

A close-up photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a light pink long-sleeved shirt and a gold watch. The background is a blurred office environment with a window showing a view of a city. The image is used as a background for a white text overlay.

ECOMMERCE SOLUTIONS

2024 Digital Marketing Trends and Predictions

DIGITAL E-BOOK

2024

GCommerce's digital trends and predictions for 2024

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Video Will Rise in Importance in Search

In 2023, GCommerce foresaw the transformation of the primary search results page into a more visually engaging space. Our predictions materialized as Google strategically highlighted photos in local searches and introduced innovative category pages featuring diverse variations on e-commerce and shopping SERP layouts.

As we step into the promising landscape of 2024, we not only expect this visual trend to endure but also foresee a more pronounced emphasis on seamlessly incorporating video elements into the primary search results page. Video content is poised to become a pivotal component of the digital experience, offering a dynamic and immersive way for users to interact with search results.

In preparation for this exciting evolution, GCommerce recommends that your hotel or property take proactive steps to be well-prepared. Cultivate compelling video assets that effectively convey your unique offerings and brand essence. Additionally, consider the creation of informal, authentic short-form videos that resonate with your audience, providing an intimate glimpse into the distinct experiences your establishment has to offer.

Reactive Marketing Will Continue its Takeover

During 2023, GCommerce witnessed the extraordinary ascent of reactive marketing, observing savvy companies capitalized on pivotal moments throughout the year.

Notable instances included Taylor Swift's media domination and the innovative collaboration between Heinz and Absolut Vodka inspired by Gigi Hadid's viral TikTok recipe. Both online and offline, companies demonstrated a keen ability to leverage naturally occurring viral moments.

As we enter 2024, this trend is expected to persist, driven by consumers' sustained preference for connecting with brands that embody authenticity and personality.

GCommerce encourages your hotel to proactively engage with this trend by staying informed about upcoming movie and TV show releases, prominent events like sports championships and concert tours, and advancements relevant to your hotel's focus areas, such as environmental initiatives.





Brands Will Unmask With Authenticity in 2024

Carrying over from 2023 and years past, authenticity within your advertising remains crucial for success. While it's always important to showcase your brand in a polished and professional light, 2024 is the year to focus on lightening the mood and truly connecting with your audience and potential guests.

Today's online users aren't looking to see curated photoshoots and ad copy written to perfection; they seek meaningful online experiences aided by a human touch. In other words, stop talking to your audience and start conversing with them.

It's not only Gen-Z demanding this change in online presence, but they tend to be the core drivers in this realness movement. Online users in 2024 want to purchase and engage with brands that look like them, act like them, and share their values. Conveying this throughout your marketing platforms and website should become a priority this year if your brand has not already adopted this new, raw way of advertising.

What does authentic marketing entail? It encompasses everything from your imagery down to your tone and voice. Utilizing elements such as UGC (user-generated content) will help elevate your brand to become more trustworthy in the eyes of consumers. Whether incorporating real images and videos from your hotel guests into your ads or adding reviews to your copy, consumers are more likely to trust what you have to say if it appears relevant to them.

