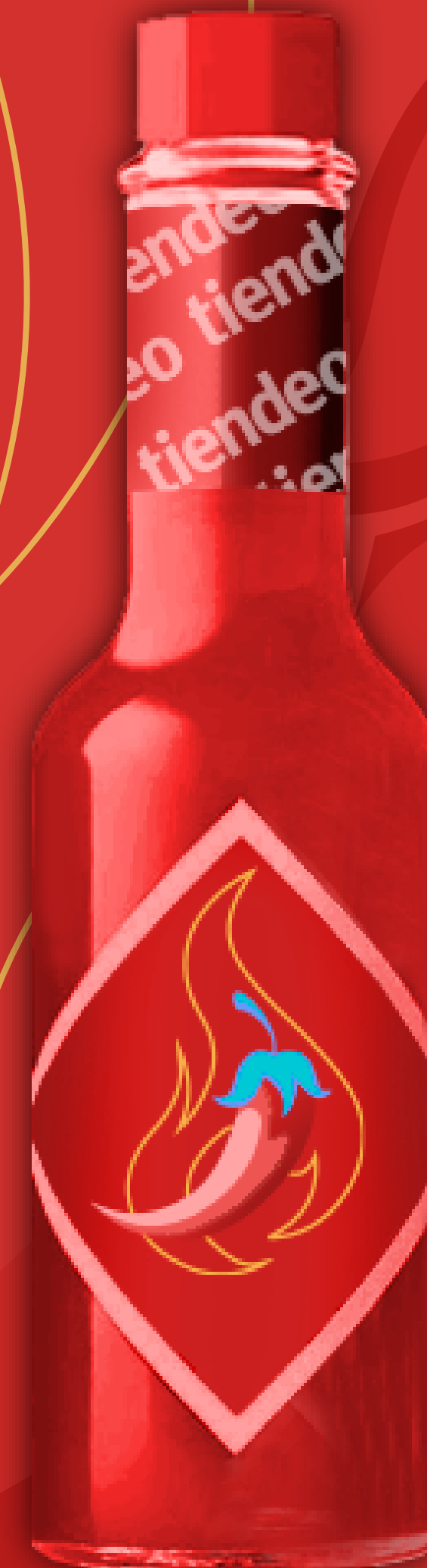
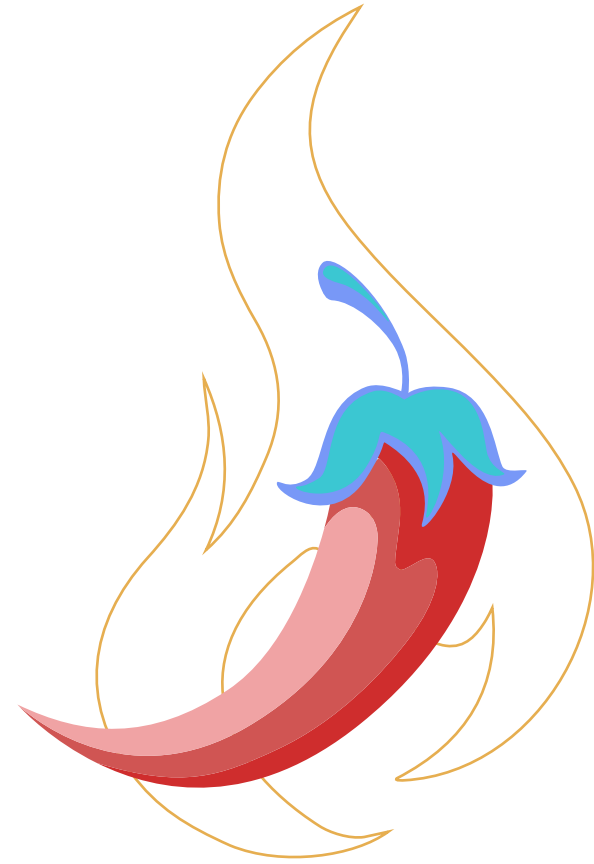


Retail Marketing Hot Trends 2022



tiendeo



The pandemic has accelerated consumer trends and habits. The retail industry has been

forced to adapt to these changes to meet customer needs. Meanwhile, marketers continue to reorganize their resources and channels.

This Tiendeo Retail Trends 2022 study was conducted based on the opinions of consumer marketers in order to analyze the trends, strategies and resources that will be used in 2022.

