, transforming the way advertisers connect with users. Nearly 80% of players prefer this reward-based ad delivery system. This preference stems from users understanding the implicit exchange – watching an ad for a tangible benefit – creating a positive context for advertisers.



CHANNELS TO EXPLORE IN 2024

Interactive Content

Consumers, particularly those in Gen Z, expect to be fully immersed in a digital dialogue with a brand, and a static content strategy just won't capture attention spans anymore.

Enter: **Interactive content**, or personalized, branded digital experiences that allow the contemporary consumer to express, contextualize, entertain, and educate themselves in dynamic ways.

BY THE NUMBERS

41%

of consumers prefer [interactive content](#) when learning about a brand

5x

Interactive content generates [5x more pageviews](#) than static content

2x

Interactive content sees [2x more conversions](#) than static content

53%

Interactive content generates [52.6% more engagement](#) than static content

21%

[89% of marketers](#) report that interactive content is successful at re-engaging users



"We include a poll in each issue of The Daily Carnage in part to collect meaningful data to guide our content strategy. But the magic of 'Q for You' is that it represents the moment that a static newsletter becomes a social experience. You're not just part of a vast, faceless audience. You're part of a community, and your tastes and tactics inform and challenge the whole."

—Shannon Sankey, Digital Marketing Strategist at Carney

INTERACTIVE CONTENT (CONTINUED)

Interactive Content to Test in 2024

- **Quizzes, calculators, trivia, surveys, and polls:** Prompt users to answer questions, provide opinions, cast votes, or calculate outcomes.
- **Infographics, ebooks, and whitepapers:** Encourage users to interact with data points and charts, hover over elements, or click through different sections to enhance education.
- **Videos:** Employ clickable elements, hotspots, and branching narratives.
- **Webinars and live streams:** Poll attendees in live sessions and test other interactive features, like Q&A.
- **Augmented reality and virtual tours:** Build immersive experiences, like virtual try-ons, product interactions, or location-based campaigns.
- **Games and contests:** Encourage participation and competition in contests, giveaways, challenges, and branded games.
- **Emails and ads:** Embed surveys, quizzes, and polls within emails and ads.
- **Landing pages:** Include animations and personalization within the landing page design.
- **UGC campaigns:** Prompt users to create content around a branded theme to build community.
- **Chatbots:** Implement chatbots for real-time interaction throughout the customer journey.



BRAND STORY: EXAMPLE OF INTERACTIVE CONTENT

MAC Cosmetics

MAC Cosmetics was the first brand to partner with Google's in-house branded content platform to launch an augmented reality advertising campaign on YouTube. Using Google's AR Beauty Try-On technology, viewers of all skin types virtually tested lipstick shades while watching videos by the YouTube beauty influencers that recommended them.

This immersive, personalized viewing experience culminated in a link to purchase a desired shade. Across several similar campaigns, Google reported that 30% of viewers activated the AR experience in the YouTube iOS app and spent 80 minutes on average testing virtual lipstick shades, representing an opportunity for brands to reach customers in the consideration stage in a meaningful, engaging way.

Conclusion:

Selecting the Right Channels for Your Brand

Hubspot reports that the number one challenge marketing professionals face is determining which platforms they should invest in. So we put together the top-performing channels and platforms depending on your goals, so you can feel confident in which to nurture and which to put on the back burner in 2024.

CONCLUSION:

