

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

March 2024

Business Website Tips to Gain Visitor Trust

TOP SMALL
BUSINESS
MARKETING
TRENDS
FOR 2024

EFFECTIVELY USING
PROMOTIONAL
GIFTS TO
INCREASE
AWARENESS
OF YOUR SMALL
BUSINESS

HOW TO MAKE
YOUR SMALL
BUSINESS
STAND OUT
FROM THE
COMPETITION



Infographic:
2024's Top Business
Video Trends

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LOCAL BUSINESS MARKETING

Greetings!

Thank you for taking a few minutes to read through this month's issue. We develop this magazine each month with the hope that the information we feature will help you achieve (and exceed) all of your goals.

Once again, we've packed this month's issue full of interesting articles and tips that you can apply immediately to help you grow your business. We hope you enjoy the articles on Website Tips, Marketing Trends, Promotional Gifts and other topics.

If you're not already receiving this magazine regularly, we suggest you add your email to our subscriber list. We have some exciting articles already in the works for the upcoming issues. Don't miss out!

If you find the magazine helpful, and know other local business owners that could benefit from receiving our magazine each month, please do us (and them) a favor by forwarding a copy to them.

As always, we welcome any comments or questions you might have, as well as the opportunity to explain how we've been able to help businesses just like yours.

Raj Deshpande
CEO
CroydonGate

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Inside This Month's Issue

- 4 Marketing Calendar
- 5 Business Website Tips to Gain Visitor Trust
- 8 Effectively Using Promotional Gifts to Increase Awareness of your Small Business
- 11 How To Make Your Small Business Stand Out from The Competition
- 14 Top Small Business Marketing Trends for 2024
- 22 Fun Facts
- 23 Infographic: 2024's Top Business Video Trends

A Little About Us

Local Business Marketing Magazine is proudly provided by CroydonGate.



CroydonGate was started with one goal in mind. We wanted to use the scientific approach to Online Marketing and use our expertise to help our clients achieve their goals – whether it was to increase sales & customers, branding, website design, Social Media Marketing or Mobile marketing. We wanted to give our clients the ability to leverage the same cutting edge marketing platforms that the Fortune 500 organizations use, at affordable rates.

We are a one-stop-shop for all Online Marketing needs. Our Google Certified AdWords and Analytics Experts, Social Media Marketing Gurus and expert Web designers provide the professional service to our clients which results in consistently higher ROI for our client's Online Marketing Investment.

Our goal is not just getting the customers to your site but to put a plan in place that will get them to take that next crucial step of calling you or placing that order online.

We use a scientific approach to the Online Marketing and we use Google Analytics, Multivariate A/B Testing, Sale/Search Funnel reports and other industry leading tools to understand the customer dynamics and we accurately optimize the Online Marketing parameters so that the marketing campaign works at a maximum efficiency level and increases our client's profit while reducing the conversion costs.

Give us a call to learn how we've helped businesses like yours grow revenue. If you have any questions, or would like to know how we can help you meet and exceed you marketing goals, please contact us.

Did you know that we are a full-service ad agency? Did you also know that we specialize in helping small and medium sized businesses? We customize a program that meets the needs and budgets of each of our clients, and we offer Free Initial Consultations. Give us a call to learn how we've helped businesses like yours grow revenue. Some of our services include:

- Mobile Marketing
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- Reputation Management
- Promotional Items
- Online Marketing
- Social Media Marketing
- Branding
- Conversion Optimization



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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

March

Irish American Heritage Month
Women's History Month
Developmental Disabilities Awareness Month
American Red Cross Month
National Nutrition Month
Endometriosis Awareness Month

March 10th - Daylight Savings Begins
March 17th - St. Patrick's Day
March 19th - 1st Day of Spring
March 31st - Easter

1st - Employee Appreciation Day
1st - Compliment Day
2nd - Dr. Seuss Day
2nd - World Teen Mental Wellness Day
3rd - World Hearing Day
3rd - World Wildlife Day
6th - Dentist's Day
8th - International Women's Day
9th - Crabmeat Day

