

marketing



SHAMROCK
COMPANIES INC.



promo

digital

INTRENDSTORY

The word "INTRENDSTORY" is displayed in a large, light blue, sans-serif font. The word "TRENDS" is highlighted in white, with a target icon in the 'R' and a bar chart icon in the 'D'. The word "STORY" is also in light blue.



2023

brand

print

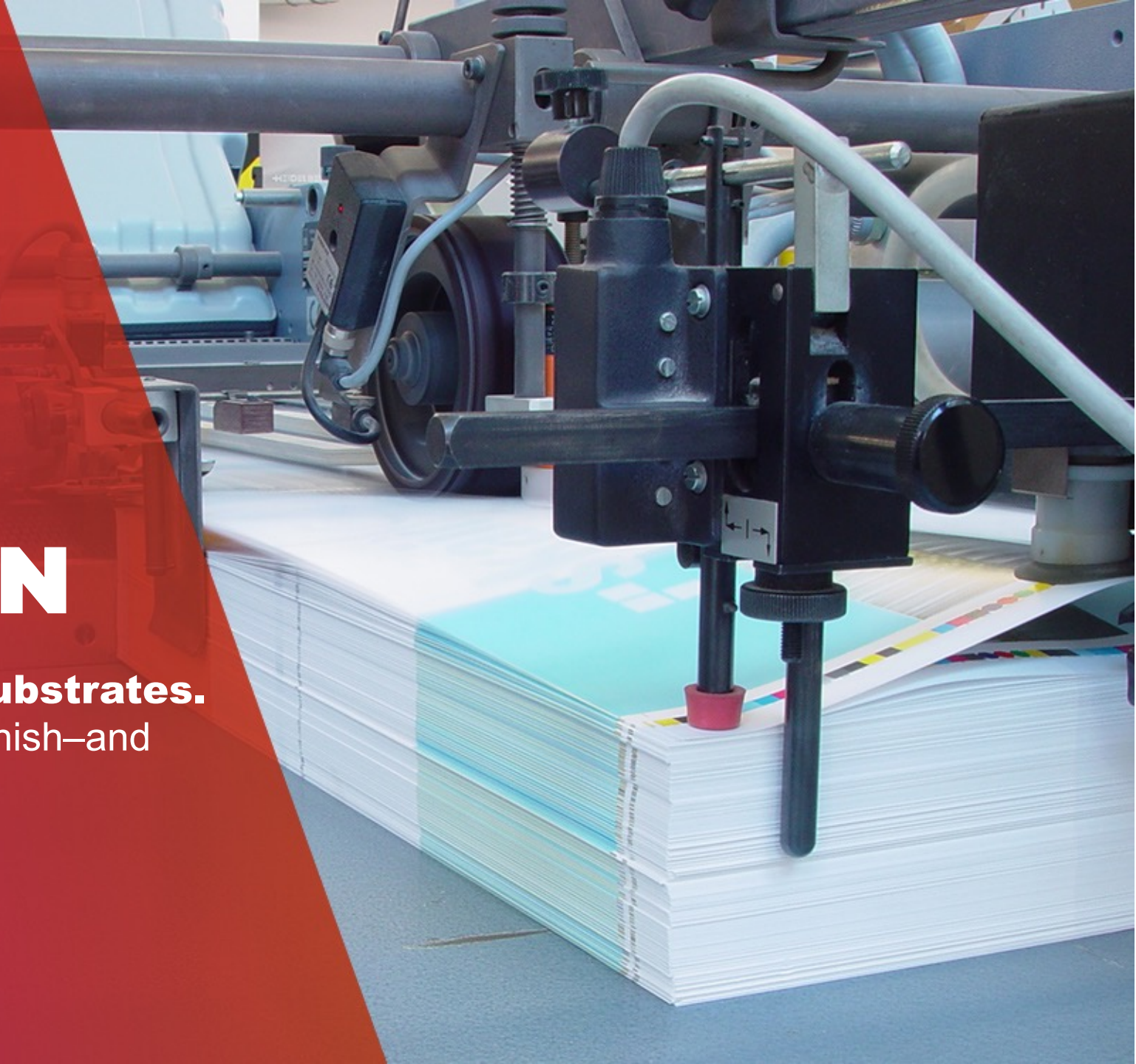


packaging

PRINT + DISTRIBUTION

Bold, conversational, unique substrates.

Visual communications from start to finish—and delivered anywhere in the world



TRENDS TRANSFORMING PRINT

Shimmering

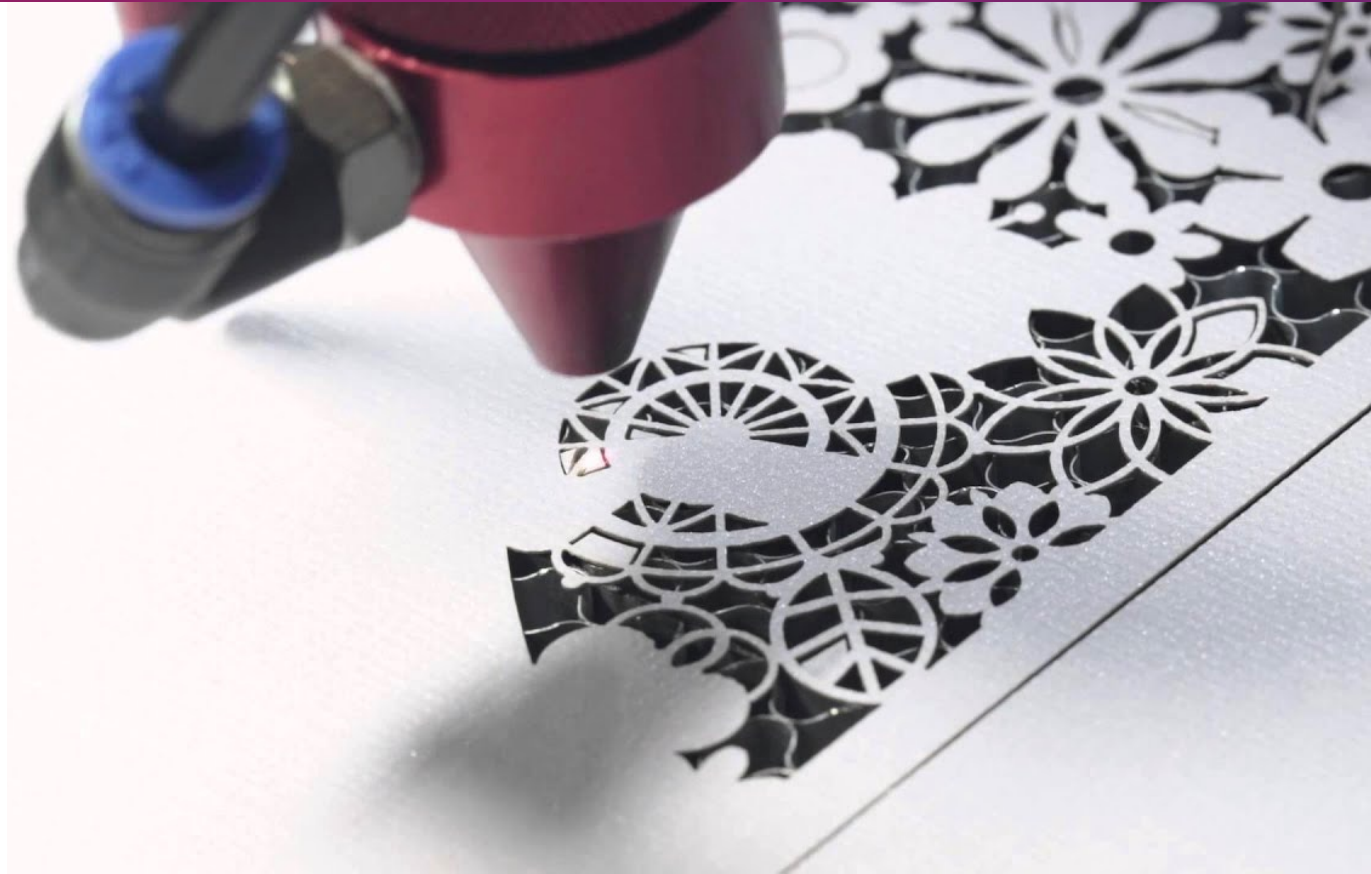
- The shimmering technique highlights one or more print design areas to make them stand apart from the rest of the page with a shimmering or even three-dimensional effect. These finished products are in high demand as restaurant menus, wedding invitations, and even business cards.



TRENDS TRANSFORMING PRINT

Laser Cutting

- More intricate than shimmering with the same dramatic effect, laser cutting can be used for accurate cuts on any stock to reach the correct finished size. Laser cutting can give you a highly accurate outline and creates a unique textured effect. Coupled with gold or colored foil, laser cutting will provide a beautiful finished product.



CURRENT TRENDS IN THE PRINTING INDUSTRY

Green, Eco-Friendly Printing

- Uses renewable energy resources in the process, using recycled materials to manufacture:
 - Free chemistry materials, such as soy ink (ink made from soy), are more environmentally friendly than other inks.
 - Tree-free paper, paper made from jute, wheat, straw, or agricultural waste is eco-friendly.

Sustainability

- Using materials more environmentally friendly such as inks, finishes, and papers that will decompose easily and that won't release harmful chemicals into the environment.
- Energy-efficient equipment, that operates using less electricity.

CURRENT TRENDS IN THE PRINTING INDUSTRY

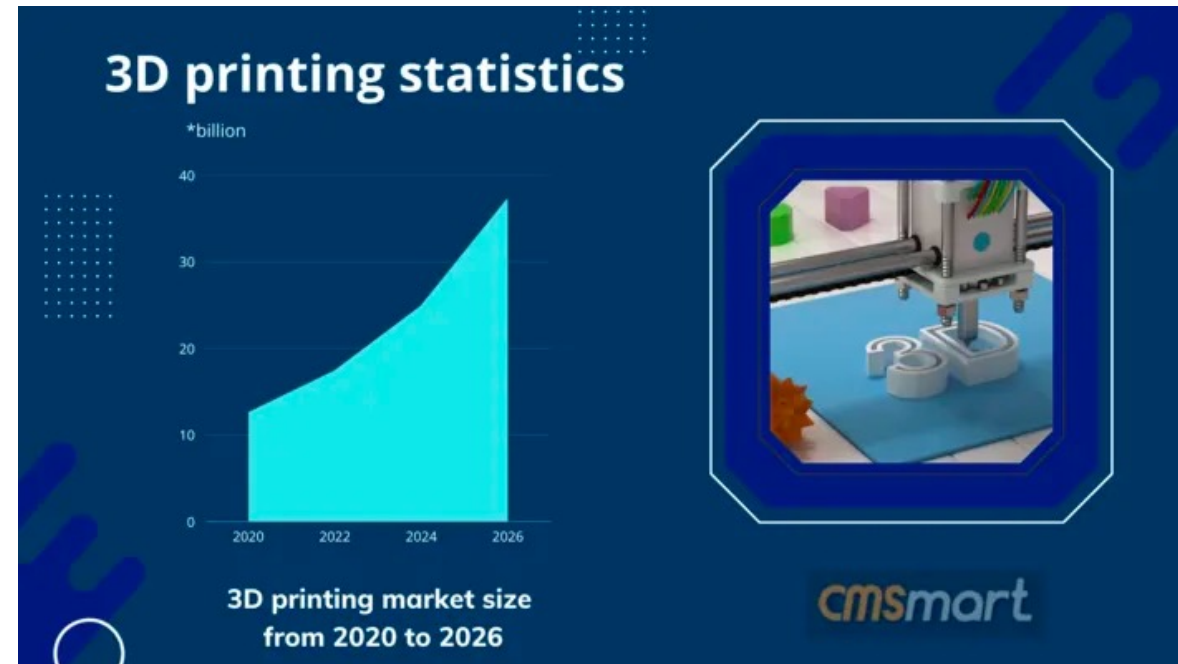
Digital Printing

- Digital printing is affordable for professional printing and requires fast printing and smaller quantity order—saves money, faster, reduces emissions, and reduces waste.