Key findings:

1. 58.6 % of professionals are committed to digital channels
2. 61.4 % agree that they have all aspects of their digital strategy covered
3. User experience is the cornerstone of marketing strategy
4. Digital conversions account for 61,8 % of the total
5. Digital channels will account for 85.7 % of investment by 2022

CONTENTS

01

Commitment
to digital
channels

02

A Mix based
on digital

03

Focus on user
experience

04

The quest for
conversion

05

The monopoly
of advertising
spend



01

**Commitment to
digital channels**



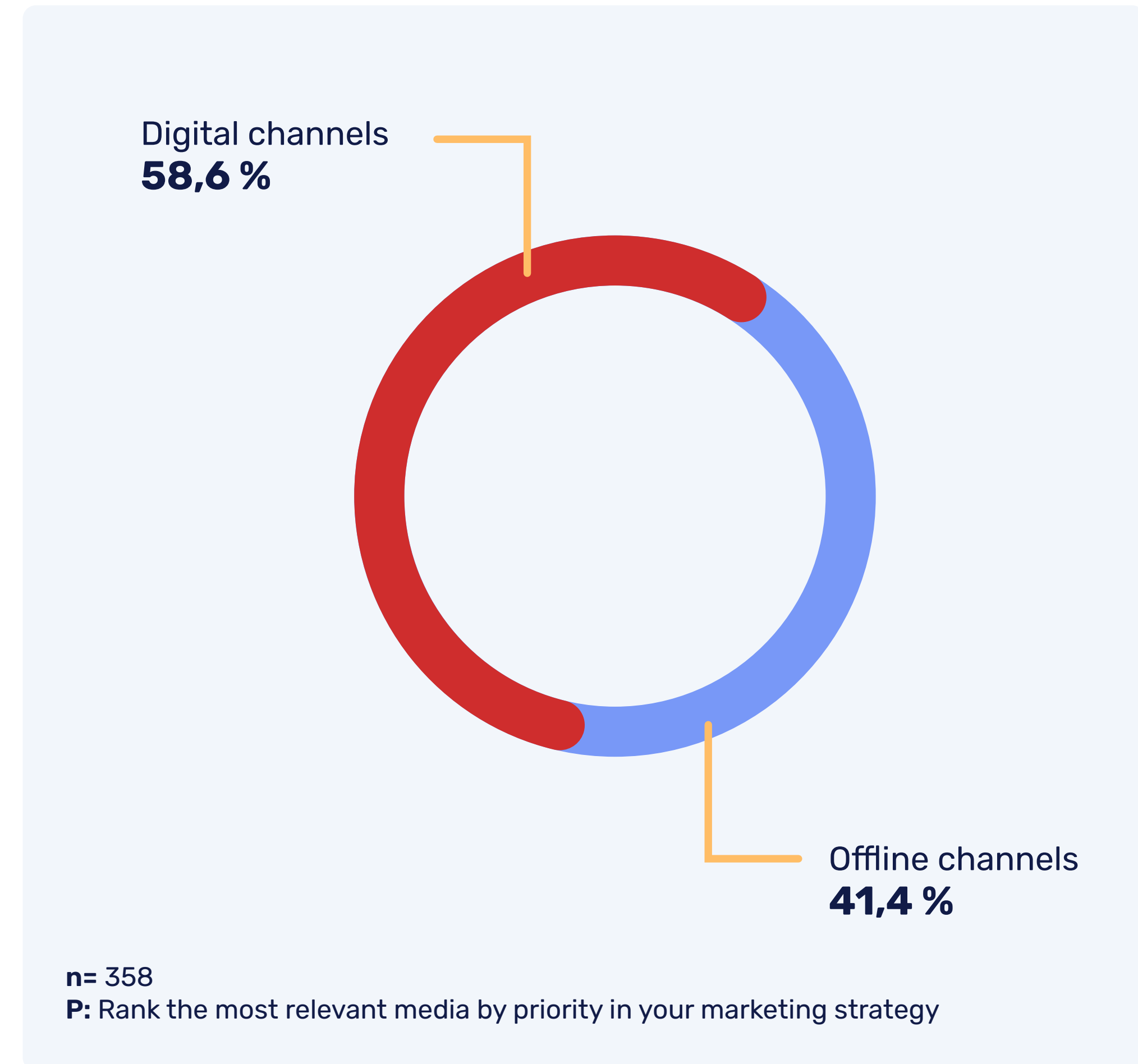
58.6 % of marketers are committed to digital channels in 2022

Digital channels have become an increasingly important part of the marketing strategy because of the pandemic.