11th - Napping Day
12th - Plant a Flower Day
13th - Good Samaritan Day
13th - K9 Veterans Day
14th - World Kidney Day
14th - Pi Day
18th - Global Recycling Day
20th - Day of Happiness
20th - World Oral Health Day
21st - World Down Syndrome Day
21st - World Poetry Day
22nd - American Red Cross Giving Day
22nd - World Water Day
23rd - Puppy Day
24th - Cheesesteak Day
25th - Waffle Day
29th - Good Friday
29th - Mom and Pop Business Owners Day
30th - Take a Walk in the Park Day
30th - Doctors Day
31st - Tater Day

April

Parkinson's Awareness Month
National Volunteer Month
Autism Awareness Month
Sexual Assault Awareness Month
National Humor Month
Lawn and Garden Month
Stress Awareness Month

April 1st - April Fool's Day
April 22nd to April 30th - Passover
April 22nd - Earth Day

1st - Handmade Day
2nd - World Autism Awareness Day
2nd - Nature Day
5th - Caramel Day
5th - Self Care Day
6th - Student Athlete Day
7th - Beer Day
7th - Walk to Work Day
10th - Golfer's Day

10th - Hug Your Dog Day
10th - National Siblings Day
11th - Pet Day
13th - Scrabble Day
14th - Donate a Book Day
14th - Pecan Day
15th - ASL Day
16th - Good Deeds Day
18th - Adult Autism Awareness Day
18th - Exercise Day
20th - Look Alike Day
22nd - Jelly Bean Day
23rd - Picnic Day
23rd - World Book Day
25th - Take Your Daughters and Sons to Work Day
26th - Pretzel Day
26th - Get Organized Day
28th - Superhero Day
29th - World Veterinary Day
30th - Adopt a Shelter Pet Day
30th - Bugs Bunny Day



Business Website Tips to Gain Visitor Trust

In the vast ocean of the internet, your business website is like a ship navigating through waves of competition, seeking to attract and retain visitors. But in order to sail smoothly towards success, you need to instill trust in those who come aboard. Building trust is the cornerstone of a successful online presence, and your website is the captain of this trust-building voyage. So, hoist the sails and let's explore some invaluable tips to gain visitor trust and steer your business towards prosperity.

1. Authenticity is Key

Imagine your website as a storefront on a bustling street. Would you trust a store with generic products and no personal touch? Of course not! Similarly, authenticity is crucial in gaining visitor trust. Be genuine in your messaging, showcase real testimonials, and let your brand personality shine through every page.

2. Showcase Social Proof

Humans are social creatures, and we tend to trust recommendations from others. Displaying social proof such as customer reviews, ratings, and testimonials can significantly boost visitor trust. It's like having satisfied customers waving flags of approval for all to see.

3. Prioritize User Experience

A smooth and intuitive user experience is the compass that guides visitors through your website. Invest in user-friendly navigation, fast loading times, and mobile responsiveness. Just like a well-designed map makes navigating unfamiliar terrain effortless, a well-designed website makes

exploring your business a pleasure.

4. Optimize for Security

In the digital age, concerns about online security are paramount. Ensure that your website is secure by implementing SSL encryption and displaying trust badges. Visitors are more likely to trust a website that takes their security seriously, just as travelers feel safer in a well-guarded fortress.

5. Provide Clear Contact Information

Transparency breeds trust. Make it easy for visitors to contact you by prominently displaying your contact information. Whether it's a phone number, email address, or contact form, ensure that it's readily accessible. Think of it as leaving breadcrumbs for visitors to follow if they ever need assistance.

6. Offer Valuable Content

Content is the currency of the internet, and valuable content is like gold bullion. Provide informative blog posts, helpful guides, or insightful case studies that demonstrate your

expertise and provide genuine value to your audience. Just as a knowledgeable guide earns the trust of travelers, informative content earns the trust of website visitors.