3D Printing

- Using materials like metals, resin, and cement, 3D printing has many benefits:
 - Low cost: making prototypes by 3D printing needs less material than traditional methods.
 - Save time: making the product by machine is faster than making it by handwork.

3D printing is the fastest-growing trend and continues in the future.



PROMO + PREMIUM PRODUCTS



87% of Millennials were influenced to purchase based on the company's social contribution.

Top Promotional Merchandise Products Moving Into 2023

→ Giving Back

- There is a huge focus on giving back to our community in both an ecological and social way.

→ Virtual Event Promotional Merchandise

- Virtual event merchandise plays a massive part in breathing life into a brand, while helping customers connect and engage personally with them, which is why 83% of consumers care more about how brands treat them, than the products they sell.

→ Remote Working Promotional Merchandise

- Remote/Hybrid employees are in greater need of products to help them with privacy, to stay connected, productive, and offer them moments of stress relief whilst working from their home offices.

HOT PROMOTIONAL MERCHANDISE IN 2023

Super on Trend - Cork!



- Sustainability sells - according to a recent Go Delta study, 46% of buyers have a favorable opinion of companies if the promotional product received was eco-friendly.

PROMO USAGE

10 Marketing Swag Statistics:

99% of people say that they're willing to go out of their way to get a promotional product

60% of consumers keep a promotional product for two years

53% of people use a promotional product at least once a week

85% of product recipients did business with the advertiser who gave them the item

72% of consumers say the quality of a promotional item impacts brand reputation

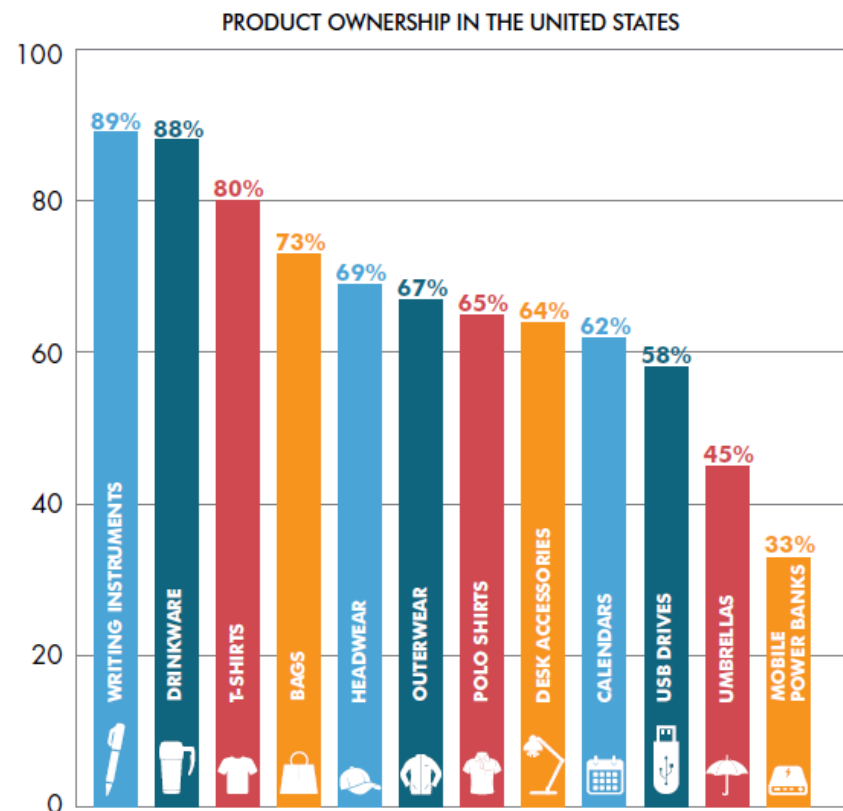
60% of people say that they would enter sweepstakes, contests, or raffles to win promotional products

60% or more recipients of promotional products will look the brand up online later

70% of consumers say that promotional products make their experiences more memorable

44% increase in effectiveness when a swag product is added to a social media advertisement

59% of employees who receive swag from their employer have a more favorable impression of their workplace afterward



2023 SWAG TRENDS

A Rise In Non-Branded Items

2023 is the year companies are asking their employees what they want from their SWAG. More companies are giving employees more control in the final design decision. Whether they want the company logo added or just simply have their name, it's now the receiver's choice to make.

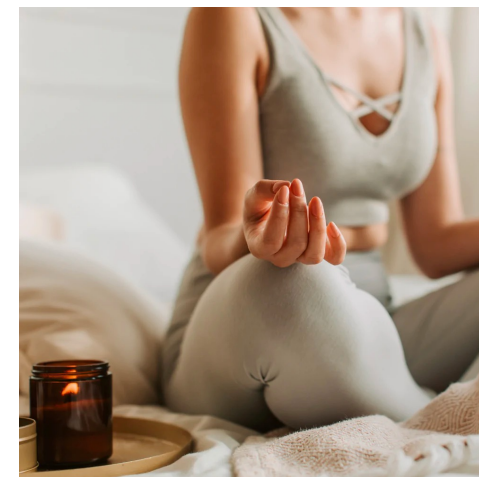
Gifts For The Family

Promoting a good work-life balance in 2023, we will see companies embracing employees' whole families when it comes to gifting. Instead of gifts that just serve the employee at work, they are opting for gifts the entire family can enjoy.



Focus on Health and Wellness

With many employees working remotely, companies are looking for opportunities to engage with employees to promote the importance of self-care. Self-care bundles that cater to the mind and body with carefully curated products such as eco-friendly yoga mats, calming teas, and nourishing body care.



Sustainable Gifting

To show their employees and clients that they are committed to helping the environment, companies are making sustainable choices like shunning plastic, choosing reusable items and directing a higher portion of their spend to products that are made locally.

CORPORATE GIFTING

Forget loyalty points—gifting is the new customer retention strategy. Rising demand for both corporate and private gifting presents niche opportunities.

Why Gifting Matters

28%


Return on investment that gifts can produce on lapsed customers

19%

Share of customers who **return within 90 days** of gifting

36%

Increase in referral rates with one gifting campaign

 Trends.co

CORPORATE GIFTING

Rapidly Growing Corporate Gifting Market Estimated to Reach \$312 Billion by 2025 According to a New Study from Coresight Research and GiftNow.

A shift in corporate gifting behavior indicates it is not confined to the holiday season.

The top three gifting occasions indicate that corporate gifting is a year-round opportunity to build and strengthen relationships, which is critically important in the new work environment.

Employee appreciation/milestone
(66%, up from 64% in 2021)
Existing client/partner appreciation
(52%, up from 49% in 2021)
Holidays
(49%, down from 55% in 2021)

Organizations are giving fewer but higher-value gifts, with more respondents citing spending \$100 or more on one-to-many corporate gifts than in 2021.

\$100-\$125 (18%, up from 17% in 2021)
\$125-\$150 (15%, up from 11% in 2021)
\$150+ (9%, up from 6% in 2021)

Corporate gift-givers plan to spend more in the upper end of the order value spectrum, \$4,000 or more for the average order amount for one-to-many gifting.

\$4,000-\$5,000 (15%, up from 13% in 2021)
\$5,000+ (13%, up from 9% in 2021)

Higher value spending is another market growth driver and indicates a more mature understanding of how to use corporate gifting to engage recipients with quality gifts versus quantity.

CORPORATE GIFTING

Corporate Gifting Challenges

48% percent of those surveyed manage end-to-end corporate gifting internally without a gifting platform. Among the top issues cited by respondents as “very challenging” for those managing their own corporate gifting efforts:

Inability to purchase gifts from multiple brands/retailers (33%)

Limited choice attributes such as color and size (32%)

Managing gift inventory, storage, and shipping (30%)

Limited range of products (28%)

52% of respondents outsourced some or all of their corporate gifting needs.

Outsourcing to a gifting provider represents an opportunity for organizations to centralize and streamline corporate gifting and address challenges.

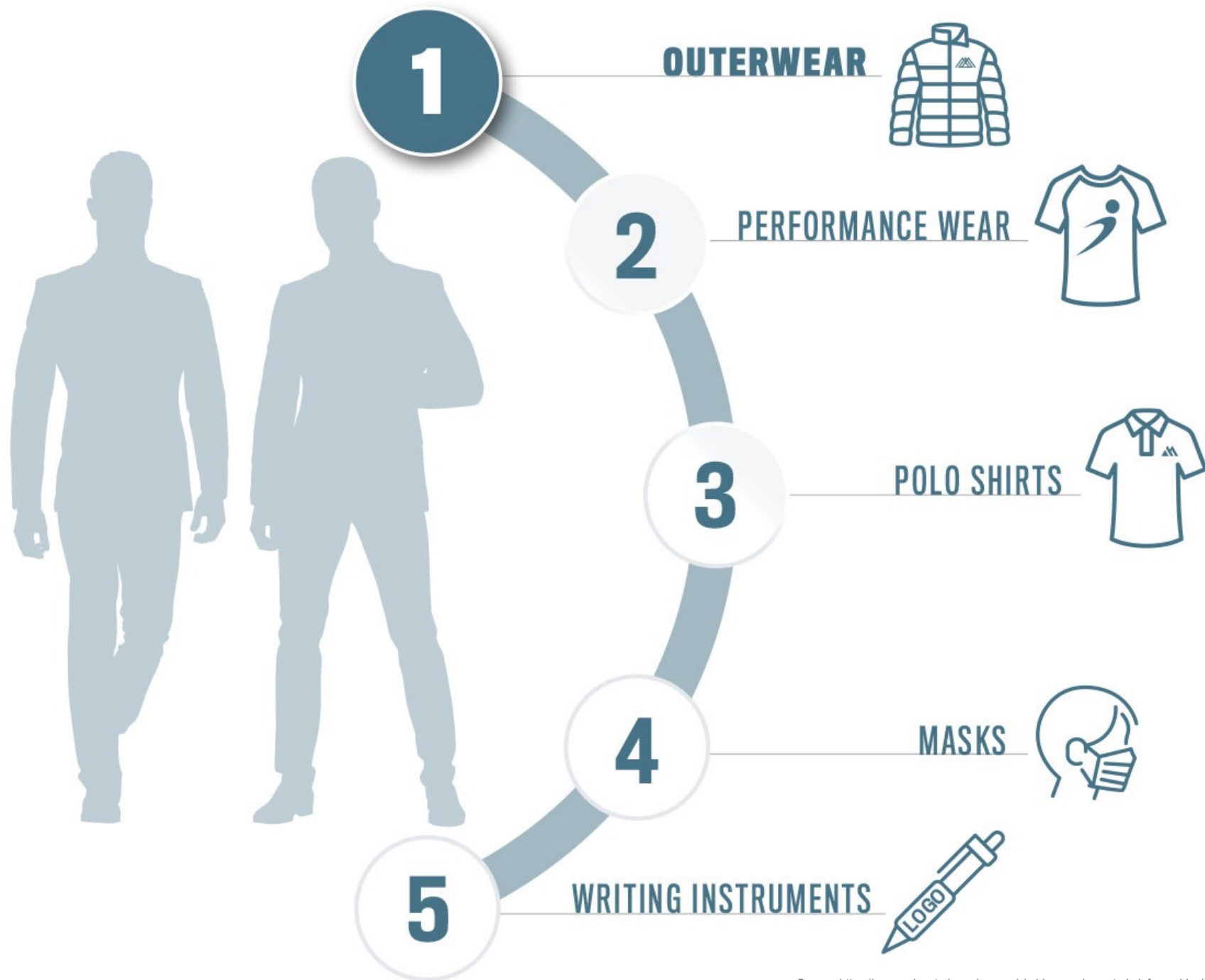
Outsourced gifting also allows organizations to ease friction points such as inventory management and shipping, lower costs, and deliver more engaging gifting experiences, reducing the number of issues cited as “very challenging.”

“The corporate gifting market is growing at an accelerating rate. One of the most interesting findings in this study is the use of corporate gifts as a medium to support diversity, equity and inclusion (DEI) initiatives,” said Deborah Weinswig, CEO and Founder, Coresight Research. “It is highly encouraging to see around three-fourths of corporate gift givers already supporting or planning to support DEI through corporate gifting.”