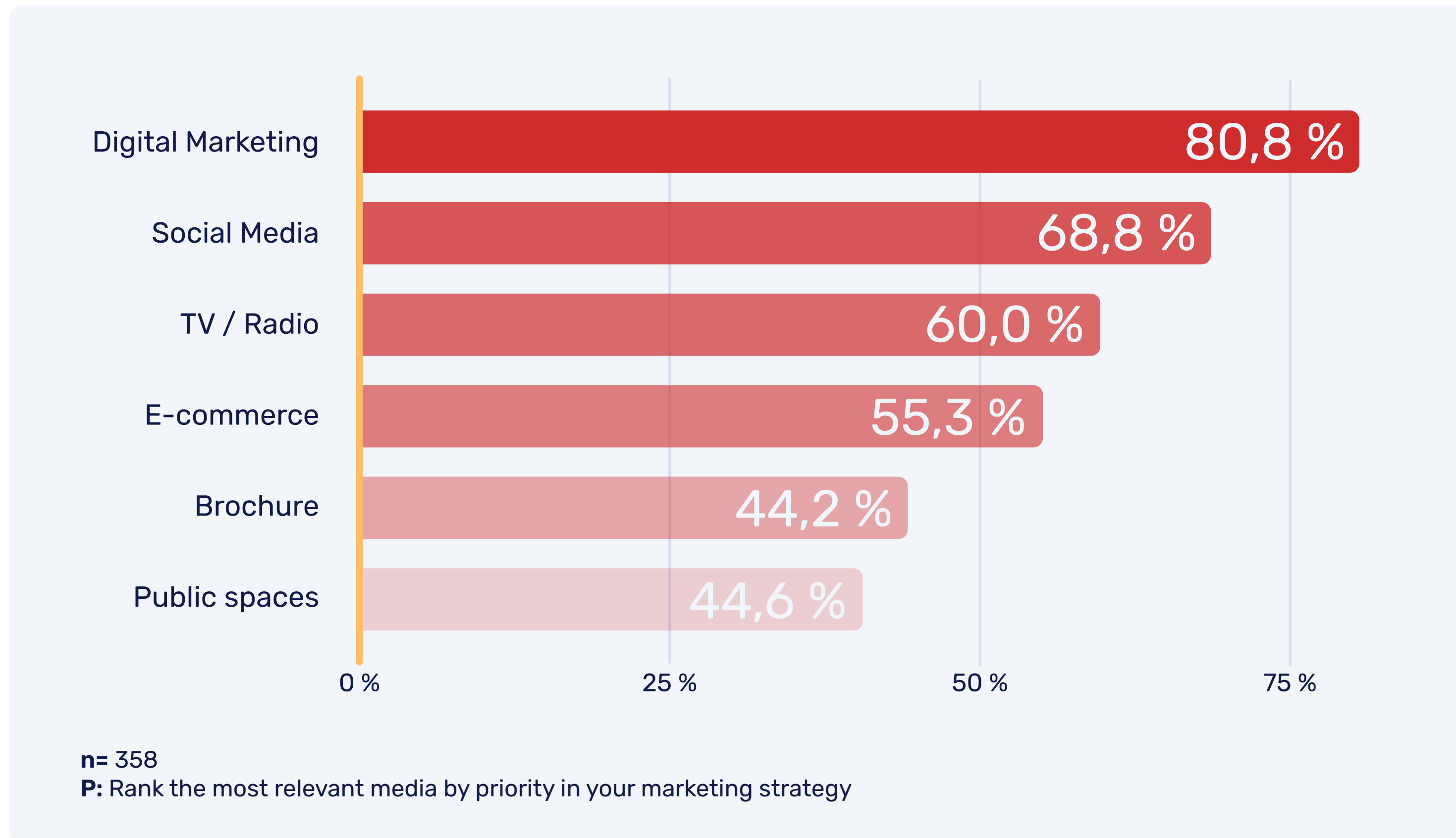
Changes in shopping habits, which are expected to remain in place in the future, have made digital the channel of choice for connecting with consumers.

As such, delivering omnichannel experiences that include online and offline will be the cornerstone of marketing strategies in 2022.

Marketers will need to be agile and adapt to an uncertain environment, similar to that of recent years.



Most relevant media for retail professionals



Consumer digitization has changed the marketing mix of retailers and brands.

The typical focus on traditional media has shifted to the digital channel.

Digital Marketing and Social Media are the most relevant media in marketing strategies in 2022.

The results reported are a natural consequence of the environment that the consumer market has been exposed to over the last two years.

The digital transformation of the consumer industry is the response to the paradigm of a consumer that interacts indistinctly with retailers and brands in online and offline channels.

Faced with this situation, using an omnichannel approach to generate integrated shopping experiences is essential for the consumer.

Industry professionals will continue to prioritize digital media for the following 3 reasons.

- Increased campaign and budget traceability
- Personalization of advertising content
- Campaign scalability and automation

However, traditional media still represent 41.4 % of the marketing mix for retailers and brands, so their relevance for the retail channel is clear.



02

**A Mix based
on digital**



The flexibility of digital media

In times of crisis, marketing budgets are always the first to be cut and the last to recover.

