

What's Next for Growth Marketers?

Our 2022 Predictions

Accept No Limits.

Introduction.

Throughout 2020 and 2021, we saw an acceleration of existing trends: eCommerce, digital media consumption, and convergence of media practices across the consumer journey. 2022 will be unique in the speed at which the “trends” of the last few years become the norm. As consumers spend more time online, as we inch closer to the idea of physical and virtual worlds blending, and as traditional and digital media converge, there is no such thing as digital marketing anymore - there’s just marketing.

Media diets continue to atomize (or fragment) as a result of new platforms, services, and 5G infrastructure, and this has compressed and disintermediated the consumer journey. As a result, there’s no more linear “funnel” consisting of channels - there are now multi-touch consumer experiences led by intent. Convergence and compression of the consumer journey has begun to change the way marketers use media, with many brands more focused on building holistic media experiences built on numerous touchpoints.

This new world necessitates that brands both create ***and*** capture demand by being exactly where their consumers are, adapting to the way they prefer to engage, and offering a seamless opportunity for **frictionless commerce**.

As we move further into 2022, historical trends will continue to accelerate and we will see the rise of new trends shaping the way brands interact with consumers. We're in the midst of a fundamental shift in the marketing landscape; one where all efforts must concurrently drive performance AND build brand, something we at 3Q Digital refer to as [Growth Marketing](#).

Related to this evolution, we've identified **three major trends** that growth marketers need to understand and start planning their budgets around in order to see opportunities that others simply won't.