5 MOST INFLUENTIAL PROMO PRODUCTS IN THE UNITED STATES



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG MEN



5 MOST INFLUENTIAL PROMO PRODUCTS AMONG WOMEN



1

OUTERWEAR



2

HEALTH & SAFETY



3

PERFORMANCE WEAR



4

BAGS



5

MASKS



PACKAGING



TOP 11 PACKAGE DESIGN TRENDS TO WATCH IN 2023

Creative Fonts



Psychedelic



Simple, Clear, and Bold



TOP 11 PACKAGE DESIGN TRENDS TO WATCH IN 2023

Laugh-inducing figures, tranquil color palettes, and a return to simpler times will make an appearance in 2023

Custom Lettering



Minimalist



Repetition



Localized Illustration



TOP 11 PACKAGE DESIGN TRENDS TO WATCH IN 2023

Interactive Packaging Materials

Thanks to these new technologies, customers may learn more about a product before they even open the package. You can tell whether a pizza is hot or not just by looking at the color of the box. When placing your smartphone near the product, it begins to communicate with you. Interactivity is thus the key to fresh innovation and future packaging trends.

Packaging That Is Clearly Visible

Transparency in product packaging shows honesty with your consumers. Your product's components should be clearly stated on its package. If the product includes substances that may be dangerous to certain persons, it should be disclosed.

Develop a Storyline

The packaging design should not rely only on using colors or other visual components but should tell a narrative about the brand so that people can feel a connection to it right away.

Simple Designs

Packaging designs that are simple and ageless provide a sense of brand authenticity.

Secure Packing

Recently we have seen an increase in the adoption of secure package design. Many people worry about their health and well-being, and many corporations have reacted by improving their packaging.

DIRECT MAIL



DIRECT MAIL TODAY

Why You Should Care About Where Direct Mail Is Headed

Online marketing strategies face many challenges which have led marketers to rely on direct mail marketing. With ad blocking technology and more advanced digital advertising loopholes developing every day, direct mail is going to become more important as a go-to advertising strategy for businesses in the future.



Greater Personalization
Data Usage for Better Targeting
Integration with Direct Mail Automation

DIRECT MAIL TODAY

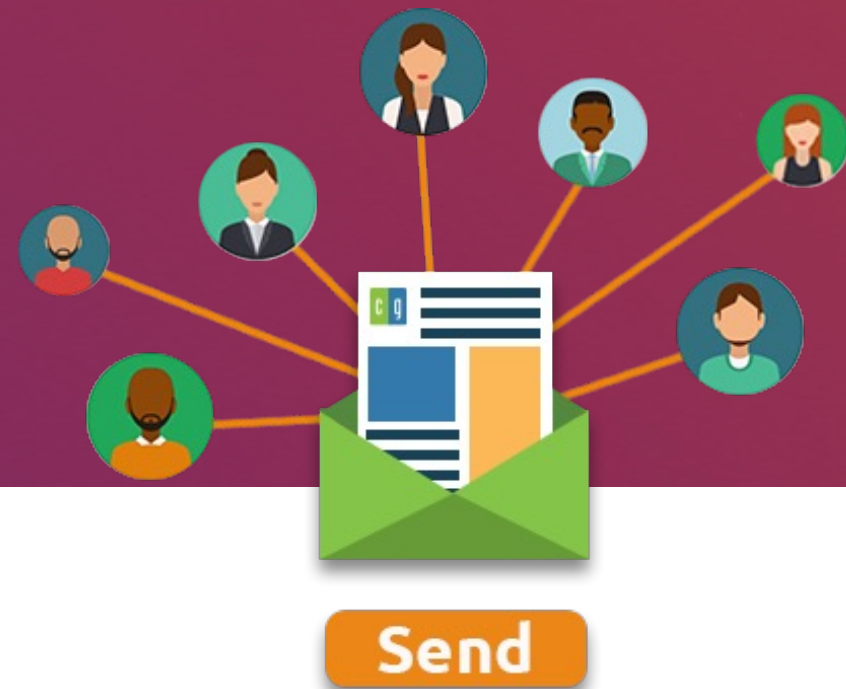
Greater Personalization

Personalization is more than names and addresses. Think QR codes, coupons, and images that can be custom for each recipient.

Data Usage For Better Targeting

Proximity Mailing is one of today's best ways to reach an audience in a certain area. It allows you to send direct mail like postcards or brochures to individuals who surround your business or your ideal customers who have already received help from your product or service.

Another direct mail marketing solution, is Propensity Mailing, or "Intent Based Mailing." Using behavioral data, buying activity, and more to give you the ability to target and reach out to only the individuals who are most likely interested or who are already in-market for your product or service.



Integration With Direct Mail Automation

With Direct Mail Automation you can do all of this and more:

- Send postcards to any contact, lead, or company within your CRM platform with just a click of a button.
- Set up triggers that will automatically send out your mailer along with emails and phone calls.
- Have a direct mail piece automatically be sent based on events or actions. For example, a customer hasn't ordered in a while, you onboard a new customer, etc.

15 STATISTICS THAT PROVE THE POWER OF DIRECT MAIL IN 2023

Digital fatigue has set in, and people are looking for ways to build connections that don't involve a screen. Receiving a piece of physical mail offers the kind of tangible, real-life connection that people are craving.

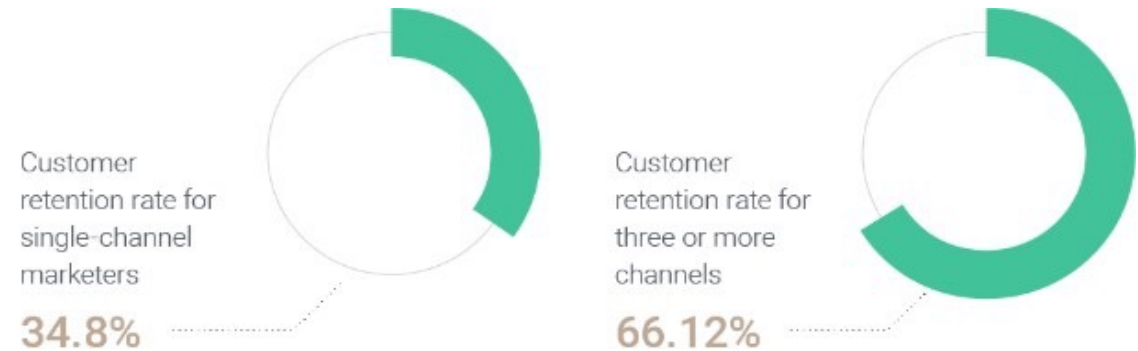
- 1) The direct mail advertising market is projected to grow from \$71.57 billion in 2021 to \$72.67 billion in 2022. ([Direct Mail Advertising Global Market Report 2022](#))
- 2) The average return on investment for direct mail is \$4.09 for every \$1.27 spent. ([Global News Wire](#))
- 3) The average response rate for direct mail is between 2.7% and 4.4%, compared to email's 0.6% response rate. ([Newswires](#))
- 4) 73% of American consumers prefer being contacted by brands via direct mail because they can read mail at their own convenience. ([Small Biz Genius](#))
- 5) More than 40% of direct mail recipients read or at least scan the direct mail they get. ([Small Biz Genius](#))
- 6) 84% of the Gen Z have received a direct mail piece with a QR code to interact with a brand online (by watching a video, going to a landing page with sales copy, or to order by phone/action device). Nearly 40% of these campaigns used direct mail and generated a profitable ROI. ([CDMG Inc.](#))

15 STATISTICS THAT PROVE THE POWER OF DIRECT MAIL IN 2023

- 7) Nearly 90% of Millennials love receiving mail. This fits with their affinity for physical media—like vinyl records. The study also revealed that 57% of Millennial respondents acted on direct mail offers. ([USPS](#)).
- 8) Two-thirds of Gen X consumers say they have a positive impression of companies that send out relevant marketing mail. ([USPS](#))
- 9) While overall mail rates declined, total direct mail volume increased by 28% from 2020 to 2021. ([Sequel Direct Mail Trends Report: Q4 2021](#))
- 10) Direct mail volume has increased in the U.S., up from 67 million in 2020 to 70 million in 2021, an increase of 4.7%. ([Statista](#))
- 11) Postcards have increased in popularity, with envelope packages dropping 15% in the last year. (Whoismailinghwhat.com, “[25 Direct Mail Trends for 2021](#)”)
- 12) There was a 49% increase in sales and 125% increase in customer inquiries who received both email and catalogs. ([Harvard Business Review](#))
- 13) A survey of more than 500 marketers found almost two-thirds see “good” (59%) ROI from direct mail campaigns. ([Marketing Charts](#))
- 14) More than 70% of Gen X consumers feel mail is more personal than online digital communications and are more likely to read promotional mail than emails. ([USPS](#))
- 15) One-third of consumers report feeling overwhelmed by tech during COVID-19. Parents and adults working from home report feeling overwhelmed at even higher rates. This fact highlights the fact that people are reverting to preferring hand-held marketing communications. ([Deloitte Insights](#))

X-CHANNEL

- Marketers using three or more channels in campaigns earn 90% higher customer retention than those using single-channel campaigns.
- Combining print with digital contributes to higher response than combining just digital methods.

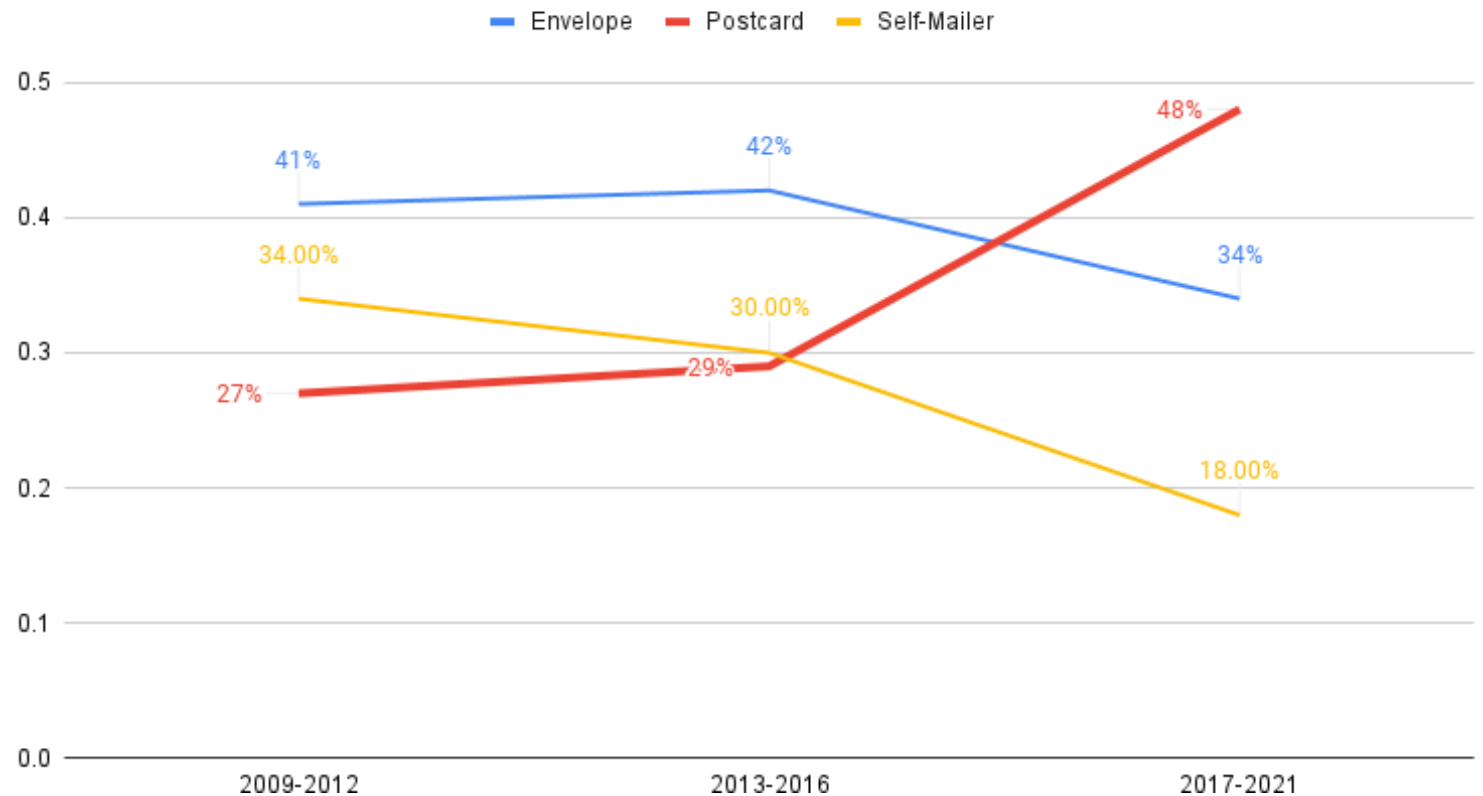


Campaign Media Combinations*	Response Rates	Conversion Rates
Print only	6.26%	7.08%
Print and e-mail	7.26%	8.83%
Print and social media	6.33%	7.46%
Print and mobile applications	5.65%	6.42%
Print, e-mail, social media and mobile applications	7.49%	9.21%
*InfoTrends		