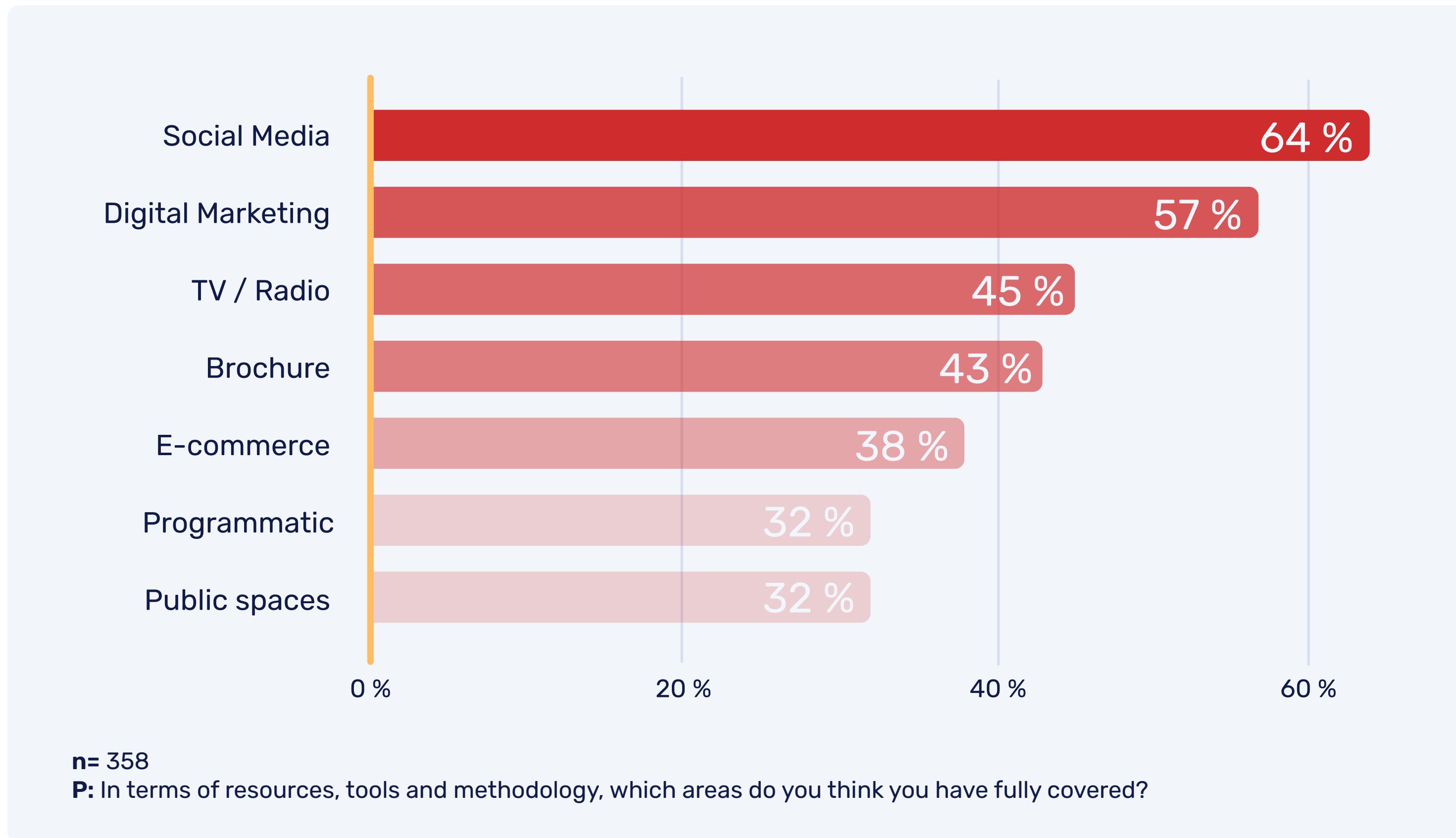
Marketers have proven to be able to do more with less, controlling investment in events and agencies.

This has led to marketing departments at both retailers and brands committing to digital channels.

Digital strategies cut out the middlemen and are quicker to implement than traditional media strategies.



Areas that retailers and brands have covered



61.4 % of marketers acknowledge that they have all areas of their digital strategy covered, while only 38.6% say they have their offline strategy covered.