7. Be Responsive to Feedback

Listening to your audience is crucial in building trust. Encourage feedback through surveys, comment sections, or social media channels, and be responsive to both praise and criticism. Just like a captain heeds the advice of experienced sailors, your responsiveness to feedback shows that you value your visitors' opinions.

8. Showcase Accreditations & Awards

If your business has received any accreditations, certifications, or awards, don't be shy about flaunting them. These accolades serve as badges of honor, signaling to visitors that your business has been recognized for its excellence by trusted authorities.

9. Tell Your Story

Every business has a

story waiting to be told. Share your journey, your values, and your mission on your website. By humanizing your brand and connecting with visitors on a personal level, you create an emotional bond that transcends mere transactions.

10. Build a Strong About Us Page

Your About Us page is your opportunity to introduce yourself to visitors. Go beyond bland corporate jargon and inject personality into your story. Share photos of your team, anecdotes from your company's history, and insights into your company culture. Let visitors peek behind the curtain and get to know the faces behind the brand.

11. Cultivate Consistency

Consistency breeds familiarity, and familiarity breeds trust. Ensure that your branding, messaging, and tone remain consistent across all touchpoints, from your website to your social media channels. Just as a reliable lighthouse guides ships safely to shore, consistency guides visitors safely to your brand.

12. Showcase Partnerships and Affiliations

If your business has reputable partnerships or affiliations, flaunt them proudly. Whether it's a collaboration with industry leaders or membership in respected organizations, these affiliations add credibility to your brand and bolster visitor trust.

13. Offer Clear Guarantees and Policies

Transparency builds trust, and clear guarantees and policies demonstrate your commitment to transparency. Whether it's a money-back guarantee, a satisfaction guarantee, or a privacy policy, make sure these assurances are clearly outlined and easily accessible. Just as a handshake seals a deal, clear guarantees seal the trust between you and your visitors.

14. Engage with Live Chat Support

In the fast-paced world of online business, instant gratification is key. Implementing live chat support allows visitors to get immediate assistance and answers to their questions. This real-

time interaction not only enhances the customer experience but also builds trust by demonstrating your dedication to customer satisfaction.

15. Foster Community Engagement

Finally, foster a sense of community among your visitors. Encourage discussions, create forums, or host events where like-minded individuals can connect and engage with your brand. Just as a vibrant town square attracts locals and visitors alike, a thriving online community attracts loyal followers who trust and support your business.

For your business, gaining visitor trust is not just a goal—it's a necessity for success. By prioritizing authenticity, showcasing social proof, optimizing user experience, ensuring security, and implementing these other invaluable tips, you can cultivate a trustworthy online presence that attracts and retains loyal customers. Remember, trust is the wind in your sails, propelling your business towards greater heights of success.



Effectively Using Promotional Gifts to Increase Awareness of your Small Business

In the bustling marketplace where every small business competes for attention, finding innovative ways to stand out can be a daunting task. However, one strategy that has stood the test of time and continues to yield remarkable results is the use of promotional gifts. These tangible tokens of appreciation not only leave a lasting impression on recipients but also serve as powerful marketing tools that

can increase awareness of your small business. Let's explore how you can effectively harness the power of promotional gifts to shine a spotlight on your brand.

Understanding the Power of Promotional Gifts

Promotional gifts, also known as swag or giveaways, are tangible items imprinted with a company's logo or branding. These gifts are distributed to customers, prospects, employees, or partners as a gesture of goodwill or appreciation.

From pens and tote bags to mugs and USB drives, the possibilities for promotional gifts are endless. But what makes them so effective as marketing tools? It's simple—they offer a tangible reminder of your brand that recipients can use and interact with in their daily lives, keeping your business top of mind.

Choosing the Right Promotional Gifts

When selecting promotional gifts for your small business, it's essential to choose items that are not only practical

and useful but also aligned with your brand and target audience. Consider items that recipients are likely to use frequently, such as notebooks, water bottles, or phone chargers.

Additionally, think about the message you want to convey and how the gift reflects your brand identity. For example, if your business is eco-friendly, opt for sustainable and eco-conscious gifts like reusable straws or bamboo utensils.

