



2024 Marketing Trends

Report



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In this dynamic era of marketing, 2024 is poised to witness significant transformations across various fronts. From the surge in digital TV inventory to the dethroning of cookies, and the rise of self-service ad platforms challenging the Meta/Google duopoly, marketers are entering a landscape defined by innovation, adaptability, and ethical considerations.

As we embark on this marketing journey guided by Phu's nose for success, get ready to witness a marketing approach that's not only innovative but also irresistibly charming.

Phu is here to prove that in the world of marketing, a fresh perspective can come from the most unexpected places – even from a French Bulldog with a passion for promoting pawsitively delightful products and services.

Let's explore the key predictions that will shape the marketing industry in the coming year.



Video Marketing and Short-Form Content Dominance

Video marketing takes center stage in 2024, amplified by the popularity of platforms like **TikTok and YouTube Shorts**.

Brands are not only using short-form videos for advertisements but also for **storytelling, product launches, and customer testimonials**. The visual appeal of short-form content align perfectly with the preferences of modern audiences, redefining how brands connect with their target markets.





New Self-Service Ad Offerings Challenge the Meta/Google Duopoly

Self-service advertising refers to any platform you can deliver ads on without going through a salesperson face-to-face. It also allows the advertiser to define the ad's criteria.

While Meta and Google dominate digital marketing platforms, 2024 indicate the rise of self-service ad offerings from platforms like **Amazon, Microsoft, TikTok, Hulu, and Disney**. Empowering businesses with low barriers to entry, these platforms aim to challenge the duopoly by embracing a democratized, everyone-can-run-ads-here ethos. Microsoft's strategic ad partnership with Netflix positions them for potential growth, signaling a shift in the digital marketing landscape.



'Minimalist' Marketing Campaigns

A noteworthy prediction for 2024 revolves around the rise of "minimalist" marketing campaigns. This approach, championed by thought leaders such as **Alex Mastin, CEO and Founder of Home Grounds**, emphasizes simplicity in advertising.

Small businesses are expected to leverage this trend to stand out in a landscape dominated by elaborate and extravagant ads. The essence of minimalist marketing lies in coherent design and consistency across small details, fostering audience engagement. This strategy not only aligns with the preferences of a segment of consumers but also underscores the **importance of a refined and focused message in capturing attention amidst the marketing noise.**

Generative AI-Based Marketing

As 2024 unfolds, small business owners are urged to adapt their content creation strategies and platform utilization due to the emergence of **Search Generative Experience (SGE)**. This paradigm shift is influencing **search engine optimization (SEO)** dynamics, compelling marketers to rethink their approaches.

Generative AI-based marketing is anticipated to play a pivotal role, transforming how content is created, distributed, and consumed. Small businesses that embrace and integrate these technological advancements into their marketing practices are likely to gain a competitive edge, capitalizing on the evolving landscape of digital marketing and ensuring their visibility in an increasingly AI-driven online environment





First-Party Data Reigns Supreme, Cookies Take a Bow

2024 marks the final bow for cookie-based advertising strategies. With browsers **limiting the use of third-party cookies** and **privacy-centric regulations on the rise**, the spotlight shifts to **first-party data**.

Advertisers who invested in collecting and leveraging first-party data through subscription offerings and sophisticated content taxonomies are set to reap substantial returns. For those lagging behind, 2024 will be a year of catching up in a landscape where privacy and consumer demands for transparency reign supreme.

Sustainability And Ethical Marketing

The modern consumer is not just interested in purchasing a product or service, they're keen on understanding the **brand's values**, particularly concerning environmental and social responsibility.

This trend, spurred by global challenges like climate change and social injustices, has led to a surge in brands promoting their sustainability initiatives and ethical practices. From eco-friendly packaging to fair trade sourcing, marketing in **2024 is as much about values as it is about value.**



More Digital TV Inventory and Better Measurement

Linear TV viewership continues its decline, with consumers flocking to **subscription-based and free, ad-supported** streaming services. The addition of ads to Prime Video and the growing adoption of ad-supported streaming subscriptions signal an impending flood of connected TV ad inventory.

While this presents new opportunities, marketers face the challenge of demanding measurable results in brand-safe environments. The convergence of vast TV ad inventory and constricting budgets may lead to an implosion of CPMs, triggering further industry consolidation.



Hyper-Personalization Through Big Data and Analytics

The era of mass marketing is waning as brands harness big data and analytics for hyper-personalization. With an abundance of consumer data from various touchpoints, **brands can deliver tailor-made experiences through customized content, product recommendations, and advertisements.**

As big data technologies and machine learning algorithms evolve, **hyper-personalization will become more refined**, meeting the expectations of today's discerning consumers.



So, What Are Your Next Steps?

Now armed with insights from Phu's visionary marketing journey, it's time to chart your own course. Here's a brief recap of the steps companies should consider taking to stay ahead in the dynamic landscape:

Embrace Minimalism:

- Craft 'minimalist' marketing campaigns with simplistic design and consistent messaging.
- Leverage simplicity to stand out in a landscape cluttered with elaborate ads.

Prioritize First-Party Data:

- Invest in collecting and leveraging first-party data.
- Implement subscription offerings and sophisticated content taxonomies for substantial returns.

Diversify Advertising Platforms:

- Explore new self-service ad offerings from platforms like Amazon, Microsoft, TikTok, Hulu, and Disney.
- Challenge the Meta/Google duopoly by embracing a democratized, inclusive advertising landscape.





Champion Sustainability and Ethical Marketing:

- Align brand values with sustainability and social responsibility.
- Embrace eco-friendly practices and fair trade sourcing for a positive impact on both the environment and society.

Master Hyper-Personalization:

- Harness big data and analytics for hyper-personalization.
- Deliver tailor-made experiences through customized content, product recommendations, and advertisements.

Seize the Video Marketing Wave:

- Embrace the dominance of video marketing and short-form content.
- Utilize platforms like TikTok and YouTube Shorts for advertisements, storytelling, product launches, and customer testimonials.

AI - A Tool You Must Leverage:

- Adapt content creation strategies to the emergence of Generative AI.
- Embrace technological advancements for a competitive edge in the AI-driven online environment.