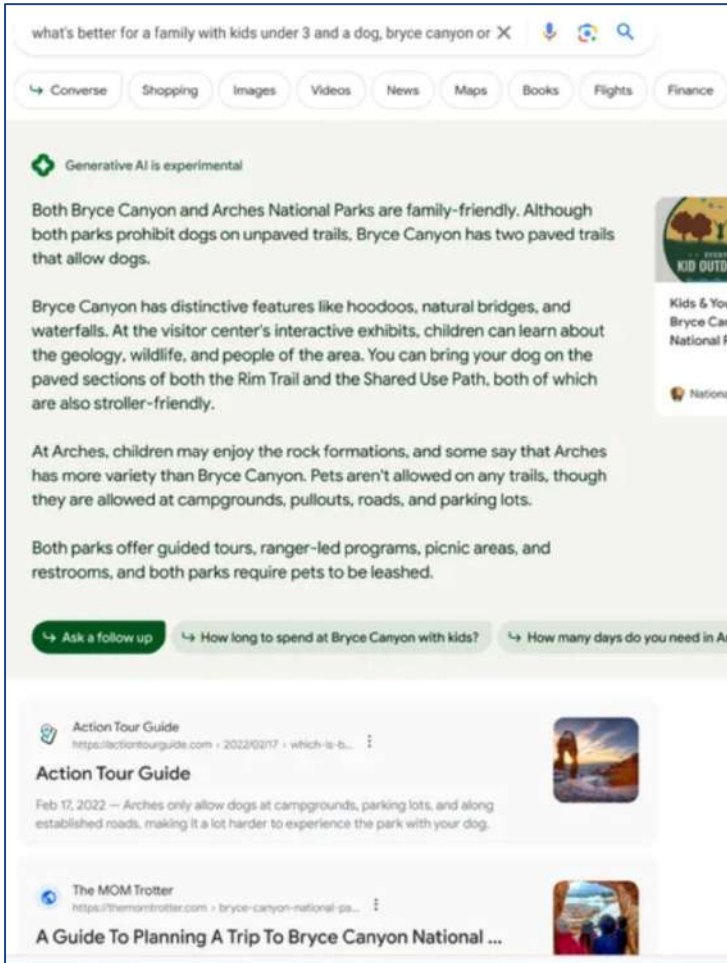
Google's Search Generative Experience Could Rise: Implications for SEO

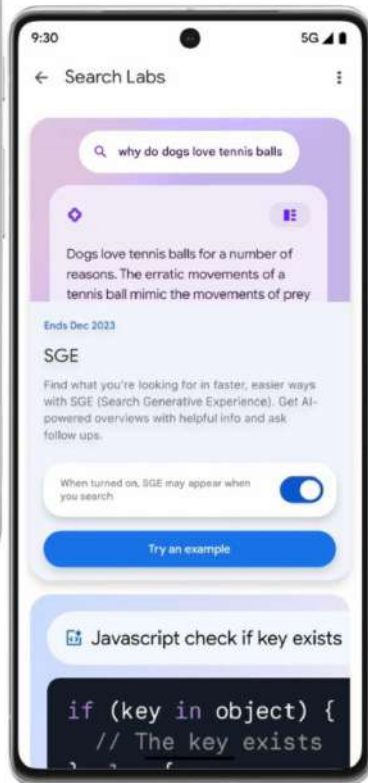
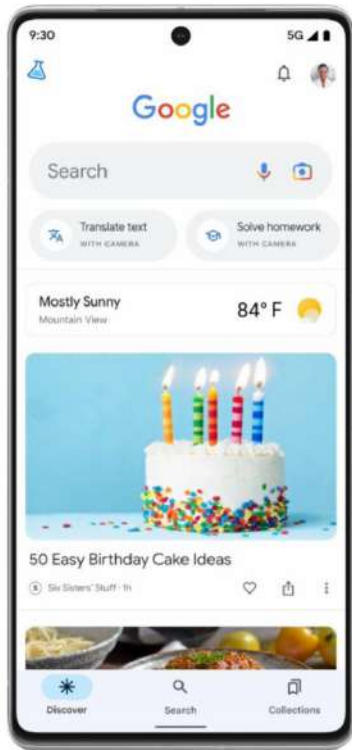
An emphasis on 1st party data will play a primary role in crafting personal & effective marketing strategies in 2024. However, the real game-changer on the horizon is the potential launch of Google's Search Generative Experience (SGE).

This innovative search engine harnesses the power of artificial intelligence to generate comprehensive and conversational responses to complex user queries. SGE is designed to gather information from various online sources and deliver well-thought-out answers that consider diverse perspectives and provide concise summaries. While it's currently in beta testing, we anticipate its official release in the middle of 2024.

Creating high E-E-A-T content will become paramount as AI and SGE evolve. While AI excels in generating SERP results around expertise, authoritativeness, and trustworthiness, human content creators possess the unique ability to infuse real-world experience into narratives, something AI doesn't have the capability to do.

Shifting the focus to conversion rates and user experience (UX), Google's inevitable algorithm changes necessitate adaptability. Marketers can exert control over conversion rates and UX through minor adjustments, emphasizing page speed and user satisfaction for significant payoffs.






