

6 lessons for marketers and brands from 2022

Swipe for key learnings as we enter the New Year



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1 Design

Debranding - simplifying logos and designs - looks to be the way forward for brands in order to be digital and mobile-friendly, bring credibility, and promote brand recall.

- A clear visual hierarchy for webpages, taking into account common F and Z page viewing patterns, can increase user engagement
- Choosing brand colors involves evaluating your brand identity, color psychology and cultural nuances, and competitors' colors
- When pure black (#000000) is used with white (#FFFFFF), it may create too much contrast; use color codes of gray instead



2 Content

Storytelling is a powerful medium to create persuasive content, keeping your target audience and purpose in mind – it is memorable, conversational and motivational.

- The story package framework gives you 4 personas – poet, professor, promoter or performer, depending on your objective
- Your copy-editing checklist should include steps to structure the content, improve word usage, remove redundancies, and limit each paragraph to one thought
- Applying Aristotle's wisdom – Ethos (character) for credibility, Pathos (emotion) for connect, Logos (reason) for logic backed by proof



3 Website

Optimizing your website performance should take into account user experience, storytelling in content, lead generation, and social media engagement for inbound marketing.

- To build a high-converting landing page, establish your USP clearly, enhance your form and CTAs, present social proof, communicate features and benefits
- Switching from HTTP to HTTPS can have a lot more benefits than security - sales impact, user trust, web traffic, search visibility
- For better user experience - reduce cognitive overload, implement breadcrumbs, responsive website, personalization through custom CMS (Content Management System)



4 Search Engine Optimization (SEO)

The focus has shifted from keywords to topics. By implementing a pillar-cluster model, you can help search engines understand the semantic relationship between pages.

- Begin with a content strategy, engage in competitor research, identify intent behind search queries, and realign your site structure
- Ensure quality content that answers users' queries (long-tail keywords and phrases); monitor core web vitals - speed, responsiveness, visual stability
- Optimize pages for featured snippets which appear on top of the search results, use a compelling meta description to improve click-through rate



5 Digital Marketing

Digitalization has blurred the lines between B2B and B2C. Your B2B marketing strategy should include content, email, search engine, social media, customer testimonial, webinar and influencer marketing.

- 76% of marketers say that webinars help them reach more leads, 75% say it extends brand reach, and 69% say it helps scale marketing efforts
- Leveraging behavioral retargeting with paid ads can ensure an average click-through rate 10X that of a typical display ad
- Online brand communities improve customer loyalty, build brand equity, increase sales, reduce customer support and market research costs



6 Email Marketing

With dark mode here to stay, ensure your email designs are effective by testing in both light and dark formats – keep images and icons transparent, use white strokes/translucent outlines for dark text and icons.

- A handy email preflight checklist – test every link, ensure the email is viewed as intended, confirm the content and messaging are appropriate, and the right names and addresses are used
- Thank-you emails are underutilized – they generated a 42% open rate and 14% CTR, when compared to 12% open rate and a 6% CTR for generic marketing emails



• Our handpicked quote for 2023 •



The wise man is one who, knows, what he does not know.

- Lao Tzu, Author of Tao Te Ching (The Book of the Way)



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