Brand Awareness

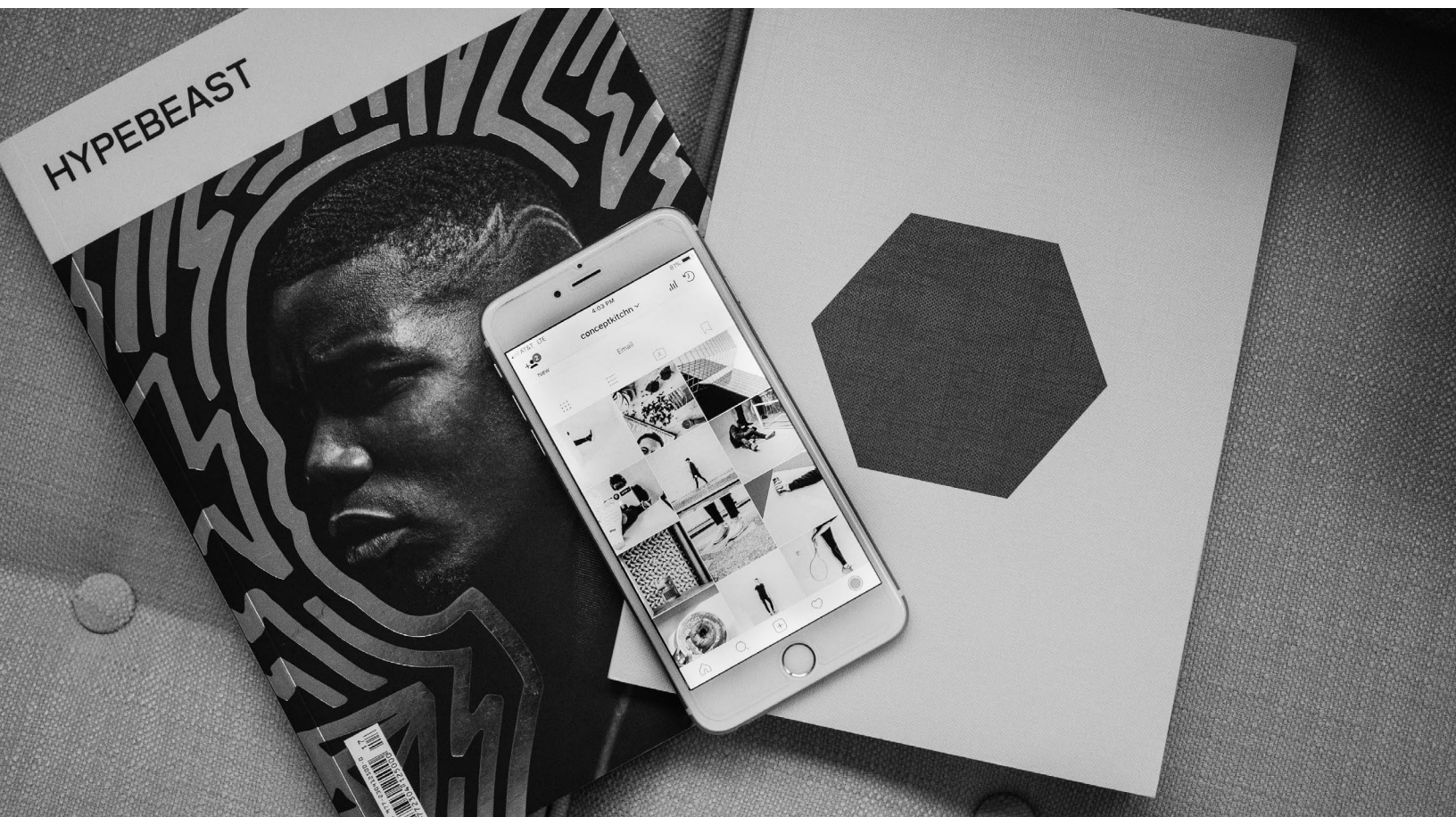
89% of marketers identify brand awareness as their primary goal. Here are the channels marketers find best suited to generate a buzz about your brand:

Social Media

- 36% of U.S. social media users use Instagram to follow brands and companies.
- 90% of Instagram users follow at least one business account.
- 62% of users say they are more interested in a brand after seeing it in an Instagram Story.
- 81% of Instagram users use the platform for researching new products and services.

Programmatic Advertising

- 60% of advertisers feel that programmatic advertising is effective for increasing brand awareness.
- On average, marketers allocate more than 50% of their media budget to programmatic advertising.
- To maximize your programmatic efforts for brand awareness, use a variety of media buying options. Programmatic ad spend continues to increase in diversity, with mobile ad units capturing 70.6%.



CONCLUSION:

Lead Generation

With [53%](#) of marketers spending at least half of their budget on lead generation and content marketing converting [3x](#) the amount of leads than traditional

marketing, we wanted to compile some of the top converting marketing channels so you can meet your 2024 sales goals.

Social Media

- [66%](#) of marketers generate leads from social media by spending only six hours per week on social media marketing
- [LinkedIn is the most effective](#) B2B social media channel for generating leads.
- Social media helps to humanize your brand and allows you to connect with prospects directly and organically.
- To maximize your lead gen efforts, stay on top of your messages and comments. When marketers follow up within five minutes of a desired action, they're [9x](#) more likely to convert leads.