61.4 % of marketers say they have all areas of their digital strategy covered

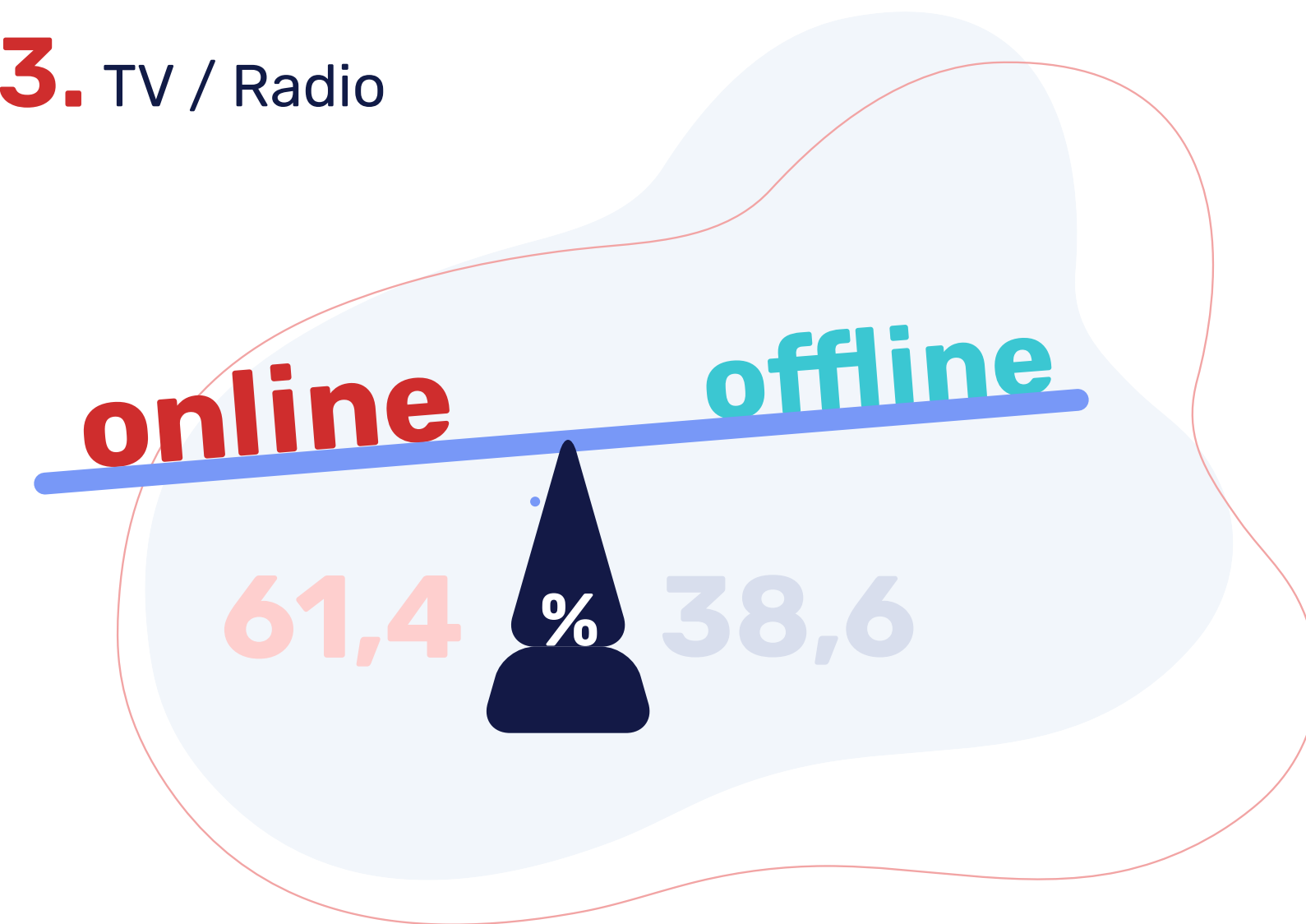
The resources invested in marketing have been readjusted over the last two years. Offline media has been the main victim of the circumstances triggered by the pandemic, while digital media has been given a boost.

Both channels are equally relevant throughout the Customer Journey. However, the flexibility offered by online channels has facilitated their adoption.

Influencing different points of the Buyer Journey through both online and offline media is paramount to developing a successful omnichannel strategy.