DM TRENDS BY FORMAT

- Postcard utilization up 19% in the last 5 years
- Envelope usage dropped 15% on average by industry vertical market
- Self-Mailer utilization has slid by almost half

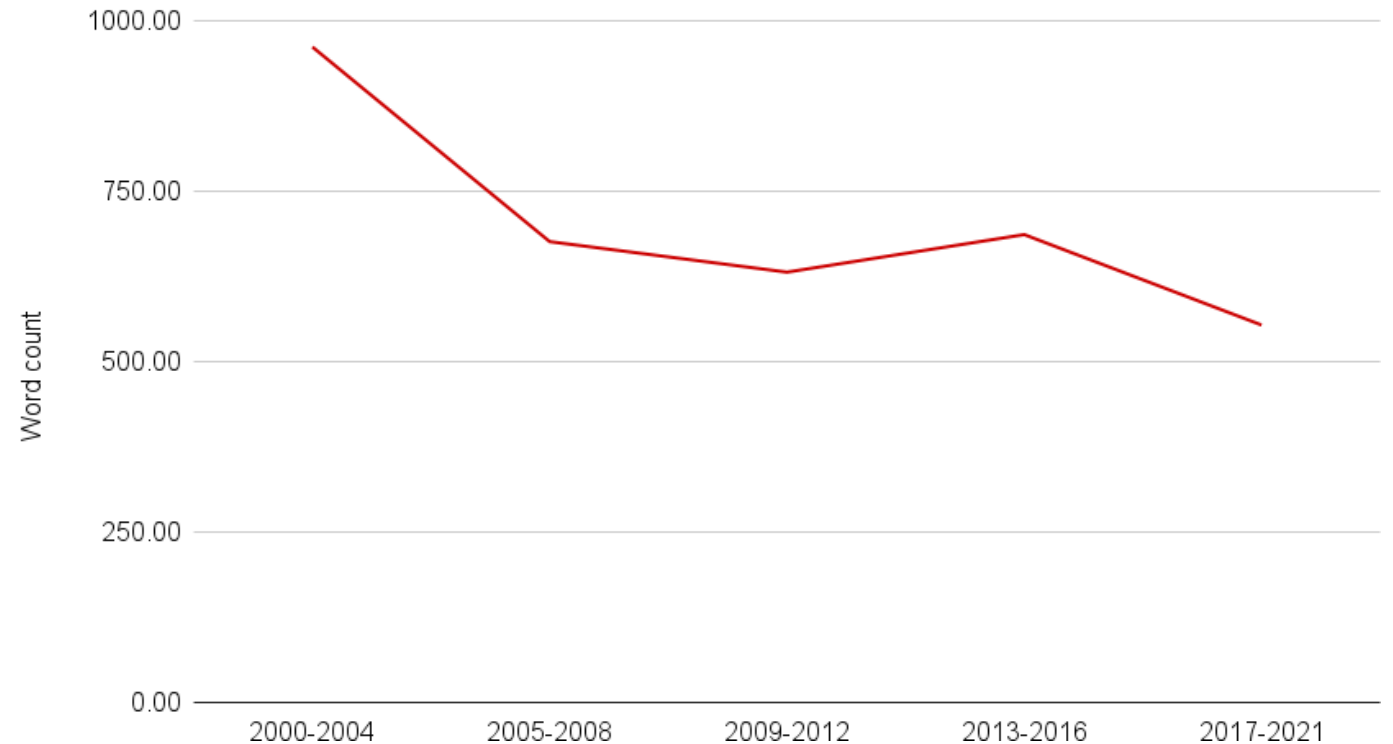
Trends in Format Usage 2009-2021



DM TRENDS BY WORD COUNT

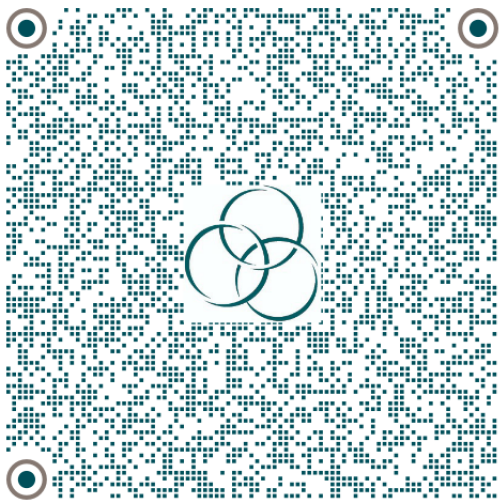
- Copy gets more concise – the trend in the last 20 years is less copy
- Reinforce the basics
 - Brand
 - Offer
 - Benefit/Strength
 - Call To Action (CTA)
 - Contact/Respond

The word count changes in the direct mail copy (all formats)



DM TRENDS

- QR Code included over 20% of the time*
- BRM utilization is off by more than half in some vertical markets
- Personalized URL (PURLs) are the top response rate tracking method at 61%



**50.9% of recipients
say they find
postcards useful.**

*per The ANA (fka The DMA)



MILLENNIALS' VIEW OF DM



88%

of Millennials take the time to look through their mail to make sure they're not discarding useful information.¹



73%

of Millennials would be upset if they no longer received mail.¹



80%

of Millennials look forward to seeing what they've received in their mailbox.¹



65%

of Millennials pay attention to direct mail advertising.²

¹USPS Mail Moments: 2019 Review," 2019.

² "Millennials: An Emerging Consumer Powerhouse," Quad/Graphics Customer Focus® 2018 Research Study, 2018.

DIGITAL



E MAIL



SOCIAL
NETWORK



VIDEO

THE NEXT 8 BIG DIGITAL MARKETING TRENDS IN 2023

1. **Gathering zero-party data through practices like form building**

- Big data has become significantly more important including the way we gather data though has had to change due to privacy laws in place across the globe.
- When it comes to digital marketing, a hot trend in 2023 is likely going to involve businesses being more proactive in gathering intel through a variety of practices. For example, form building can be helpful in finding out information from your customers that could influence your next product launch or service.

2. **Email marketing for product launches and small businesses become more influential**

- 89% of marketers use email marketing primarily for generating leads and it's a trend that will continue thriving into 2023.
- For product launches, it's beneficial to use email subscriber lists to reach existing customers and those that have signed up but not bought anything yet. Product launch emails for small businesses can also help significantly widen the profit margins.

3. **More creativity will come through marketing apps such as SurveyMonkey**

- Creativity will become more prevalent as we enter 2023. Every piece of marketing you put out as a business should attract attention and encourage engagement. SurveyMonkey is a great example of incorporating creativity through your email marketing.

4. **Use real-time messaging platforms to collect data**

- For many marketing teams, real-time messaging platforms have become a great opportunity to directly reach the customer and collect data as well. It becomes a data hub that stores information so you can understand your customer more than ever before.

5. **Influencer marketing will continue to boom**

- Influencer marketing brings on average \$5.20 for every \$1 spent on this type of marketing.

6. **Gratification**

- Instant gratification-shoppers want instant results, or they look elsewhere. Customers are wanting to see more gratification when shopping with brands and it's important for teams to think proactively. For example, having a helpful knowledge base that customers can access can help answer questions that might be stopping them from buying.

7. **Outsourcing to digital marketing agencies will be popular**

- For small or large businesses, outsourcing remains a great way to get more done. Digital marketing agencies have a lot of knowledge to share and implement into growing trends within the digital environment.

8. **Chatbots will become more prevalent on websites**

- Chatbots have become more useful for marketers and as such, have become another source of investment. They help small businesses and those not operating all hours of the day, to answer queries and engage with customers who might need assistance outside of working hours.

SOCIAL MEDIA



2022/2023 SOCIAL MEDIA



Active Users on Top Social Media Platforms

Social Media Platforms	Active Users (In June)
Facebook	2.9 Billion
Youtube	2.4 Billion
Whatsapp	2 Billion
Instagram	1.4 Billion
WeChat	1.2 Billion
Tiktok	1.2 Billion
Telegram	700 Million
Snapchat	617 Million
Pinterest	443 Million
Reddit	430 Million

SOCIAL MEDIA PREDICTIONS

FACEBOOK

“It’s been a hard year for Zuckerberg’s first social app, with big blue falling out of favor with young users, losing ad dollars to Apple’s ATT update & suffering from something of an identity crisis in the shadow of the TikTok shift.”



MORE POSTS RECOMMENDED BY AI – You’re going to see more and more content from pages and people that you don’t follow in your Facebook feed.

FAMILY AND FRIENDS REDUX – The flow-on impact of this could be that Facebook looks to find another way to better highlight posts from family and friends, which has always been the app’s bread and butter. Facebook already has alternate news feeds, following the introduction of its ‘Home’ and ‘Feeds’ tabs.

AVATAR INTEGRATION – By promoting the use of avatars as a form of digital identity, Meta can encourage more people to engage through their digital characters, which will be a key part of metaverse engagement.

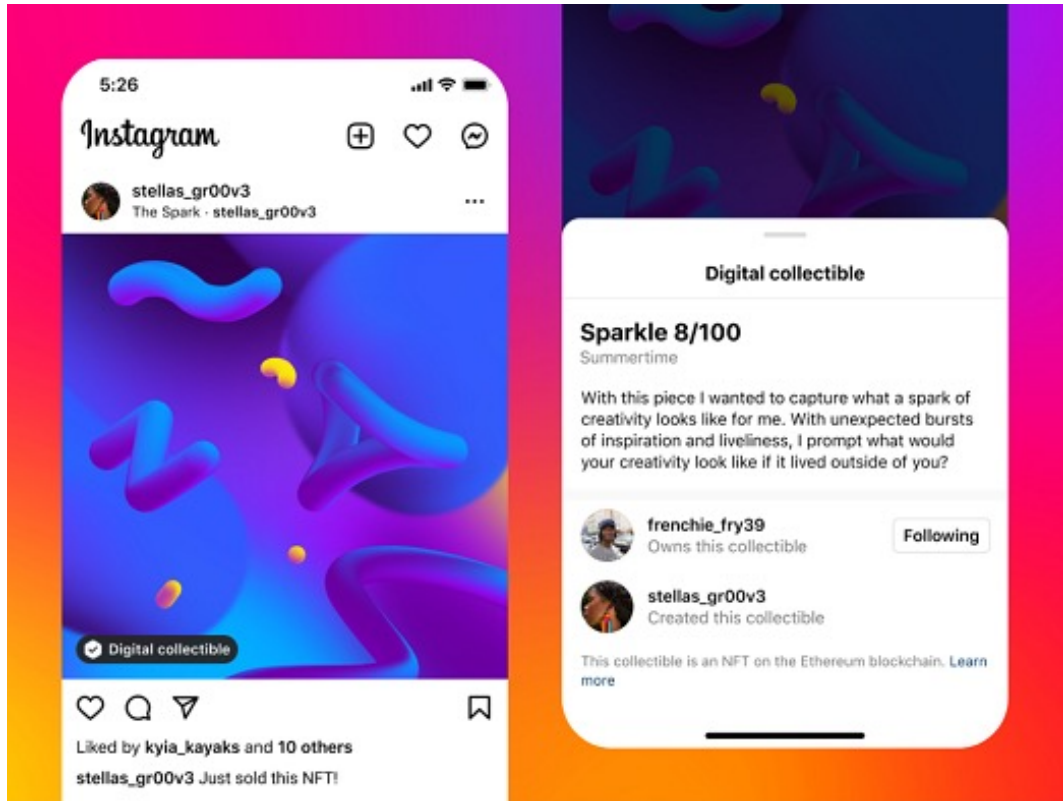
CLICK TO MESSAGE ADS – Do people really want to engage with brands in their DMs? We’ll find out, and it could be a great way to build more direct connections through the messaging platforms that people are already using.