Google's Search Generative Experience Could Rise: Implications for SEO

In the domain of digital marketing careers, 2024 is poised as an employers' market where AI skills become a valuable asset. While AI won't replace jobs, individuals with AI skills will likely be in high demand. Recognizing the role of AI in fast-tracking learning and comprehension, investing in AI education becomes an opportunity for staying ahead of the curve and fostering sophistication in digital marketing strategies.

So, what does all of this mean for SEO in 2024? We could witness a seismic shift in how users interact with search engine results pages (SERPs). Intent-based searches may take precedence over traditional keyword-specific queries. As a result, we could expect a decrease in organic clicks, as SGE could offer instant answers within its AI snapshot. The exact percentage of lost clicks remains uncertain, but a decline is anticipated. We can also expect that E-E-A-T signals will take on an increased significance alongside image quality and content optimization featuring a strategic keyword approach in the context of SGE.

Although SGE has not officially launched, it is crucial to remain flexible and adaptable, as the SEO environment is on the verge of undergoing significant adjustments upon its introduction.



Are you ready for a getaway out west? Hang your hat and stay a while! Book 3 nights and get an extra night on us.

Ephemeral Content Will Continue to Gain Popularity

Ephemeral content, defined as temporary content that disappears after a short period, is set to maintain its popularity in 2024, mainly on platforms like Instagram and Snapchat.

This engaging format allows brands to connect with their audience in real-time, fostering urgency and authenticity. It encourages users to stay active and regularly check for updates from their favorite brands, making it a valuable tool for marketers in the oversaturated online environment.

Brands will continue using ephemeral content to create authentic connections, share behind-the-scenes glimpses, and run time-sensitive promotions. In hotel marketing, especially within the hospitality industry, ephemeral content proves powerful for cultivating a unique brand experience. Platforms like Instagram Stories enable hotels to showcase accommodations, highlight promotions, and provide real-time glimpses into on-site events.

This type of content fosters a sense of exclusivity, and featuring user-generated content in Stories, like guest testimonials or moments captured during their stay, enhances the authenticity of the hotel's online presence. By embracing ephemeral content, hotels can build a more engaging narrative, driving both immediate bookings and long-term brand loyalty.

Demand for Personalization Will Rise with AI

In 2024, the digital landscape will grapple with a surge in AI-generated content, often unreviewed by humans. Companies like Google may employ defensive measures to counter poor-quality content, emphasizing personalization and curation. Search engines might prioritize content with personal anecdotes, employing AI to directly deliver relevant sources. As AI evolves, the focus on rewarding SEO-rich copy and video content, especially video podcasting, is expected to persist.

Search engines will likely begin ranking content with personal anecdotes higher in the SERP and even employ their own AI to answer questions submitted in the search bar and directly deliver the most relevant sources to the user. As computer engineers wrestle to develop algorithms that can keenly decipher between the quality content that their users are looking for and the fluff written specifically to rank high in the SERP regardless of who or what wrote it. The algorithm will continue (if not ramp up) rewarding SEO-rich copy and video content, in particular video podcasting.

Advertisers and creators, however, will likely begin to pivot their content strategies towards curation, sharing experiences, and answering questions that AI can't innately answer, respond to, or create. Curation will likely be a trend that is pushed by advertisers and brand deals, and will appear to the public as if influencers and creators are sharing organic bits of their lives by having their products appear in multiple "unbranded" videos before ever outwardly sponsoring an influencer video.

Marketing Efforts Will Become More Personalized

Personalization in marketing will continue to be vital in advertising campaign efforts. This marketing effort uses data to connect with target audiences and existing customers for an optimized marketing experience. When you use personalized marketing, you reach the right person at the right time. Personalized marketing strategies allow businesses to reach more people without spending money on marketing that is ineffective or targeting the wrong audience.