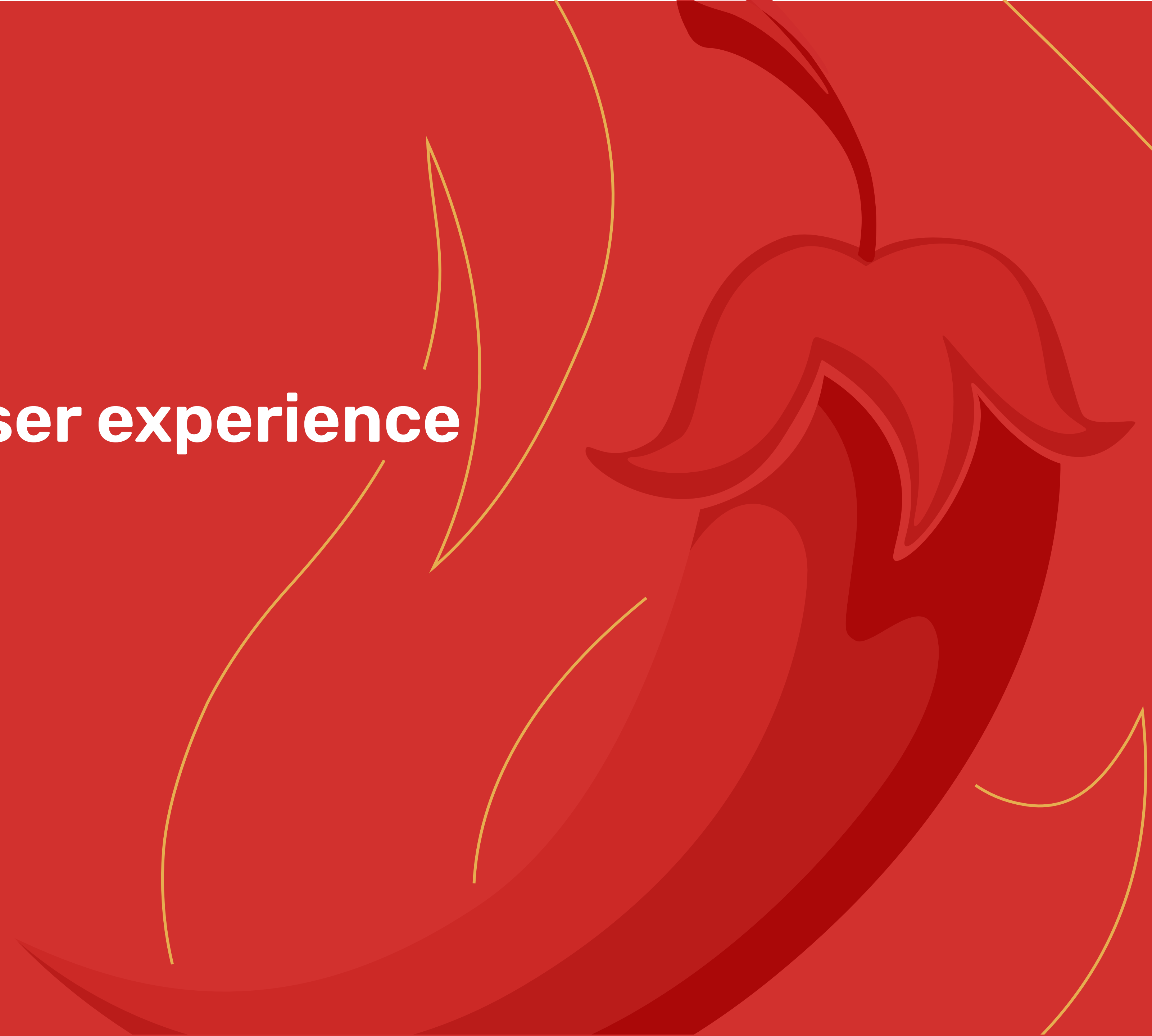
As such, the top 3 online and offline media is equally relevant between the online and offline channel:

1. Social Media
2. Digital Marketing
3. TV / Radio



03

Focus on user experience



The Jack, Queen and King of marketing strategy

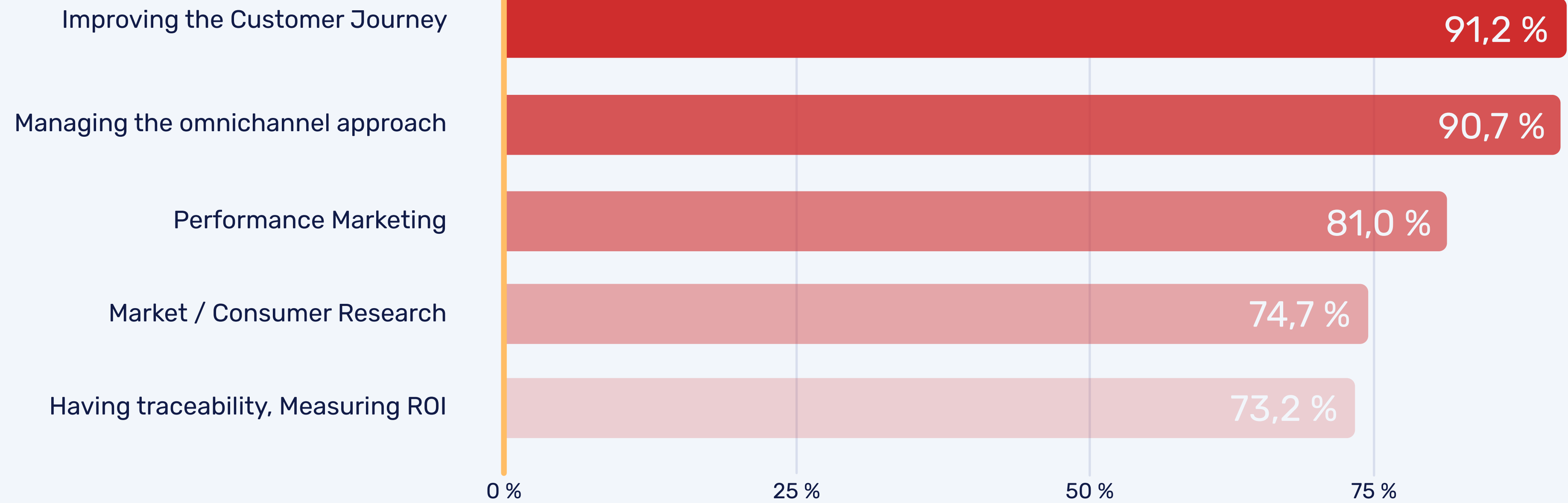
The convergence between the online and offline worlds in the current climate has led to a reconsideration of some aspects of marketing strategies.