Maximizing Brand Exposure

The key to effectively using promotional gifts to increase awareness of your small business is maximizing brand exposure. This means ensuring that your logo or branding is prominently displayed on the gifts and that they are distributed strategically to reach your target audience.

Consider attending industry events, trade shows, or local fairs where you can engage with potential customers and distribute your promotional gifts. Additionally, leverage social media and online

contests to engage with your audience and offer promotional gifts as prizes or incentives.

Creating Memorable Experiences

In addition to serving as tangible reminders of your brand, promotional gifts also have the power to create memorable experiences for recipients. Whether it's receiving a surprise gift in the mail or finding a branded item in a goody bag at an event, these small gestures can leave a lasting impression and foster positive associations with your brand. Consider adding a personal touch, such as a handwritten note or custom packaging, to make the experience even more memorable for recipients.

Building Relationships and Loyalty

At its core, marketing is about building relationships and fostering loyalty with your audience. Promotional gifts offer a unique opportunity to do just that by showing appreciation for your customers, employees, or partners. By giving thoughtful and useful gifts, you demonstrate that

you value their support and encourage repeat business and referrals. Additionally, promotional gifts can help strengthen relationships with employees by boosting morale and fostering a sense of belonging and appreciation within the organization.

Measuring ROI and Effectiveness

Like any marketing strategy, it's essential to measure the return on investment (ROI) and effectiveness of your promotional gift campaigns. Track metrics

such as brand impressions, website traffic, social media engagement, and sales leads generated from your promotional gifts. Additionally, solicit feedback from recipients to gauge their perception of the gifts and how they have impacted their perception of your brand. By continuously evaluating and refining your approach, you can ensure that your promotional gift efforts are driving tangible results for your small business.

In an increasingly competitive marketplace, effectively using

promotional gifts can be a powerful way to increase awareness of your small business and stand out from the crowd. By choosing the right gifts, maximizing brand exposure, creating memorable experiences, building relationships and loyalty, and measuring ROI and effectiveness, you can harness the power of promotional gifts to shine a spotlight on your brand and leave a lasting impression on your audience. So go ahead, get creative, and watch your small business soar to new heights with the help of promotional gifts.



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wholeheartedly. Your USP is like a bright beacon that illuminates the benefits of choosing your business over others, making it irresistible to potential customers.

Create Memorable Branding

Your brand identity is more than just a logo and color scheme—it's the visual representation of your business's personality and values. Invest in creating memorable branding that resonates with your target audience and leaves a lasting impression. From your website design to your packaging, ensure that every touchpoint reflects the essence of your brand and sets you apart from the competition.

Deliver Exceptional Customer Experiences

In a world where customer expectations are higher than ever, delivering exceptional experiences is essential for standing out from the competition. From the moment a customer interacts with your brand to long after the sale is made, prioritize their satisfaction and exceed their expectations at every turn. Remember, happy customers are your best

advocates, shining a spotlight on your business through word-of-mouth recommendations.

Harness the Power of Content Marketing

Content is king in the digital age, and leveraging the power of content marketing can help your small business gain visibility and credibility. Whether it's informative blog posts, engaging social media content, or captivating videos, create content that resonates with your target audience and positions your business as a thought leader in your industry. Just like a beacon of knowledge, valuable content attracts and guides customers towards your business.

Build Meaningful Relationships

In today's hyper-connected world, building meaningful relationships with your customers is more important than ever. Take the time to engage with your audience on social media, respond to their inquiries and feedback promptly, and show genuine appreciation for



their support. By fostering authentic connections, you not only build loyalty but also create brand advocates who will champion your business to others.

Differentiate Through Innovation

Innovation is the lifeblood of any successful business, and embracing innovation can help your small business differentiate itself from the competition. Whether it's introducing new products or services, implementing cutting-edge technologies, or pioneering novel business models, strive to stay ahead of the curve and offer something truly unique and valuable to your customers.