POSTS FROM VR – Another way for Meta to promote its metaverse shift will be via posts from VR, including its already announced share to Reels from VR option.

AR EXPERIENCE – Development in AR glasses and posts will provide a range of new functionalities and in-app experiences. Meta’s AR glasses are still in development, but with it a more established product supply chain for its Ray-Ban Stories glasses, it seems like we’re not far from the next stage.

SOCIAL MEDIA PREDICTIONS

INSTAGRAM



“Copying TikTok at every turn, Instagram is desperate to fend off competition, and that, seemingly, has worked thus far, with the app recently reporting that it’s now up to 2 billion monthly active users.”

MORE AI-RECOMMENDED CONTENT AND MORE REELS – Just like Facebook, Instagram is leaning into AI content recommendations to maximize user engagement.

NEXT LEVEL INTEGRATIONS – Expect Instagram to add new forms of content creation in 2023 including AR and 3D posts and more NFT art.

AR AND MORE INTERACTIVE ADS – Interactive ad formats that will engage users in all new ways.

LIVE SHOPPING – Live stream shopping will see a bigger push in 2023.

SOCIAL MEDIA PREDICTIONS

TWITTER

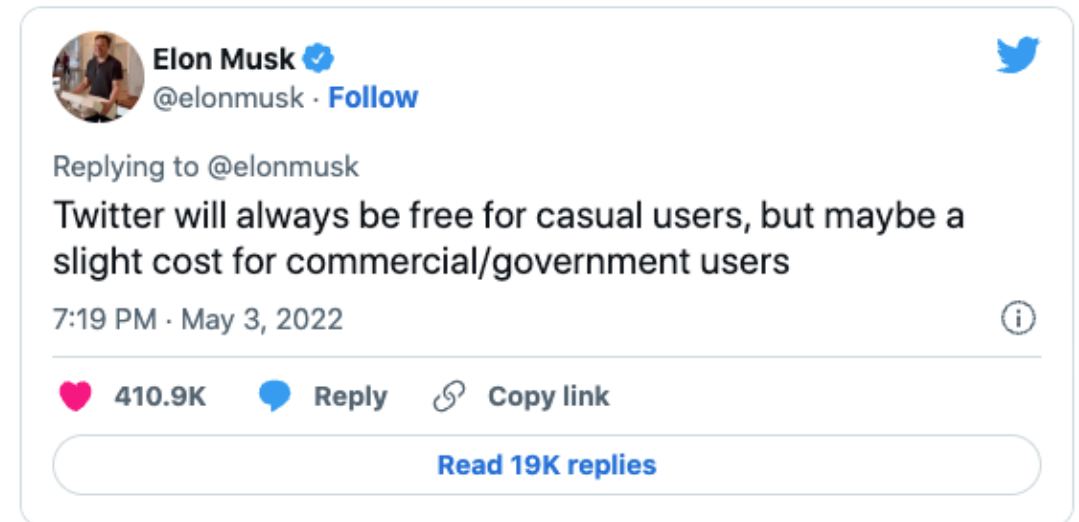
“The hardest to predict with Elon Musk at the helm but based on what we’ve currently seen from Musk...”

SUBSCRIPTION PUSH – with the promise of advanced analytics.

ADDITIONAL VERIFICATION TICKS – Authenticate humans in order to better feature bot profiles in the app.

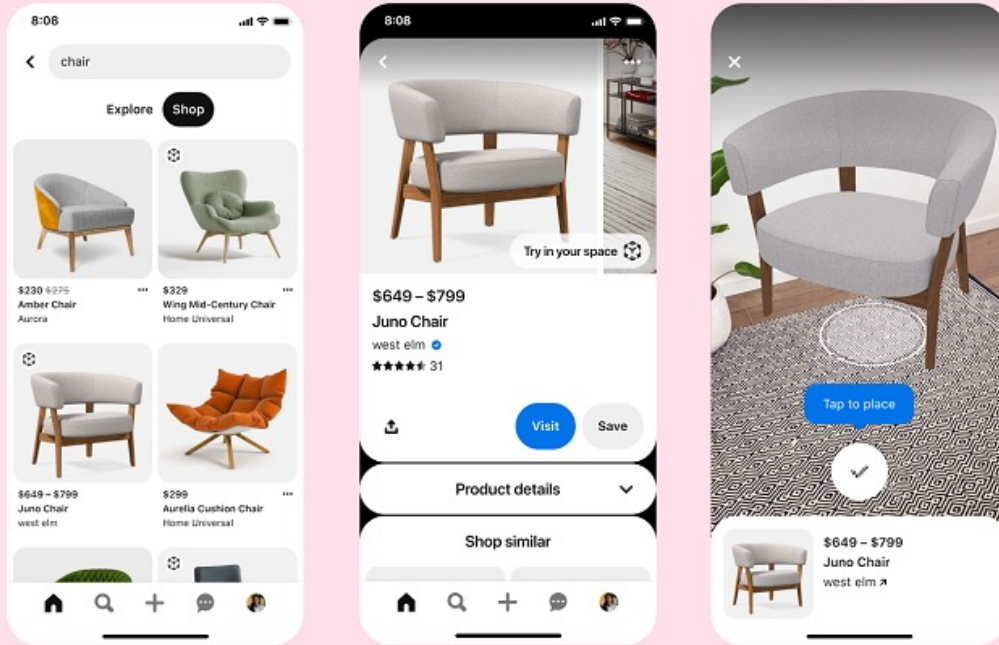
VARIABLE ALGORITHM – Implementing a way for users to get a better understanding of how algorithms dictate their Twitter experience, by giving them the option to choose which algorithmic elements influence their tweet feed and enabling them to control their own experience, to some degree.

PAYMENTS – Potential to use the platform as a vehicle to facilitate payments, likely via cryptocurrency.



SOCIAL MEDIA PREDICTIONS

PINTEREST



INTERNATIONAL EXPANSION – Pin ads are still not available in all markets, and while Pinterest is still growing, it needs to build its ad opportunities to maximize its potential.

REFINED SEARCH AND DISCOVERY – Highlight the most relevant products via improved search tools and processes. Expect to see Pinterest add in more product comparison options, to help users find the best deals in the app.

STREAMLINED LISTINGS – Pinterest also needs more products, and as such, you can also expect to see the platform continue to improve its catalog ingestion tools, and help more merchants list their items as Buyable Pins.

IMPROVED AR CAPTURE AND DISPLAY – Expect Pinterest to provide new tools to help businesses more easily capture their products in 3D, to fuel AR product Pins.

LIVE-STREAM SHOPPING – Pinterest is testing live-stream shopping and you will see more live-stream display options in the app in 2023, including, potentially, a full-screen live-screen shopping tab in the app.

SOCIAL MEDIA PREDICTIONS

LINKEDIN

“The Professional Social Network™ posts ‘record levels’ of engagement, which now seemingly includes more and more non-professional posts and updates.”

MORE DATA INSIGHTS FOR JOBSEEKERS – LinkedIn owns the largest database of professional and career insights, and they are integrating more ways to help people maximize their opportunities. In addition to providing links to LinkedIn learning to get the skills you need they are incorporating more data insights into job listings for more predictive insights.

IMPROVED VIDEO CONNECTION TOOLS – With more people consuming more video content expect LinkedIn to add more video tools and video chat features.

BIGGER FOCUS ON AUDIO – Expect to see audio rooms in groups, audio meet-ups among your connections better highlighted in the app, and more sections highlighting audio events.

FEED PRESENTATION UPDATE – Expect to see new elements that better highlight the app. LinkedIn TV could be a possibility as it looks to highlight podcasts and other elements in their own dedicated space.



SOCIAL MEDIA PREDICTIONS

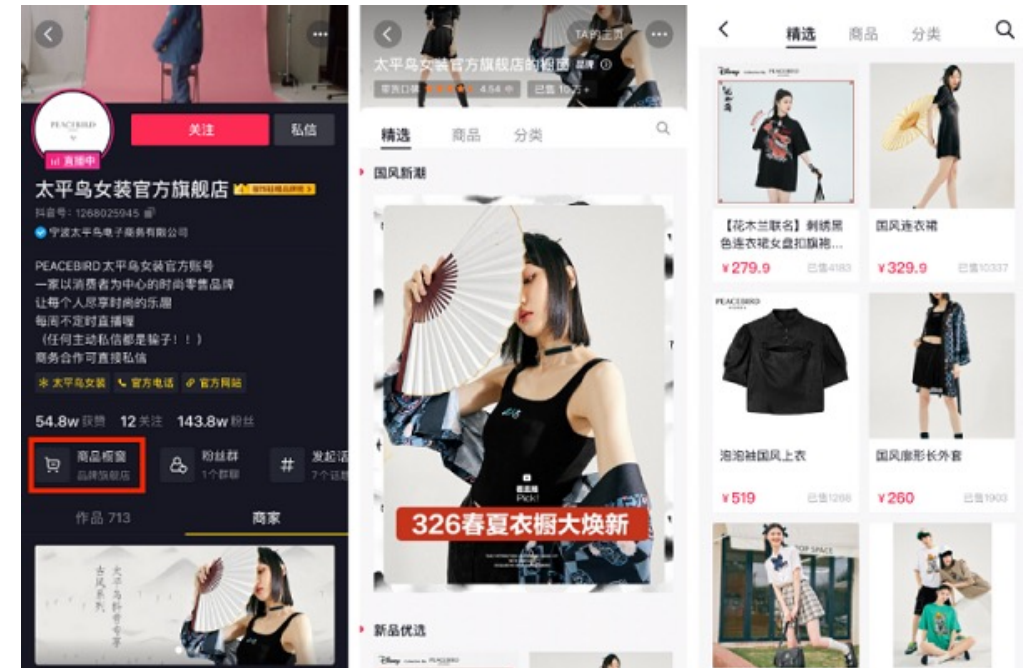
TIKTOK

“The trending app of the moment is also, arguably, the most controversial, not so much for the content that it amplifies but because of its linkage to the Chinese Government, which, perceived or not, continues to keep the political scrutiny high on the app.”

LIVESTREAM COMMERCE AND SHOPS – Live-stream commerce is the key earner in the Chinese version of the app, so it makes sense that TikTok is going to give it a massive push in other regions as well. Right now, creators can't make as much money on TikTok as they can on YouTube, because you can't insert mid-roll ads on short clips. TikTok's trying out various solutions on this front, but live-stream commerce is where it's had the most success previously. The other element is in-stream shops, and they will also make their way to TikTok, in various forms, in the next year.

NEW CREATOR PAYMENTS – TikTok's Creator Fund is not providing the impetus for big creators to keep posting TikTok clips. The problem with the Creator Fund is that as TikTok gets bigger, the payout amounts get smaller, so as TikTok benefits from creator content, those creators get paid less.

SEPARATION FROM CCP – Everything for TikTok rests on its ability to prove that it's not connected to the CCP, and that it operates in total separation from the Chinese Government. You can expect the pressure to stay heavy on TikTok in 2023, which will likely force it to take even more measures to prove that user data is not being accessed by representatives of the Chinese Government, and/or used for an alternative purpose. TikTok has already established an agreement with US-based Oracle to store US user information.