Faced with the new consumer paradigm, equally influenced by online and offline channels, prioritizing the pillars on which to build a strategic plan will be decisive in connecting with the consumer.

Offering seamless and frictionless shopping experiences is the main challenge facing retailers and brands.



Key elements in the marketing strategy



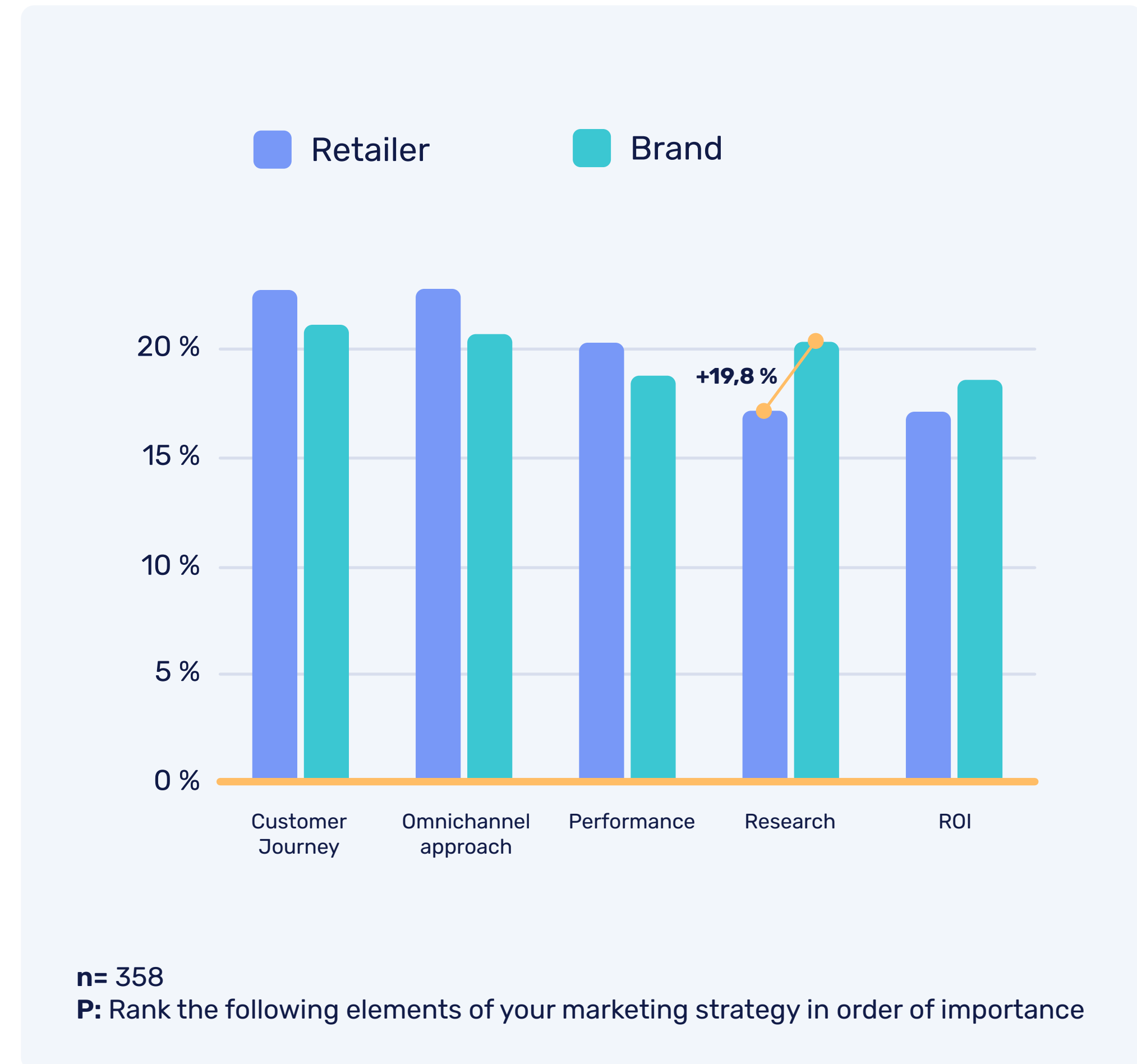
n= 358

P: Rank the following elements of your marketing strategy in order of importance

Retailers and Brands: differences in their marketing strategies

Both retailers and brands share similar values regarding the importance of user experience, performance and traceability in their marketing strategies.