Optimize Your Online Presence

In today's digital-centric world, having a strong online presence is essential for small businesses

looking to stand out from the competition. Ensure that your website is user-friendly, mobile-responsive, and optimized for search engines to attract organic traffic. Leverage social media platforms to engage with your audience, showcase your brand personality, and build a community around your business. Your online presence is like a digital storefront—make it inviting and easy to navigate.

Offer Irresistible Deals and Promotions

Everyone loves a good

deal, and offering irresistible promotions and discounts can help your small business attract new customers and retain existing ones. Whether it's a limited-time offer, a loyalty program, or a bundled package, incentivize purchases and create a sense of urgency that compels customers to take action. Just like a beacon of savings, irresistible deals shine bright and draw customers towards your business.

In a crowded marketplace where competition is fierce, making your small

business stand out requires a combination of creativity, innovation, and strategic marketing. By crafting a compelling brand story, embracing your unique selling proposition, delivering exceptional customer experiences, and leveraging the power of content marketing, you can shine bright like a beacon amidst the noise and capture the attention of your target audience. Remember, differentiation is the key to success—so dare to be different, and let your small business light up the sky.

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Top Small Business Marketing Trends for 2024



As the digital landscape continues to evolve at a breakneck pace, small businesses must stay ahead of the curve to remain competitive in today's market. With new technologies, consumer behaviors, and market trends emerging constantly, it's essential for small business owners to keep a finger on the pulse of the latest marketing trends. In this article, we'll explore the top marketing trends that small businesses should embrace in 2024 to drive growth, engage customers, and stay ahead of the competition.

1. Video Marketing Dominance

Video marketing has been on the rise for years, but in 2024, it will take center stage as the dominant form of content consumption. With platforms like TikTok, Instagram Reels, and YouTube capturing the attention of millions, small businesses can no longer afford to ignore the power of video. Whether it's short, snackable content or longer-form storytelling, video allows businesses to connect with their audience in a more personal and engaging way.

2. Social Media Communities

Building communities on social media platforms will be a key strategy for small businesses in 2024. Rather than simply broadcasting messages to their audience, businesses

will focus on fostering meaningful connections and conversations within their social media communities. By creating spaces where customers can interact with each other and with the brand, businesses can cultivate loyalty and advocacy among their audience.

3. Hyper-Targeted Advertising

In 2024, small businesses will shift towards hyper-targeted advertising strategies to reach the right audience with the right message at the right time. With advancements in data analytics and machine learning, businesses can now leverage granular targeting options to deliver highly personalized ads to their ideal customers. By focusing their advertising efforts on the most relevant audience segments, businesses can maximize

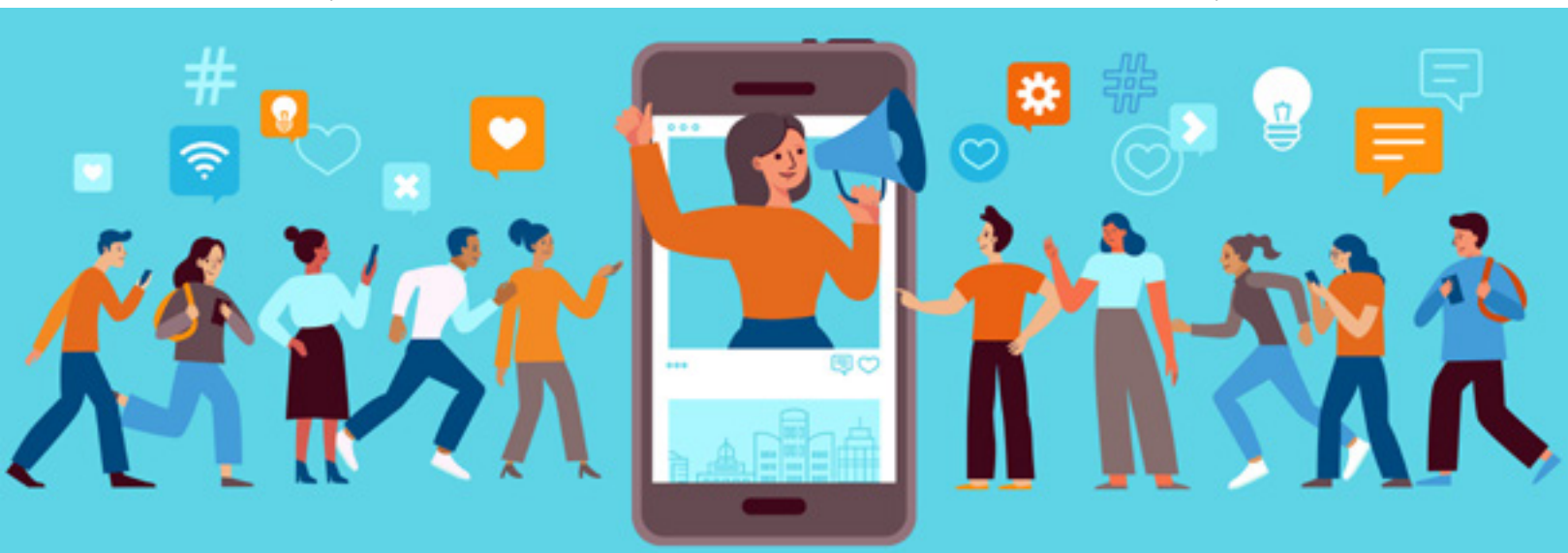
their ROI and drive more conversions.