SOCIAL MEDIA PREDICTIONS

SNAPCHAT



The challenge for Snap is to age up with many of its early users moving on — the app remains focused on youngsters.

AR GLASSES – It's possible that Snap could be the first to market. They have already established production and distribution framework for Spectacles, and it's been testing its AR-enabled Spectacles with developers and creators for some time.

AVATAR FASHION AND DIGITAL ITEMS – Snap is making its Bitmoji avatars more of a focus, with new fashion partnerships to help people customize and personalize their Bitmoji characters.

EXPANDED SPORTS PUSH – In an effort to gain an older audience group to the app, Snap is making sports content a bigger focus with interactive, themed games, sports betting elements, live scores, or a centralized sports zone in the app to interact around live events.

VIDEO/BITMOJI CHAT – Snap may branch out into live chats that anyone can tune into, or maybe video chats listed in the Snap Map to help you engage in local communities.

INFLUENCER MARKETING

Influencer Marketing Statistics

- 65% of marketers say that influencer marketing is one of the most effective channels for reaching their target audience.
- 49% of marketers believe that influencer marketing is more effective than traditional advertising.
- Influencer marketing generates 11x more ROI than traditional marketing channels.

Type	Followers	Advantages	Disadvantage
Mega	1M+	Huge Impact and Reach	Strict Relation and Can be Expensive
Macro	100K-1M	Close and Trusted Relationship with followers	Reach may not justify the engagement rate
Micro	1K-100K	Effective as a Social Media brand ambassador	May lack Social Media Expertise
Nano	Upto 1K	Small Following but big impact	May have lower content quality with small reach

DO'S AND DON'TS OF INFLUENCER MARKETING

DO

Do your research and make your selection based on their genuine interest in your brand.

Set clear objectives and be clear on the campaign goals and results you want to see.

Focus on quality over quantity. Better to have only a few high-quality influencers than a bunch of low-quality ones.

DON'T

Don't automatically go for the most popular influencer; make sure they are right for your brand.

Don't shy away from reaching out to smaller influencers. They may not have as large of a following but can still be effective.

Don't forget to measure results so you can see what is and what is not working.

TYPES OF COLLABORATIONS

Sponsored Posts

Influencer is paid to share a post about a brand or product.

Brand Ambassadors

An influencer becomes a brand ambassador when they promote a brand or product on an on-going basis. This could involve creating content, attending events, or even just talking about the brand on their social media channels.

Collaborations

Influencer and a brand work together to create something, often a piece of content. This could be a video, a blog post, or even just a social media post.

Product Reviews

Reviewing a brand or product on their social media channels or blog is a great way for brands to get some honest feedback about their products.

Giveaways

An influencer gives away a brand's products to their followers. This is a great way to generate some buzz around a product and get people talking about it.



6 TIPS FOR BUILDING A SUCCESSFUL INFLUENCER MARKETING CAMPAIGN

1. **Identify target audience and objectives**

Before you start reaching out to influencers, you need to know who your target audience is and what you want to achieve with your campaign. This will help you identify the right influencers to work with.

2. **Research influencers**

Once you've identified your target audience, start researching influencers who reach that audience. Look at their social media channels and see how engaged their followers are.

3. **Reach out to influencers**

Reach out to your selected influencers, introduce yourself and your brand and see if there is a fit.

4. **Negotiate terms**

Negotiate what you will be providing in exchange for them promoting your brand.

5. **Create content**

Create the content that will be shared on blog posts, video and social media.

6. **Promote your campaign**

Track your results so you can see how effective the program is working for you.

MARKETING



EMERGING MARKETING TRENDS FOR 2023

Adopting a Hybrid Model

Reaching your customers online will continue to be important but you may also want to focus on in-person efforts as well.

Advertising on Mobile

Digital advertising is constantly growing, and one major reason is that mobile advertising has been increasing in popularity and will only continue to do so in 2022-2023. It will even surpass TV advertising, making it the leading platform to use.

Target the Right Generations

Social media plans need to target Generation Z in addition to Millennials, Generation X, and Baby Boomers. Gen Zers will become major spenders in the future.

Improve Social Media

To get more engagement on your social media posts, take advantage of influencer marketing, which might be more likely to grab the attention of a customer than a promoted post.

According to *Entrepreneur*, social media stories should now be a priority over newsfeed posts because stories have brief lifespans that make them more exciting and allow you to form a stronger bond with your audience.

Optimizing Touchpoints

The generations you target may not be at the same point in the buyer's journey and you'll need to have different digital touchpoints to reach customers at each stage, according to Jule Meredith of *Forbes*. For example, if younger consumers are unfamiliar with your company, you may need campaigns that build brand equity. If you have existing, older customers, you may need different campaigns that put your products at the forefront.

2023 INBOUND MARKETING PREDICTIONS

Short Form Video Content

Today, quick video snippets are thriving in all age groups and demographics on platforms like TikTok, Instagram, YouTube, and Facebook. Video content produces the 2nd highest ROI for B2C brands.

There are three main places to focus your inbound marketing efforts for video content:

TikTok
Instagram Reels or IGTV
YouTube Shorts

Three statistics to keep in mind:

- Landing pages with video content convert 86% more often.
- 85% of Facebook videos are watched without sound.
- 69% of people prefer video over text when learning about a product or service.

Influencer + Social Media Marketing

Why Influencer Marketing Works

Brand awareness - when you pair video marketing with influencers your target audience already follows and trusts.

Existing Audiences - marketing campaigns can spend a lot of money identifying and targeting the best audience to generate relevant traffic. Using an influencer makes this easy because they already have organic traffic produced at their expense. Instead of finding the right audience, you only have to find the right influencer.

Tiers of influencers and their effectiveness as ranked by fashion, cosmetics, and luxury marketers in Europe and the US:

- Micro Influencers (10K-100K followers) – 45.8% agreed these were the most effective.
- Macro Influencers (101K-500K) – 33.6% thought these were the most effective.
- Mega Influencers (501K-1.5M) – 9.3% said these were the most effective.
- Celebrity Influencers (1.5M+) – 11.3% reported these were the most effective.

2023 INBOUND MARKETING PREDICTIONS

Podcasts & AudioBooks

Video content is not the only form of interactive content. Audio, such as podcasts, talk shows, and even audiobooks, is a viable way of creating inbound traffic.

- 66% of people prefer podcasts over TV
- 58% prefer podcasts over social media
- 96% like podcasts more than newspapers
- 74% of people listen to podcasts to learn new things

Chat Bots & Messaging Apps

One incredibly useful but underutilized feature is the use of chat bots. Businesses are competing a level of customer satisfaction that can be serviced by a chat bot. Adding a chat feature to your website can welcome website users to get custom and useful answers to their questions.

Evergreen Content is King

Evergreen content refers to the lifespan and lasting usefulness of a piece of content. Evergreen content should be rare, “set it and forget it” assets that provide value to consumers for an extended period of time.

Best Types of Content Marketing:

- Blog Posts/Short Articles – 93%
- Email Marketing – 77%
- Case Studies – 68%
- Videos (pre-produced) – 68%
- Virtual Events/Webinars/Online Courses – 67%
- Infographics/Charts/Photos – 65%
- Ebooks/Guides – 54%
- White Papers – 47%
- In-Person Events – 42%
- Long-form Text (e.g., articles 3,000+ words) – 32%
- Videos (livestreaming content) – 29%
- Research Reports – 28%
- Podcasts – 26%

2023 INBOUND MARKETING PREDICTIONS

Mobile Apps

Benefits of Building a Mobile App:

Use your mobile app to deliver greater personalization because your app will collect more data about your customers. Applying machine learning to this data may increase the ability to generate leads from customers.

Push notifications based on customer data are much better forms of interactive content than email messages. These notifications are a great way of reaching customers without being too intrusive.

Apps have many more options than websites, such as being able to work offline, connect to phone functions, and utilize more branding alternatives.

Marketing Automation

Artificial intelligence and automation combine to form one of the best inbound marketing trends of 2023. They are a force multiplier for your marketing team.

One of the most effective ways to automate your marketing workload is to leverage the use of a powerful CRM like HubSpot.

Specialist Roles

One of the inbound marketing trends that will impact companies is the rise in specialist jobs. Machine learning and the growth in customer numbers and data make the need for specialized marketing teams more acute than ever.

Here are some examples of digital marketing jobs that didn't exist ten years ago:

Chief Listening Officer – This person monitors the communication with customers across all channels, especially social media. Their reports reveal the effectiveness of the company's marketing campaign.

SEO Specialist – Having a person dedicated to just SEO is a new change in the job market. Yet the data available and the increasing competition for ranking invaluable Google search results make this an important role.

UX Designer – Customer experience has become one of the hot marketing trends. The idea is to delight customers during every interaction with the company. A dedicated designer makes this more possible.

CREATIVE + DESIGN

**Crafting your story and
finding the right channels
while the design silently
represents your brand**



WHAT'S COMING BACK AND WHAT ARE THE NEXT TRENDS FOR 2023

The next trends we plan to see in 2023 include 3D design and typography elements, vibrant nostalgia, expressive lettering, organic type, and natural patterns and textures.

What is coming back in graphic design in 2023?

A return to more traditional and classic design elements. This includes serif fonts, references to traditional media, pastels and bright colors, organic shapes, and patterns. Illustration and animation are also becoming increasingly popular. Art Nouveau-inspired type will be big in 2023.

TOP 13 GRAPHIC DESIGN TRENDS

Hand-Drawn Illustrations

Utilizing custom illustrations in visuals is one way businesses are boosting their authenticity among consumers.

Hand-drawn art conveys originality on the part of the business. It provides the personal, unique approach that today's consumers desire.

According to the Adobe Trust Report, 72% of consumers say poor personalization decreases their trust in brands.



Surrealism

It's a blend between reality and dreams, producing unexpected designs.



Colorful Minimalism

Distinguished brands have utilized minimalism in the past in order to convey a feeling of simplicity and sophistication. This type of graphic design usually relies on simplicity, order, and clean lines.



Maximalism

Where minimalism strives for clean and simple, maximalism ignores boundaries and delights in excess.



TOP 13 GRAPHIC DESIGN TRENDS

Data Visualization

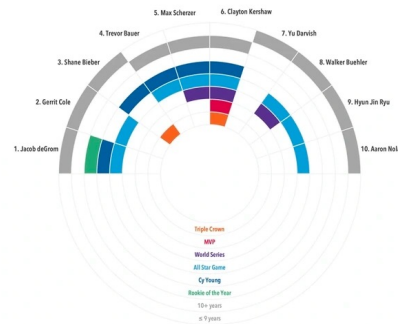
With just 8 seconds to grab someone's attention, you must communicate your brand's message quickly. Data visualization is key to communicating authority and accountability without drowning consumers in pages of data. Graphic designers are evolving their methods of data visualization to create a story and engage with the audience.

TOP 10 PITCHERS IN 2021

CAREER HIGHLIGHTS + YEARS PITCHING

8 pitched in the **All Star Game**, 5 received the **Cy Young Award** but only 1 pitcher was **Rookie of the Year**.

Overall, Clayton Kershaw has outperformed the rest of the pitchers as of 2021, with Max Scherzer, a close runner-up.



All Star Games

Clayton Kershaw has pitched in the most games.



Cy Young

Max Scherzer & Clayton Kershaw have received the most awards.



Years Pitching Professionally

Max Scherzer and Clayton Kershaw have pitched the longest.



SOURCES:
mlb.com, espn.com, baseball-reference.com, 2021 mlb preview ranking top 20 starting pitchers league
baseball-reference.com

Candy-Colored Pastels

The recent trend of using candy-colored pastels is sending a youthful, optimistic vibe to audiences. Psychologically, these colors can bring about feelings of laughter, freshness, and growth. Pink is one candy-colored pastel that Shutterstock predicts designers will be using more frequently in the future.

They named Pacific Pink as one of the top colors in their Color Trends of 2022 report.



TOP 13 GRAPHIC DESIGN TRENDS

Natural Patterns and Textures

According to a 2020 IBM report on consumer behavior, 57% of consumers are willing to change their purchasing habits to reduce environmental impact.