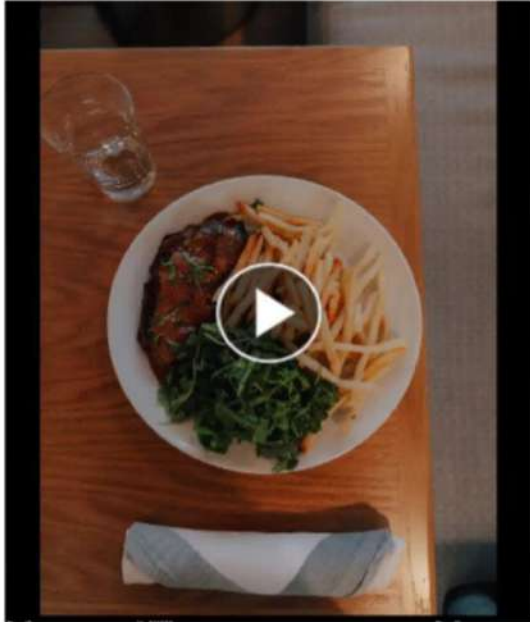
Personalized marketing makes it a more satisfying customer experience when the customer feels that their pain points are understood. It makes the whole customer journey easier, making the buying process less of a transaction and more of a relationship.

There is also increased customer loyalty when customers feel that the experience is personal to them and their needs.

65% of a company's business comes from repeat customers.

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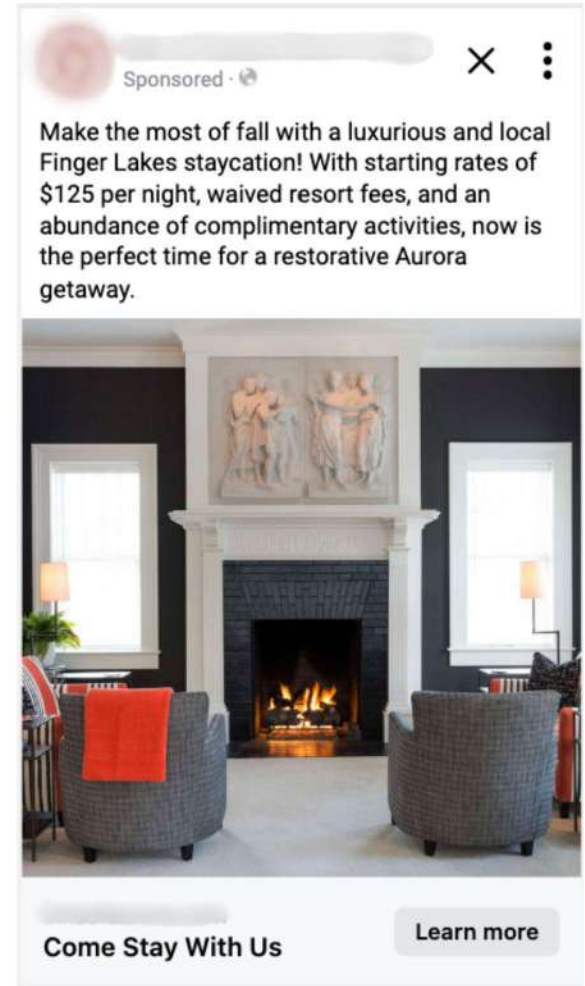
Marketing Efforts Will Become More Personalized

Making the experience unique for each customer will get them to return each time. A few ways to personalize your marketing efforts in 2024 include:

- **Email Marketing-** 65% of consumers are more likely to click on email with a personalized subject line.
- **Video-** The use of video increases customer engagement, especially if they are personalized. Video has been a vital tool in advertising efforts in learning about your hotel or restaurant.
- **Location-based Marketing-** Many hotels test out different geographic locations to reach new customers. Utilize marketing that speaks to that location whether that is special local offers or events.
- **Anticipate Future Needs-** It's more than just reserving a hotel room. What else is the customer looking for? What other amenities could be upsold to bring the customer more of an experience?

Personalizing your marketing in 2024 will be a game changer in getting better results, returning customers, and testing new marketing efforts.