4. Voice Search Optimization

With the proliferation of voice-enabled devices like smart speakers and virtual assistants, voice search optimization will become increasingly important for small businesses in 2024. Businesses will need to optimize their content and websites for natural language queries to ensure they appear in voice search results. By adapting their SEO strategies to accommodate voice search, businesses can stay visible and accessible to consumers who rely on voice assistants for information and recommendations.

5. Sustainability and Ethical Branding

In an era of increasing environmental and social awareness, consumers are



gravitating towards brands that prioritize sustainability and ethical practices. In 2024, small businesses will need to align their branding and messaging with values that resonate with environmentally and socially conscious consumers. By showcasing their commitment to sustainability and ethical business practices, businesses can attract and retain customers who prioritize these values.

6. Interactive Content Experiences

Interactive content experiences will continue to gain traction in 2024 as businesses seek to engage their audience in more immersive ways. Whether it's interactive quizzes, polls, calculators, or AR filters, interactive content allows businesses to capture attention and drive engagement. By inviting customers to participate in the content creation process, businesses can create memorable experiences that foster deeper connections with their audience.

7. Personalization at Scale

Personalization will remain

a key focus for small businesses in 2024, but with advancements in technology, businesses will be able to achieve personalization at scale like never before. By leveraging data-driven insights and automation tools, businesses can deliver highly personalized experiences to each individual customer across various touchpoints. From personalized product recommendations to tailored email campaigns, businesses can create seamless and relevant experiences that drive customer loyalty and retention.

8. Influencer Partnerships

Influencer marketing will continue to be a valuable strategy for small businesses in 2024, but with a shift towards more authentic and niche partnerships. Rather than partnering with high-profile celebrities, businesses will focus on collaborating with micro-influencers and nano-influencers who have smaller but highly engaged audiences. By working with influencers who are genuinely passionate about their products or services,

businesses can create more authentic and effective marketing campaigns.

9. Chatbots and AI-Powered Customer Service

In 2024, small businesses will increasingly rely on chatbots and AI-powered customer service solutions to provide round-the-clock support to their customers. With advancements in natural language processing and machine learning, chatbots are becoming more sophisticated and capable of handling complex inquiries. By implementing chatbots on their websites and social media platforms, businesses can improve customer satisfaction, reduce response times, and streamline their customer support processes.

10. Localization and Community Engagement

Localization will be a key strategy for small businesses in 2024 as they seek to connect with customers on a more personal and community-oriented level. Rather than taking a one-size-fits-all

approach, businesses will tailor their marketing efforts to specific local communities and demographics.

By engaging with local events, sponsoring community initiatives, and supporting local causes, businesses can foster a sense of belonging and loyalty among their customers.