It's likely that as the concern about the environment increases, consumers' appreciation for natural motifs will also increase. Nature-inspired visuals will likely continue to trend in 2023 as they resonate with the consumer's interests in plants and concern for sustainability.

Images of plants, flowers, wood texture, blue skies, bugs, and animal patterns like leopard, zebra, and cow print are all popular nature motifs.

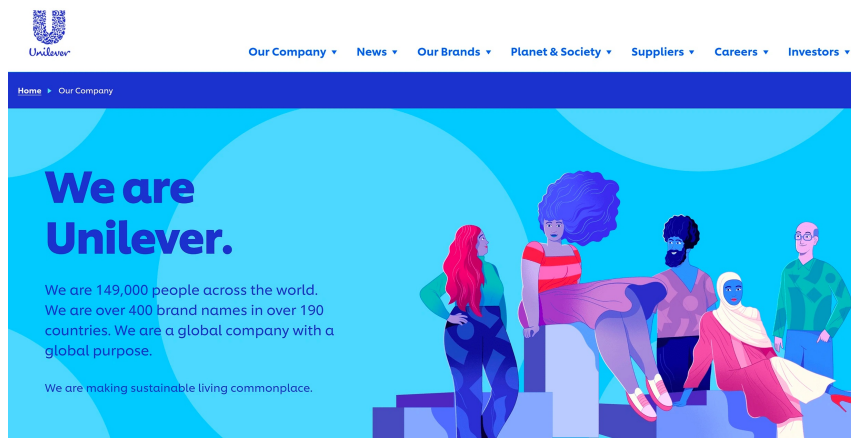
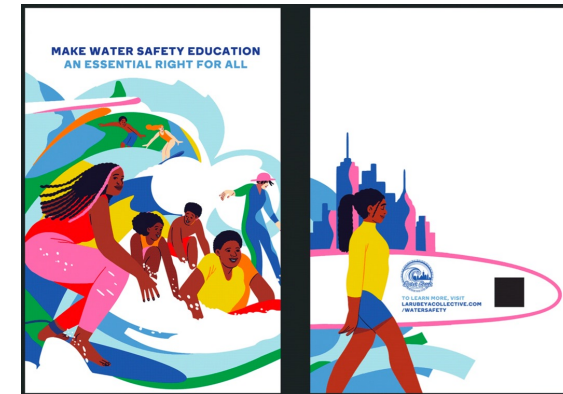


Diversity and Inclusion

The black lives matter movement brought focus to the lack of representation in the way people are depicted throughout the media, including illustration and graphic design.

The world of graphic design will likely see a much larger emphasis on depicting people of different ethnicities, genders, sexualities, ages, and abilities.

Inclusivity also applies to the function of graphic design, when designs are created with accessibility in mind. This is a form of universal design.

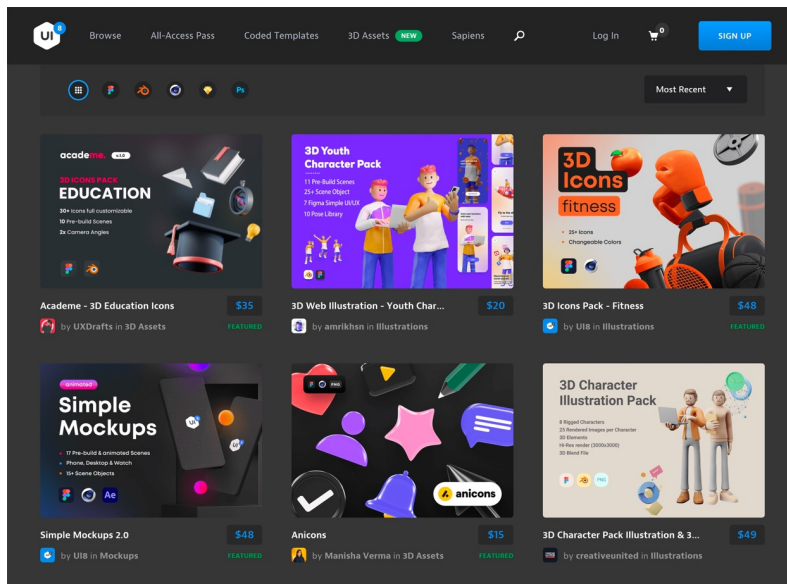


TOP 13 GRAPHIC DESIGN TRENDS

3D Design Elements

We will see a rise in 3D largely because new technologies make rendering intricate 3D textures easier than ever. The 3D modeling market is projected to grow 20% annually from 2020 to 2026.

3D can be applied across every discipline of design, from the user interface to illustration.



UI asset marketplace [UI8](#) demonstrates the wide applications of 3D design.

Geometric Shapes

Get that new phone feeling,
several times a year.

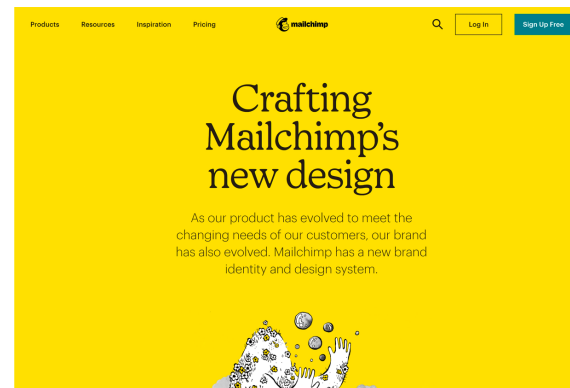
Pixel is built the Google way, so it keeps getting more helpful with feature drops.⁵ New features and apps are frequently added through software boosts so your Pixel gets better over time.



In 2023 we will likely see even more graphic designs that take inspiration in part from the school of design—clean shapes, geometric compositions, and bright primary color palettes.

Another reason that geometric shapes are trending: They are the first we learn as children and are associated with approachability.

Serif Fonts



Serif fonts are coming back into style, largely due to the sense of security and tradition they evoke. Global communications firm Edelman recently published research that found brand trust is now the “make or break” factor in brand use, with 70% of people agreeing that trust is more important today than ever.

Serif fonts have more character, partly because they have a much longer history.

Mailchimp's [rebrand](#) in 2010 became a well-known example of a switch to serif fonts helping to build authority.

TOP 13 GRAPHIC DESIGN TRENDS

Reference to Traditional Media



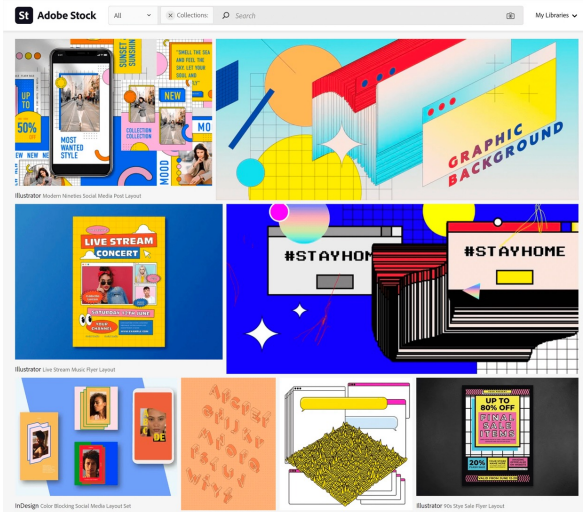
Traditional mediums like paper and watercolor are emerging as a graphic design trend. This trend is related to the increase in natural shapes and textures, as they both rely on imperfection that evokes a personable warmth.

The images that look like they have been made with human hands engender a feeling of connection that people desire more than ever—64% of consumers want brands to make a connection.

The next 2-3 years will likely see a rise in DIY-style art, with collage, torn-paper, twine accents, wood grain, painterly brushstrokes, and references to fine art.

The rise in DIY aesthetic is also related to the popularity of programs like Adobe Fresco and Procreate.

Vibrant Nostalgia



We're seeing a trend towards a colorful vintage aesthetic that references the 70s and 80s, with touches of the psychedelic, and retro-futurism.

The designs of the next year will be bright, feature bold gradients, use gritty textures, and rely on unusual typefaces.

A variety of brands like Burger King will likely adopt Psychedelic swirls, funky 70s fonts, and subject matter that tackles social and political issues in the next year, a part of the larger trend towards escapism.

TECHNOLOGY



TOP 5 TECHNOLOGY TRENDS 2023

2023 Will Be the Year of Decentralization

1. Start and Development of the “Metaverse”

The convergence of the physical and digital world, the Metaverse today will have as big an impact on society as the Internet did. This will completely change the way we work, live, and socialize, and those organizations that adapt too late will cease to exist. The driving force behind the metaverse will be the gaming industry, which already surpasses the film and music industries combined.

The technology required to move from a centralized network to a decentralized one is getting closer to being ready for mass adoption. In addition, AR and VR equipment will become better, lighter, and cheaper. Next year we will see more decentralized applications that are easier to use and with an improved user interface, which marks the beginning of the metaverse.

2. Explosion of AI

Artificial intelligence and machine learning will play an increasing role in automating our work. For those who don't code or specialize in data, this will lead to more advanced robotic process automation (RPA), which will allow employees and managers doing office work to automate their work even more, without the need for coding. Consequently, employees will get more work done because RPA can now automate most of the repetitive work.

3. The War for Talent Will Intensify Thanks To Technology

Companies have access to more employees anywhere in the world, but they can also choose to replace those jobs with ever-improving AI or robotics, depending on the job at hand.

Employees are no longer limited to what is available in their geographic area and can become more selective. Most importantly, telecommuting technologies will become more advanced and intuitive, thanks to the development of metaverse technology, where collaboration along the digital highway will become the norm.

TOP 5 TECHNOLOGY TRENDS 2023

2023 Will Be the Year of Decentralization

4. Decentralized Finance Will Destroy Many Industries

With the current NFT hype, decentralized finance (DeFi) will create significantly more opportunities for people to take control of their financial lives. Non-fungible tokens (NFTs) are a fantastic technology that, in addition to being able to sell JPEG files for millions of dollars, allows you to prove ownership of a digital asset, regardless of what kind of digital asset it is. Just like in the real world, once you can prove ownership, the asset becomes tradable and barterable, which fuels economic growth.

In 2023, we will see more decentralized finance applications that allow content creators, cryptocurrency owners, and innovators to make money without the involvement of traditional financial institutions.

5. From Irresponsibility to Zero Trust—a New Approach To Security

Hackers, scammers, deep fakes, malware, phishing attacks, and many other types of digital criminal activity are causing massive havoc around the world. With an ever-increasing number of cyberattacks and the global cost of cybercrime rising to \$10 trillion in 2025, Zero Trust will become more important than ever before.

The idea behind Zero Trust is that anyone or anything attempting to access a network is considered untrustworthy by definition and therefore a threat to the system. It is a mindset that network administrators and engineers must build into their architecture in order to protect the organization from external and internal threats.

12 ECOMMERCE TRENDS FOR 2023

Ecommerce will account for more than \$1 trillion in online sales by 2023

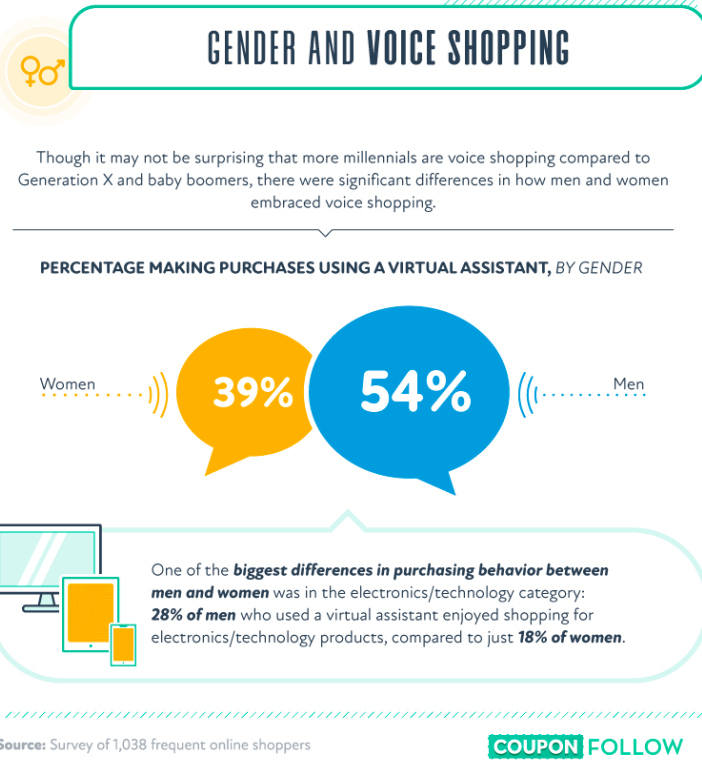
Mobile Commerce Will Be on Edge - eCommerce is not just about interacting with products virtually; it's more about taking advantage of digital capabilities across all channels and generating high levels of customer engagement through your content strategy.