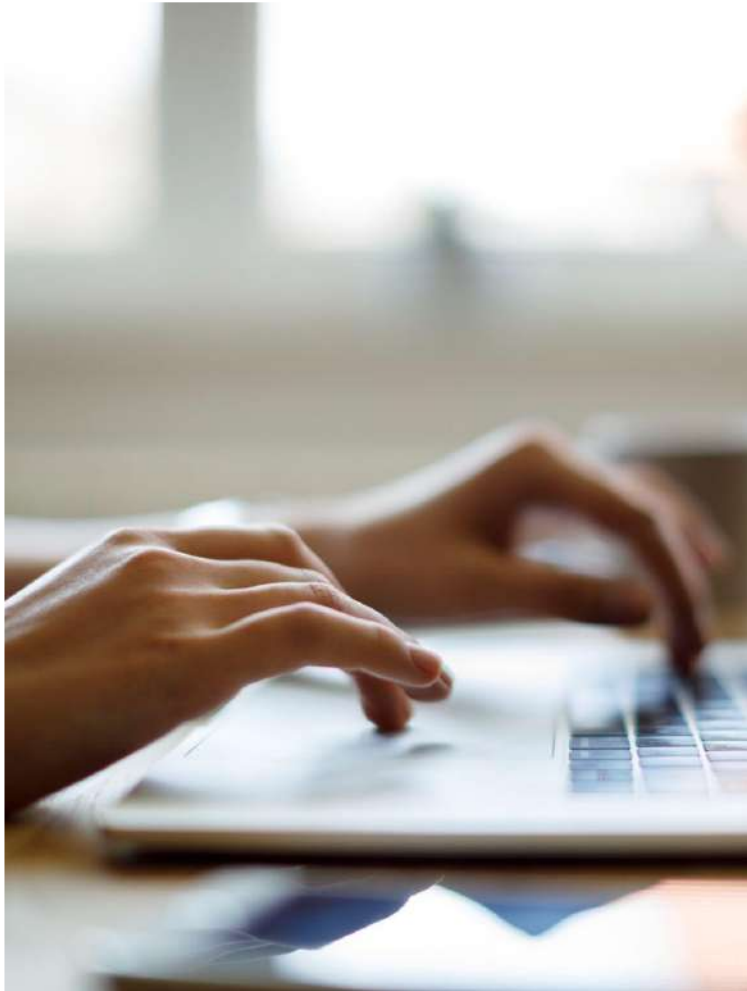
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Social Media Will See More Noise During an Election Year

2024 is an Election year. That said, there will be a ton of noise in the digital space. This noise might prompt people to change their media consumption habits to escape the political chatter. Due to the overcrowding and noise, it will be important for hotels and properties to find ways to stand out.

Ads space is going to cost more, giving brands a headache in managing their budgets. Brands that plan for this increase are better off, but many might have to get creative or shuffle money around. This means using last year's metrics won't be the best way to measure certain performance in 2024.

As media costs rise, embracing the strength of owning your brand becomes more imperative than ever. Hotels need to deeply comprehend their identity, skillfully weaving the narrative of their mission and voice to resonate with clients. Effectively storytelling the essence of the hotel is paramount in standing out amidst the digital clamor.

Overall, advertisers will need to navigate different challenges to reach consumers effectively in the noisy political landscape of 2024.

SERP Features Will Expand

Organic Search links will always be an essential element of Google's search engine results page (SERP), but 2024 will require a more significant focus on visibility through other features.


Google has slowly moved away from the standard SERP, incorporating more dynamic results that pull from Google Business Profile, Google Hotels, and structured snippets. Google also continued to experiment with new SERP features throughout 2023, suggesting that this will be a focus for your company moving forward.

In 2024, marketers will need to consider all Google products when building a brand presence and take advantage of on-site visibility techniques such as updating Structured Data and improving on-page content.




Hotels | New York, NY


Thu, Jan 11 | Fri, Jan 12 | 2



DoubleTree by Hilton Hotel New York Times Square West
3.6 ★★★★★ (5.3K) · 4-star hotel
Modern lodging with a bar & city view
Eco-certified · Free Wi-Fi

