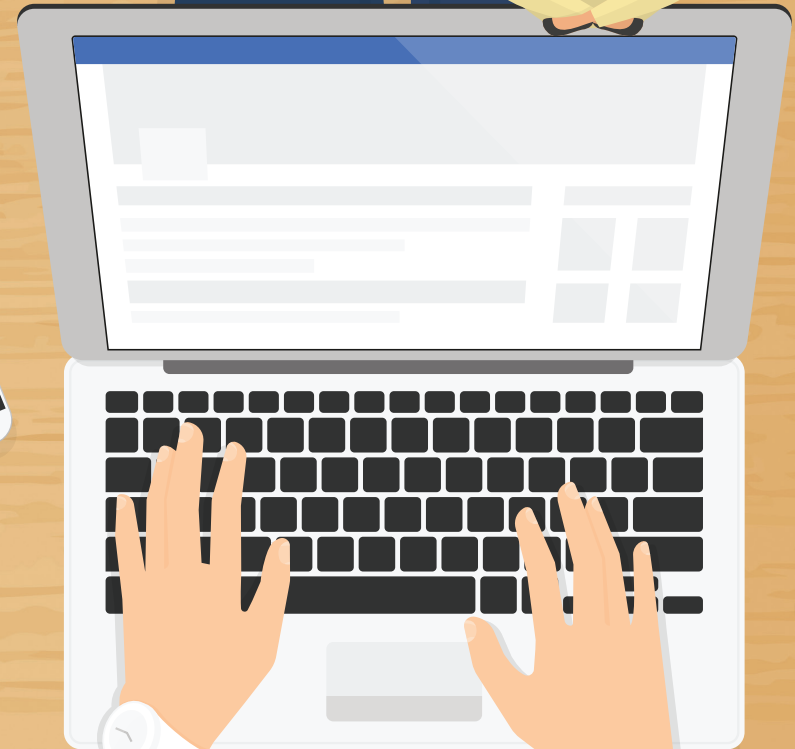


8



KEY TAKEAWAYS FROM HUBSPOT State of Marketing Trends Report 2022



Want to read the full report?
You'll find a link at the end of this e-book.



Top 5 Marketing Trends in 2022:

What trends are you currently leveraging?

34% Influencer marketing

33% Mobile-friendly website design

31% Short-form video content

31% Virtual events

29% Experiential marketing





Most Effective Channels for Acquiring New Customers in 2022:

1. Social media
2. SEO
3. Physical events and tradeshow





Top Marketing Channels in 2022:

44% Social media

36% Website/Blog

35% Email marketing

32% Content marketing

30% Influencer marketing

26% SEO marketing



And the survey said: The top source of website traffic is direct—showing the importance of brand awareness.



Top Media Formats Marketers Use:

59% Videos

48% Blogs

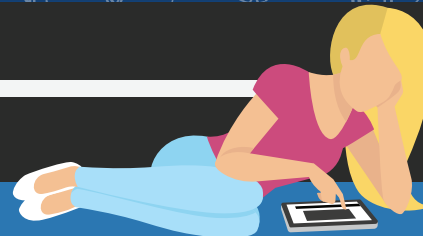
46% Images

45% Infographics

42% Case Studies

**And the
survey said:**

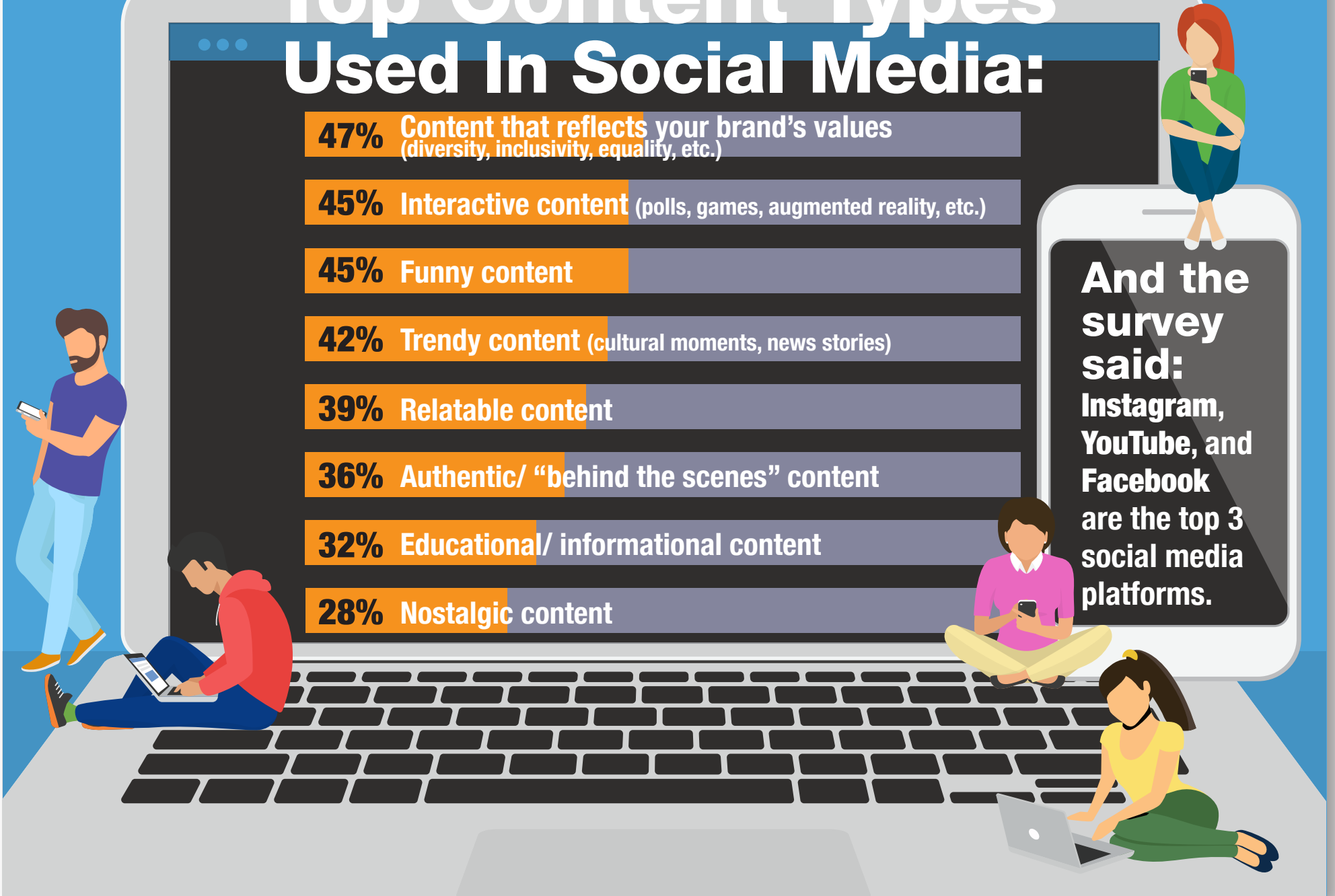
Short-form video
platforms like **TikTok**
and **Instagram Reels**
are growing the fastest.



Top Content Types Used In Social Media:



And the survey said:
Instagram, YouTube, and Facebook are the top 3 social media platforms.





Most Effective Social Content Formats:

Short-form videos (TikTok, IG Reels)