Email Marketing

- [89%](#) of marketers use email with the primary purpose of generating leads and [60%](#) of customers made a purchase based on an email they've received
- [54.9%](#) of "Email My Cart" triggered email campaigns converted customers
- Marketers who segment email lists increase email marketing revenue by [760%](#)
- Email marketing allows for segmentation and targeting based on behavior, demographics, and past purchase history, enabling marketers to send highly relevant content to specific groups, increasing the chances of conversion.

Branded Podcasts

- Podcasting holds an unparalleled conversion rate of [34%](#) compared to the conversion rates of digital display (1.1%), print (2.4%), and TV (3.1%), highlighting the unique and transactional nature of the medium.
- Traffic from podcast interviews converts [25x](#) better than blogs
- Podcasts can engage listeners who lead busy lives for an extended period with [71%](#) of people saying that their primary motivator for listening to podcasts is that they allow listeners to multitask
- Branded podcasts create strong connections around shared interests. When your audience feels a sense of belonging to your podcast's community, they are more likely to engage with your content, share it with others, and, ultimately, convert.

CONCLUSION:

Thought Leadership

48% of marketers believe thought leadership content drives sales and leads. However, 63% of consumers note that they don't engage with

thought leadership that is too generic, so regardless of which channel you choose, ensure your content is unique and engaging.

Community Marketing

- 91.4% of organizations leverage thought leadership by writing articles.
- 47% of consumers engage with 3 to 5 pieces of content before talking to a salesperson.
- 36.2% of organizations build thought leadership by speaking at webinars or events.
- 38.9% of marketers used thought leadership to generate email subscribers.

Branded Podcasts

- 43% of consumers reported getting their thought leadership content from business podcasts.
- For every podcast, there are 750 blogs and 29 YouTube channels, making podcasts an underutilized opportunity.
- 75% of podcast listeners tune in to learn something new.



CONCLUSION:

Connecting with Your Target Audience

It's no secret that we're living in an era with millions of businesses looking to compete for mindshare. The best way to stand out? Having a strong brand

that resonates with your audience. Here are some of the best channels to achieve this:

Branded Podcasts

- [Podcast listeners are nearly as likely to listen to a branded podcast as they are to a celebrity show](#), making podcasts an excellent medium for engaging audiences, as a brand's involvement will not dissuade listeners.
- Podcasts are more trustworthy than traditional media with The Pew Research Center reporting that [31%](#) of people who get news from podcasts say they trust that news more than other sources.
- These figures prove that podcasts are an intimate medium. This isn't entirely surprising as podcasts manage to captivate devoted listeners for up to [42 minutes on average](#) – that's a lot of time to build connections.
- Unlike traditional advertising, where messages can feel forced, podcasts allow brands to engage with their listeners on a deeper level.

Influencer Marketing

- [61%](#) of consumers trust influencers' endorsements, whilst [38%](#) only rely on branded social media content, which they often perceive as biased
- While influencer marketing isn't as common among older generations, [72%](#) of Millennials and Gen Z follow influencers on social media and [50%](#) of millennials trust influencer recommendations.
- To reap the benefits of influencer marketing, brands must ensure that sponsored content compliments the influencer's organic content and that their product or service will provide value to their audience.
- By aligning brand messaging with an influencer's trusted voice, companies create more meaningful interactions and foster a stronger connection with their shared audience.

Short-form Video

- Video content generates [1200%](#) more shares than text content.
- [69%](#) of people prefer watching short videos to learn about a product/service and the average engagement rate of short-form videos is around [50%](#) compared to only [17%](#) for long-form videos
- YouTube and Facebook are the most popular social media platforms for video sharing with Snapchat being the least
- Short-form video is great at capturing audience's short attention spans, ideal for on-the-go audiences, and are easily shareable due to their seamless integration across social media platforms and websites.
- Videos provide a glance into the behind-the-scenes aspects of your brand – from your employees to your processes – humanizing your brand and forging connections with loyal customers.

About Quill and Carney



Quill is an award-winning podcast production agency that specializes in branded content and provides strategic marketing services to industry-leading brands.

We have produced high-quality audio content for brands like Expedia Group, PwC, Interac, and Walmart to elevate their content marketing strategy and maximize podcast ROI.

If you want to learn more about [Quill](#) and how a podcast could benefit your brand, [reach out to our team](#).

The Branded Podcaster

Want to stay updated on the podcast landscape? Sign up for our bi-weekly newsletter, [The Branded Podcaster](#).



Carney is a full-service, dynamic digital agency that helps brands transform and scale through data-driven marketing, design, and technology.

Find out how we've helped brands like Duolingo, Astrobotic, and Philips Healthcare break through the noise.

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