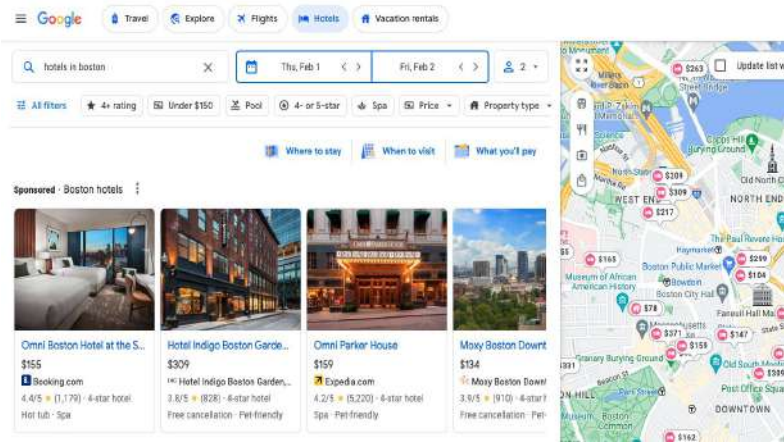


The Manhattan at Times Square Hotel
3.1 ★★★★★ (7.9K) · 3-star hotel
Sleek lodging with a fitness room
Eco-certified · Free Wi-Fi



Hampton Inn Manhattan/Times Square Central
4.3 ★★★★★ (2.9K) · 3-star hotel
DEAL 21% less than usual
Relaxed hotel with an observation deck

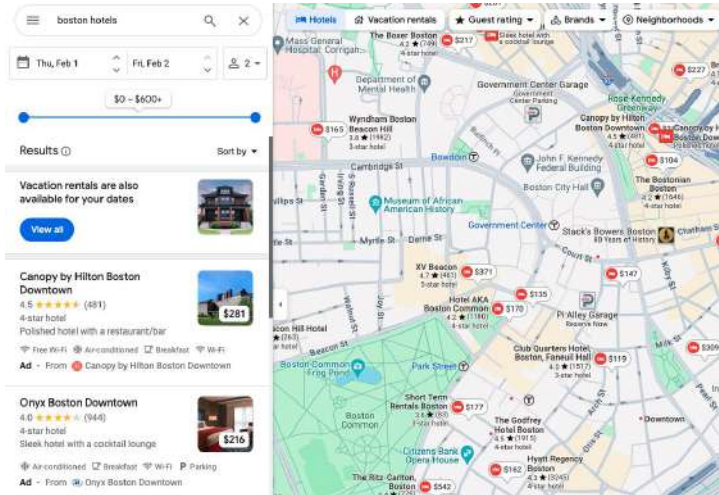
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Property Promotion Ads Will Continue to Rise

In 2024, we expect Google's Property Promotion Ads to be the key to success in search marketing. First launched in 2021, Property Promotion Ads (PPAs) have changed how consumers find hotels by displaying hotel ads within map searches for hotels and within the ad carousels at the top of the search results.

The visually rich results offer better top-of-funnel search marketing than text ads by providing more information to potential guests.



It's worth noting that you must be connected to Google's metasearch service in order to be eligible for PPA ads. Since many hotels already benefit from metasearch booking options, it is likely that PPA ads will continue to increase in popularity in 2024 and be a significant channel for building awareness and generating bookings.