In 2024, small businesses will need to adapt to a rapidly changing marketing landscape characterized by video dominance, social media communities, hyper-targeted advertising, voice search optimization, sustainability, interactive content, personalization, influencer partnerships, chatbots, localization, and community engagement.

By embracing these trends and leveraging them to their advantage, small businesses can position themselves for success in the years to come.

FAQs (Frequently Asked Questions)

1. How can small businesses get started with video marketing on a budget?

Small businesses can

get started with video marketing on a budget by using smartphones or affordable cameras to create high-quality videos, leveraging free or low-cost editing software, and utilizing user-generated content from customers and employees.

2. What are some examples of interactive content that small businesses can create?

Examples of interactive content that small businesses can create include quizzes, polls, surveys, contests, calculators, interactive infographics, and AR filters.

3. How can small businesses ensure their chatbots provide a seamless customer service experience?

Small businesses can ensure their chatbots provide a seamless customer service experience by programming them to understand natural language queries, providing clear and concise responses, offering options for escalation to human support when needed, and continuously monitoring and updating their performance based

on customer feedback.

4. Why is localization important for small businesses?

Localization is important for small businesses because it allows them to connect with customers on a more personal and culturally relevant level, build stronger relationships within local communities, and differentiate themselves from larger competitors by offering tailored experiences and solutions.

5. How can small businesses measure the effectiveness of their influencer marketing campaigns?

Small businesses can measure the effectiveness of their influencer marketing campaigns by tracking key performance indicators such as engagement rates, website traffic, conversions, and sales attributed to influencer referrals.

Additionally, they can use tools like affiliate tracking software and unique promo codes to attribute sales directly to specific influencers.



FUN FACTS

The word 'March' comes from the Roman 'Martius'. This was originally the first month of the Roman calendar and was named after Mars, the god of war. March was the beginning of our calendar year. We changed to the 'New Style' or 'Gregorian calendar' in 1752, and it is only since then when we the year began on 1st January.

- March 2, 1933 - King Kong (film) opened at New York's Radio City Music Hall.
- March 6, 1950 - Silly Putty was introduced as a toy by Peter Hodgson. It was invented in 1943 by James Wright in an effort to make synthetic rubber.
- March 12, 2008 - Hulu opened online.
- March 18, 1852 - Henry Wells and William G. Fargo founded Wells, Fargo and Company.
- March 21, 2006 - Twitter was founded.
- March 30, 1939 - Detective Comics #27 was released, introducing Batman.
- March 31, 1889 - The Eiffel Tower, 986 feet tall, in Paris, France, was inaugurated.

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2024'S TOP BUSINESS VIDEO TRENDS

SHORT-FORM CONTENT DOMINATES

Over 60% of videos shared online are under 2 minutes long. Platforms like TikTok and Instagram Reels continue to shape this trend.



INTERACTIVE VIDEOS SURGE

Interactive video content boosts engagement by 44%. Features include clickable links, quizzes, and shoppable products.



PERSONALIZED VIDEO MESSAGES

Personalized video based on viewer preferences and behavior has increased email conversion rates by 500%.

E-LEARNING AND EDUCATIONAL CONTENT

Webinars, tutorials, and online courses are in high demand. The e-learning market is projected to exceed \$300 billion by 2025.

VIDEO SEO BECOMES ESSENTIAL

Videos are 50 times more likely to get organic page ranks in Google than plain text results. Optimize SEO through transcripts, titles, and meta descriptions.



USER-GENERATED CONTENT (UGC)

Encouraging testimonials, reviews, and social shares is important because 92% of consumers trust organic, user-generated content more than traditional advertising.

AR/VR EXPERIENCES IN MARKETING

30% of businesses are expected to experiment with AR or VR in their marketing by 2024 for immersive product demos and virtual tours.



AI FOR VIDEO PRODUCTION AND ANALYTICS

AI can reduce video production time by up to 80% with AI-driven editing, personalization, and viewer analytics optimization.



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