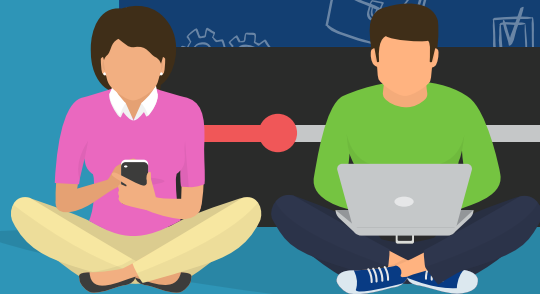
85%

Live videos/streaming

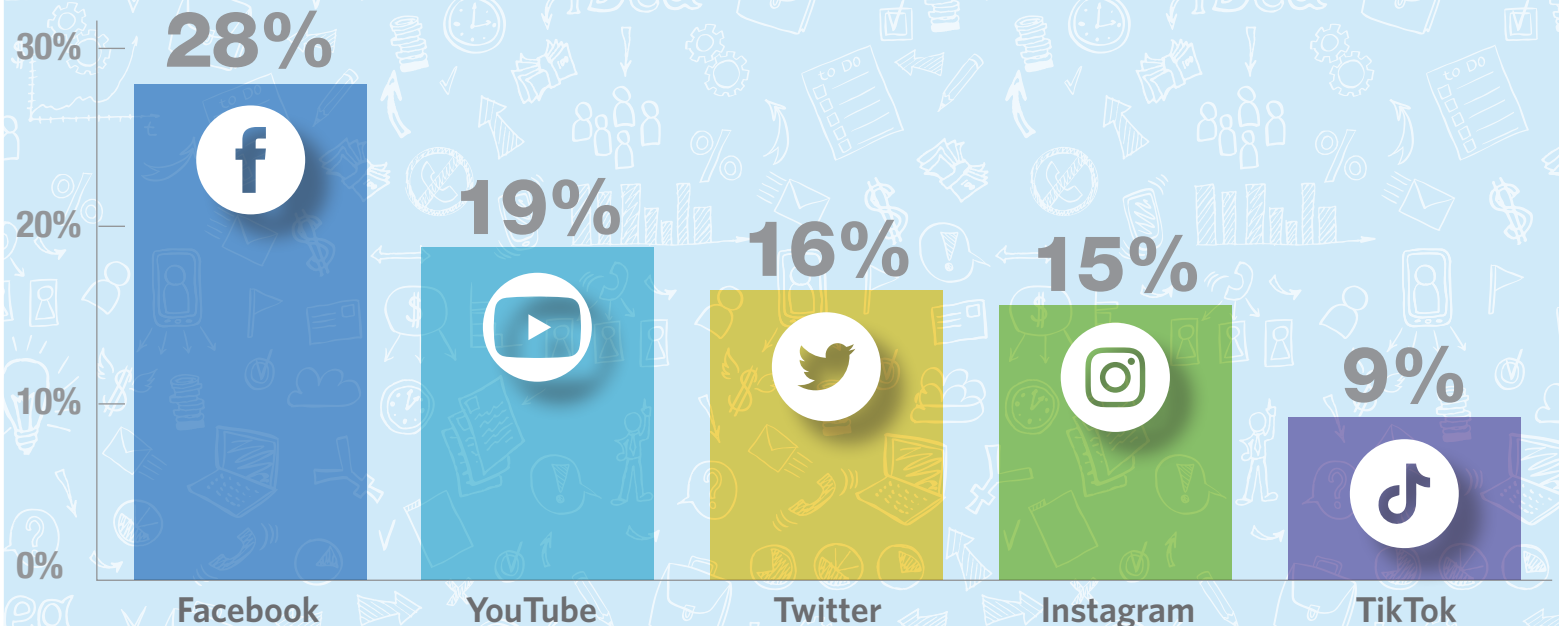
70%

Live audio chat rooms

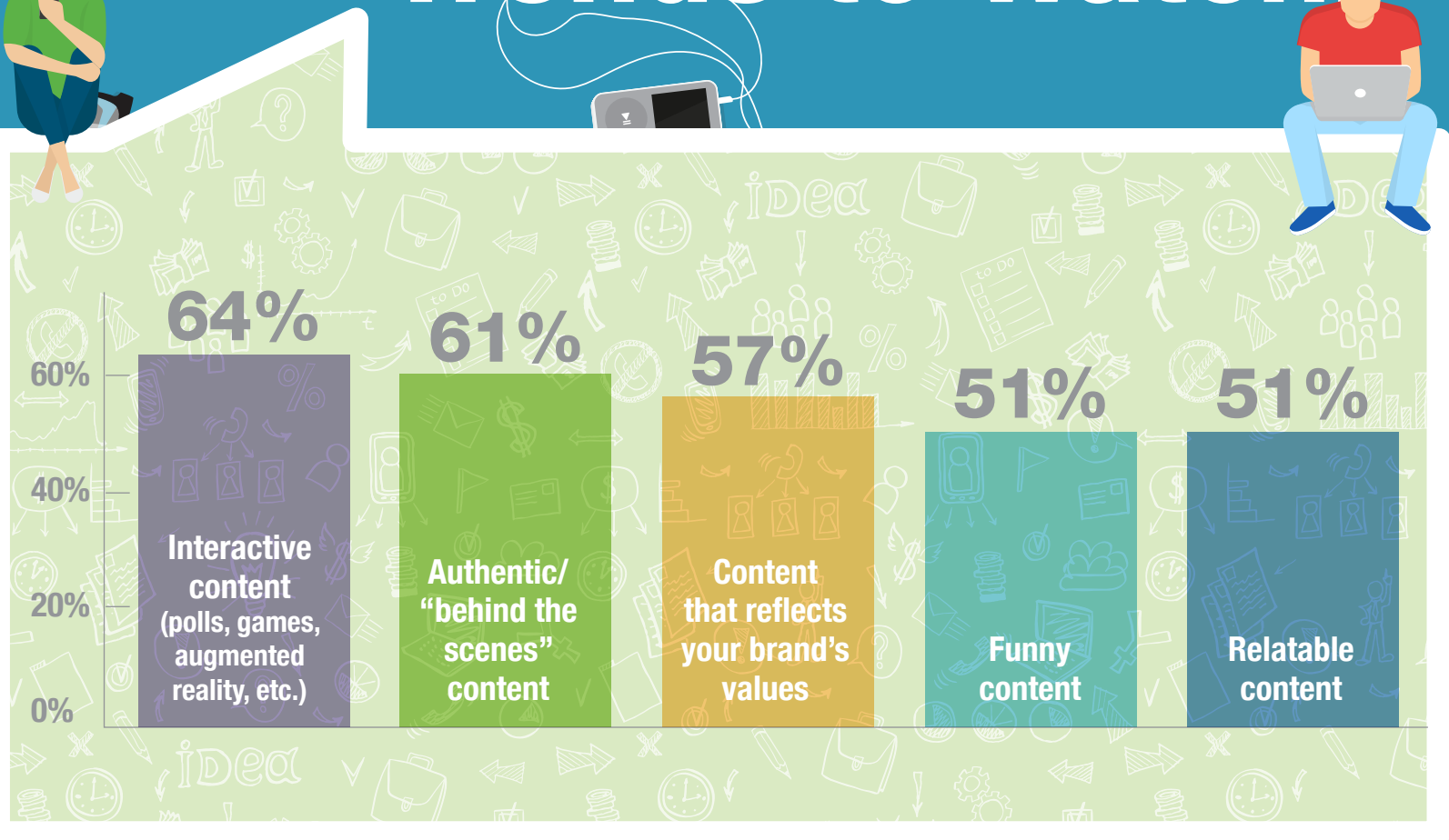
65%



Top 5 Social Media Channels by Engagement:



Content Marketing Trends to Watch



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