Omnichannel Will Still Be Popular - With up to 91% of customers conducting some form of research before purchasing, companies must take advantage of this period when they can still make an impression on shoppers before they make a decision.

Voice Shopping Will Be More Prominent - Voice shopping is becoming increasingly popular, as both consumers and retailers see the benefits. Voice shoppers can browse products with their voice, quickly compare them, and then buy with one command in a matter of seconds.

More Attention to Data Protection - One of the primary goals of many stores is protecting their customers from malware or hackers who could otherwise leak sensitive data. To do this, many stores offer a secure shopping experience by only collecting information necessary to complete purchases and storing it on secure servers with strong firewalls. As new methods of safe data storage are developed, more store owners will begin to adopt them so that they can offer shoppers peace of mind when browsing online.

Livestream Shopping - Some benefits of livestream shopping include saving and archiving live streams from your favorite shops or brands, visibility of new merchandise, faster return processes, try before you buy and overall increased convenience.



12 ECOMMERCE TRENDS FOR 2023

Ecommerce will account for more than \$1 trillion in online sales by 2023

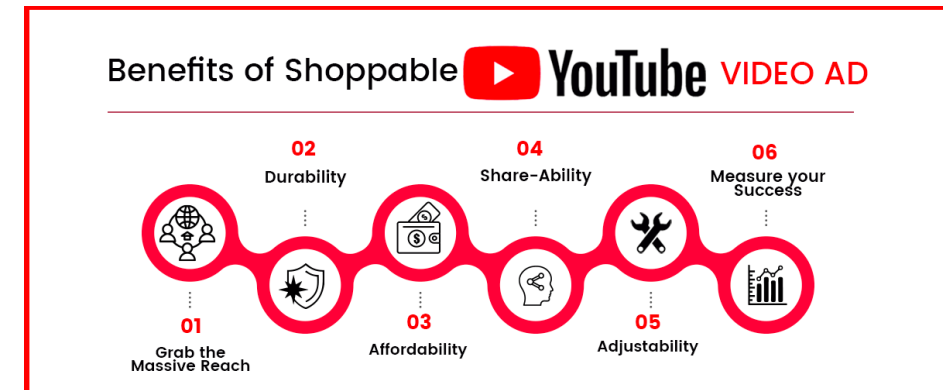
Shoppable Video Ads - An exciting trend, these videos allow users to shop without having to leave the video. The user clicks on products from within the video and can see pricing, size, and stock before buying them directly through their browser or mobile device. These videos have shown up to 50% higher conversion rates than traditional pre-roll ads!

Augmented Reality - Virtual overlays of product information will be visible throughout a store in real-time through futuristic headgear or transparent eyeglasses. Some believe that one day, you'll be able to point your smartphone at an object and purchase it without ever needing to interact with a salesperson. AR gives customers a real-time product experience, helps them visualize where their purchase will go in their home or office, and see what clothes will look like on them before they purchase.

Location-Based Marketing - Mobile shopping is predicted to grow by 40% in the next three years, with 43% of shoppers using their phones at work. This statistic signifies a growing trend in mobile technology that retailers can capitalize on through geo-fencing, in-store beacons, and other location-based marketing. Benefits include personalized marketing, unique experiences and location base marketing.

Ethical and Sustainable Consumption - Companies will have more consumers walking in their doors if they actively make efforts towards sustainability by using eco-friendly or recycled packaging, reducing waste through green initiatives like donating clothes or food that still has some life left in it, or giving back to society with charitable donations.

Building Shopping Communities - Shopping communities are a great way to encourage repeat visits by establishing an ecosystem of eCommerce buyers and sellers in the same area. Building these communities is a great way to promote your products, as you'll see your target market shopping with other sellers on the site. People will share photos, videos, opinions, and more, all of which will be seen by others interested in the product they're looking at.



Automation - This trend is about two things: delivery and convenience. Automation in eCommerce will provide more streamlined service by increasing speed and making tasks faster to execute.

Shopping in Metaverse - The rise of AR and VR technologies has pushed commercial space into a new era. Many eCommerce tools have been developed in this space. While many of these tools are still in their infancy, they are worth exploring with the potential they offer.

CONSUMER TRENDS



TOP 5 RETAIL TECHNOLOGY TRENDS 2023

Hybrid and Omnichannel Customer Journeys

- Hybrid shopping brings the best of both worlds together—either online or offline—to create customer journeys that tick all of the boxes.
- Offline outlets can tap into the innovations made by online retailers in logistics and inventory management to offer flexible methods of payment, home delivery options, and loyalty programs (for example, Amazon's Style stores). At the same time, online retailers can learn about building personal relationships with customers and providing immersive shopping experiences from brick-and-mortar retailers.

Conscious Consumers Continue to Define Retail Habits

- Consumer buying decisions increasingly lie around questions of ethics, environmentalism, and sustainability.
- Two out of three of us consider ourselves to be “belief-driven buyers,” with a strong desire to know that the products and services we buy are created in an environmentally-friendly way by organizations with solid environmental, social, and governance (ESG) principles.
- Organizations that successfully adapt to this trend will find that they quickly build stronger bonds of trust and loyalty with their customers while often also developing more efficient operations and processes. This can be achieved by reducing wastage associated with excess packaging and reducing overall energy consumption.

TOP 5 RETAIL TECHNOLOGY TRENDS 2023

Personalization Throughout Customer Journey

- Nike By You, a service that allows anyone to create a completely customized pair of sneakers that completely matches their own personal taste, is an example of a lifestyle-oriented brand moving to capitalize on the growing demand for personalized, unique products that in some way reflect our personality or individual sense of style.
- This trend doesn't just apply to fashion and footwear products. Consumers respond favorably to personalization throughout the consumer journey—from sales and marketing, where email and eCommerce portals serve up personalized recommendations, upselling, and after-sales support.

AR, VR and Metaverse Drive Immersive, Experiential Shopping

- According to recent research, consumers crave the customer experience above all else. This is why there is so much excitement around the concept of the metaverse—immersive, experiential, digital environments where users can work, play, and – yes – shop on one persistent platform.
- VR provides the most immersive method currently available for consumers to connect to these worlds. Retailers with innovations such as the virtual dressing room trend are going to become more prevalent during 2023.

TOP 5 RETAIL TECHNOLOGY TRENDS 2023

Cashless, Contactless and Autonomous Shopping and Delivery

- The convergence of hybrid and omnichannel innovations with a focus on the “last mile” of the retail experience.
- Convenience trends such as buy-online-pickup-in-store (BOPIS), buy-online-return-in-store (BORIS), and buy-online-pickup-at-curb (BOPAC) are quickly becoming expected as standard.
- Artificial intelligence and advanced analytics make these a possibility by automating the complex inventory management processes required.
- It's also essential for the new methods of autonomous delivery that retailers are increasingly trialing, piloting, and rolling out in real-world deployments.

EMPLOYEE ENGAGEMENT AND THE WORKPLACE



6 EMPLOYEE RECOGNITION AND ENGAGEMENT TRENDS FOR 2023

As “The Great Resignation” continues to linger, companies are finding it increasingly more difficult to attract and retain top talent. “Quiet quitting” has existed for some time, but not until recently was the term coined so succinctly. Simply put, “quiet quitting” is a lack of motivation to go the extra mile.

Employee Retention

Showing employees how much they are valued, recognizing their hard work, creating new challenges, and celebrating successes will help to create a foundation for a highly sought-after workplace where people want to stay.

DEI & Sustainability

Identifying DEI initiatives and exploring ongoing training methods are two ways employers can create inclusive work environments beyond hiring diverse talent.

Flexible

As companies continue to adapt their return-to-office plans to fit the changing paradigm, offering flexible, hybrid and fully remote work schedule options has not only widened the talent pool for employers but is also a critical initiative for retaining top talent.

Employee Wellbeing

Providing assistance with work-life integration, offering resources for mental health, subsidizing fitness memberships, and expressing gratitude shows employees they are committed to supporting them on a personal level.

Productivity Paranoia

According to Microsoft's 2022 Work Trend Index, “85% of leaders say the shift to hybrid work has made it challenging to have confidence that employees are being productive.” Keeping an open line of communication, providing honest feedback regularly, and celebrating individual and team successes is critical.

Employer Branding

Employer branding remains vital in making employees feel valued, motivated, and connected to their organization. Onboarding kits and company-branded swag deliver branded experiences showing appreciation for employees and helping deepen their connection to their company.

WORKPLACE TECHNOLOGY TRENDS IN 2023

To get to the workplace of the future, you have to start investing in the right technology today.

Smart Tech In The Workplace

Just like the smart home technology we experience today (Siri and Alexa), we'll start to see this smart tech enter the workplace—but they'll be even better.

Beyond ergonomics, this smart technology will help you find that desk you booked for the day. When you approach it, your desk's light will start blinking so you can easily find it. With a simple tap of your phone, you can change the color of the light to indicate that you're doing heads-down work so others won't disturb you. Like smart homes, this kind of future smart workplace will improve efficiency in all sorts of ways—from energy efficiency to working efficiency.

Right Of Telepresence and Digital Collaboration Tools

Technology will finally give remote employees a true “in-the-room” experience. Instead of digital meeting room booking, the meeting room of the future will allow people to join meetings using virtual reality devices. They'll be able to interact with their teammates as though they're in the same room.

Just about every surface will be digital—countertops, tables, refrigerator doors, and glass walls will be game. And all to enable even more productivity and collaboration between onsite and remote employees.

WORKPLACE TECHNOLOGY TRENDS IN 2023

Evolution of Health and Safety Technology

Today, the market for health and safety point solutions has grown saturated. Infrared thermometers and other touchless technologies are commonplace. Workplaces around the world already have health screening and vaccine verification processes in their back pocket. This workplace technology trend will evolve into more advanced versions that are embedded into the physical building.

This will go beyond today's HVAC and green building technologies. Desks and meeting rooms will offer real-time feedback on health and wellness best practices. For example, they might suggest when it's time to take a break from staring at a screen.

Wearable technology will advance to tell people when they're sick, so they don't go into the workplace. If an employee gets ill at work, their wearables will suggest they go home. They'll also update the employees' calendars to show they're WFH or out sick.

Flexible and Responsive Workspaces

One of the most popular workplace technology trends—one that you can already see in workplaces today—is flexible workspace technology. But what looks like hot-desking now will soon become a future work desk that can move responsively, depending on how many people registered to work on-site the day before. Furniture will be flexible and change depending on how employees need to use the workplace.

Ten years from now, we can expect this workplace to be even more advanced. If you need more privacy, a robot will inflate a temporary balloon wall in under a minute to give you a pop-up meeting space.

Space management technology will help admins choose a future office layout according to specific spatial needs. Once they've decided on a layout, tech-enabled furniture will say, on their displays, exactly where in the workplace they should move. Some may even be able to move themselves, enabling workplace teams to spend their time doing more critical work.

9 Future of Work Trends Reshaping the Employee Experience

- 1 Hybrid work becomes mainstream
- 2 There's a shortage of critical talent
- 3 Well-being is a key metric
- 4 DEI outcomes could worsen
- 5 Remote work is here to stay
- 6 Managers' roles are changing
- 7 Gen Z wants in-person work experiences
- 8 Shorter work weeks are a new EVP
- 9 Data collection is expanding