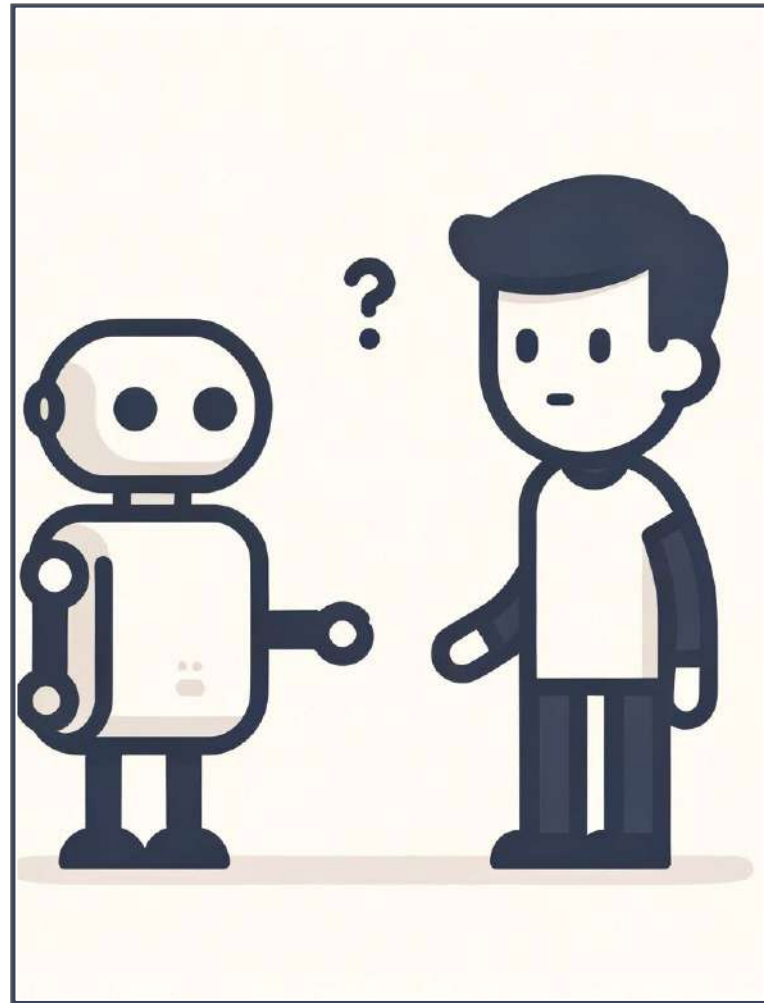
That is to say, if your hotel or property is not already running PPA ads, GCommerce highly suggests this is a top priority for your hotel in 2024.

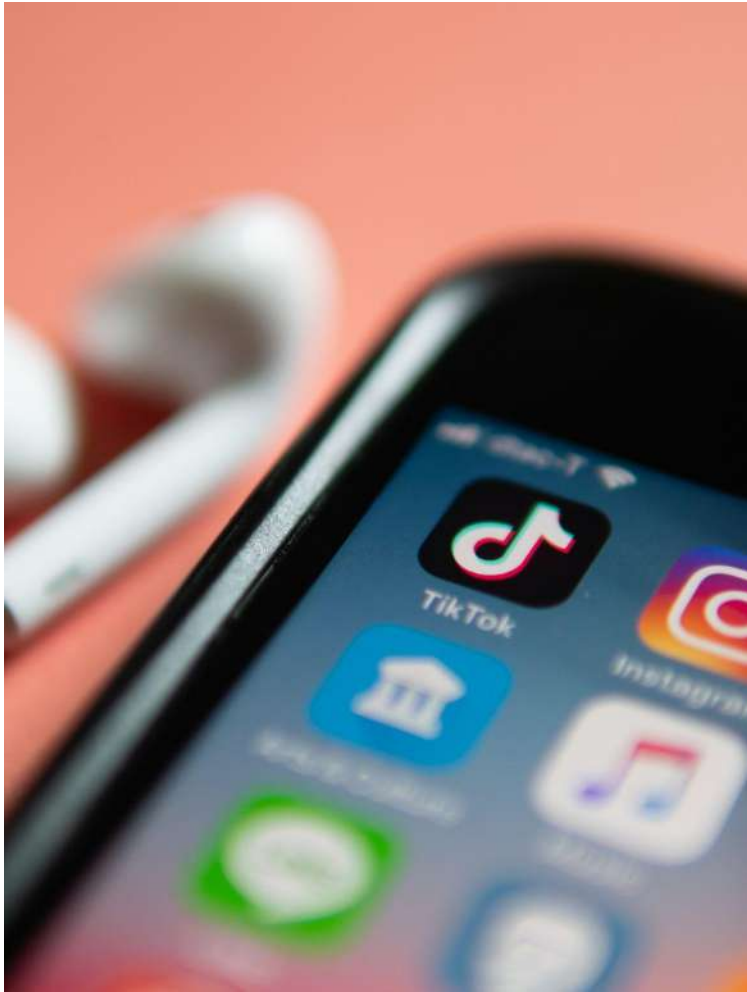
Excellence Will Guide Navigating the AI Era

In 2024, AI-generated content will continue to flood the digital landscape with low-quality material, shifting user behavior to new platforms. People are already turning to platforms like Reddit and using niche long-tail search terms for first-hand information they perceive as trustworthy. This scenario underscores the importance of high-quality ads in search engine marketing and the need to build authority for your brand continuously.

Brands must stand out from AI-driven content by committing to content excellence and focusing on value, creativity, and authenticity. By consistently providing reliable, expert content, brands can establish themselves as trustworthy industry leaders, essential in an AI-dominated digital landscape.

This approach to high-quality, engaging content and ads is not just a differentiator but a vital necessity for connecting with discerning audiences. In the future, expect Google to put even more emphasis on trustworthiness and quality when producing their results pages.





Search Marketing Will See New Horizons for Gen Z on Social Media Platforms

Gen Z isn't "Googling it." In 2024, social media platforms will become a more dominant source of information than years prior. 44% of users come to TikTok with a goal but end up discovering something they didn't expect.

According to TikTok's global head of business marketing, Sofia Hernandez: "People come to TikTok with a specific query in mind, but then they go on other routes and discover new products, life hacks, recipes, and so on."

With Instagram and TikTok both recently releasing their version of "search ads," it's clear that search marketing is expanding into platforms search specialists haven't thought of in the past. Gen Z will make up 27% of the workforce by 2025, and currently, 74% of Gen Zers spend their time online.

This trend shows there's an opportunity for brands to explore new possibilities when considering their search marketing strategy.

Video Marketing and Short-Form Content Will Dominate

Short-form videos, characterized by their brevity and attention-grabbing nature, continue to thrive in our fast-paced digital landscape. With smaller attention spans, brands must convey their messages quickly and decisively, making short-form videos the ideal medium for capturing and retaining audience attention. The visual and auditory appeal of videos makes them a powerful tool for storytelling, allowing brands to convey compelling narratives concisely.

The incorporation of ephemeral content on platforms like Instagram also adds an element of urgency and exclusivity, encouraging immediate user engagement. Businesses leverage these time-limited videos to create a sense of immediacy, prompting users to act swiftly before the content disappears.

The continued trend of video dominance in 2024 is rooted in its ability to offer immersive, concise, and engaging content that aligns with the evolving preferences and behaviors of digital consumers. As the demand for dynamic and visually compelling experiences grows, video marketing remains a cornerstone for brands seeking to effectively communicate their messages in a competitive and ever-evolving digital landscape.

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API Sandbox Will Impact Digital Marketing Strategies

The digital marketing and analytics landscape is rapidly evolving in response to increasing public concerns about data privacy. As we move into 2024, there is a notable shift due to regulatory changes prompted by the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA).

The API Sandbox represents a significant change in how marketers gather and use consumer data. With this approach, user data is processed in a more secure and controlled environment, minimizing the risk of data breaches and privacy violations. Consequently, marketers will face restricted access to individual user information, posing challenges for personalized and targeted advertising. However, we believe this shift could enable companies like Google and Meta to develop and accumulate more comprehensive data profiles of users. These profiles can be leveraged through advanced Artificial Intelligence and machine learning techniques.

As a result of these developments, marketers are likely to pivot towards broader marketing strategies and increasingly rely on machine learning and artificial intelligence tools to identify detailed audience segments. This shift means a greater dependence on predictive algorithms for understanding user behavior and preferences.

In summary, the move from traditional cookies to the API Sandbox is set to significantly alter how marketers target and engage with their audiences. This change also underscores a major transformation in data collection methods. As AI algorithms improve, companies like Google and Meta will become more adept at identifying and engaging users at moments when they are most receptive to advertisements.

Other predictions we're keeping an eye on:

- Amazon will launch its own social media-esque platform that directly links to Amazon.com to compete with TikTok's shop
- AI tools will continue to develop and grow exponentially, and towards the end of 2024, we will see AI video podcasts become popular
- A social media company will partner with a streaming service to launch long-form creator TV, aka curated, exclusive YouTube
- We will see more quizzes in lieu of ebooks, newsletters, and flyers
- Video podcasting will be larger than ever as YouTube makes strides to compete with Spotify and other podcast-hosting services
- Customers will take longer to convert and more touch points will be required
- The omnichannel marketing strategy will be more important than ever
- There will be more brand personality and less "blanding"

Acknowledgments

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Thank you for reading

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