However, brands give more importance to market and consumer research compared to retailers, with a difference of 19.8 %.



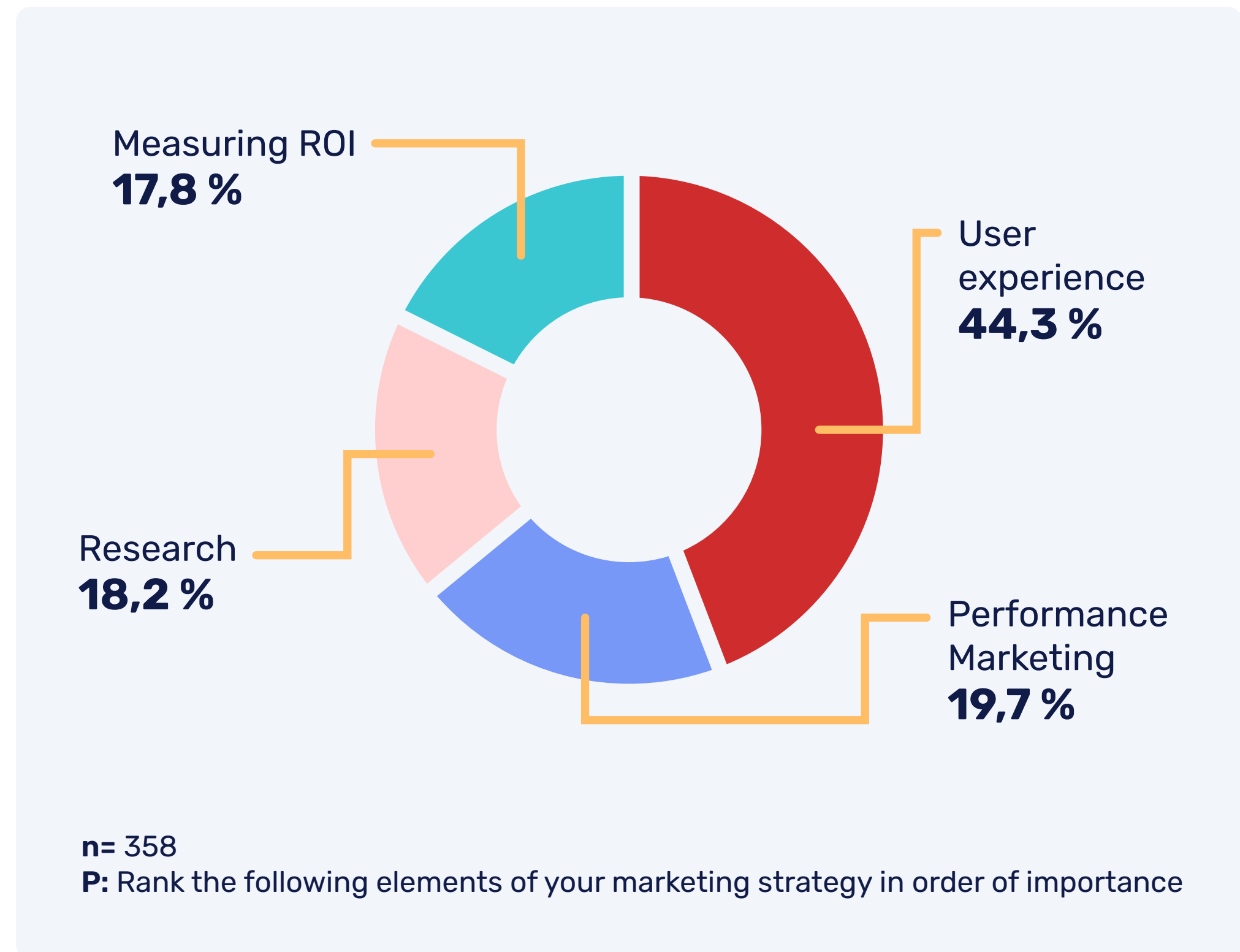
The importance of the user experience within the marketing strategy has a share of 44.3 %

The social restrictions imposed due to the coronavirus outbreak have transformed the Customer Journey. Today's consumer is compelled, to a large extent, to adopt the digital channel within their purchasing process.

As such, the consumer has different purchasing options and conversion points, whether on the web, e-commerce or physical point of sale, through different types of Buyer Journey such as ROPO (Research Online and Purchase Offline).

This is why industry professionals are developing their strategic plans by focusing on creating integrated shopping experiences within a multi-touch strategy that encompasses different conversion points.

User experience has a 44.3 % share in the marketing strategy, according to consumer professionals.



04.

**The quest for
conversion**



Where retail is monetizing

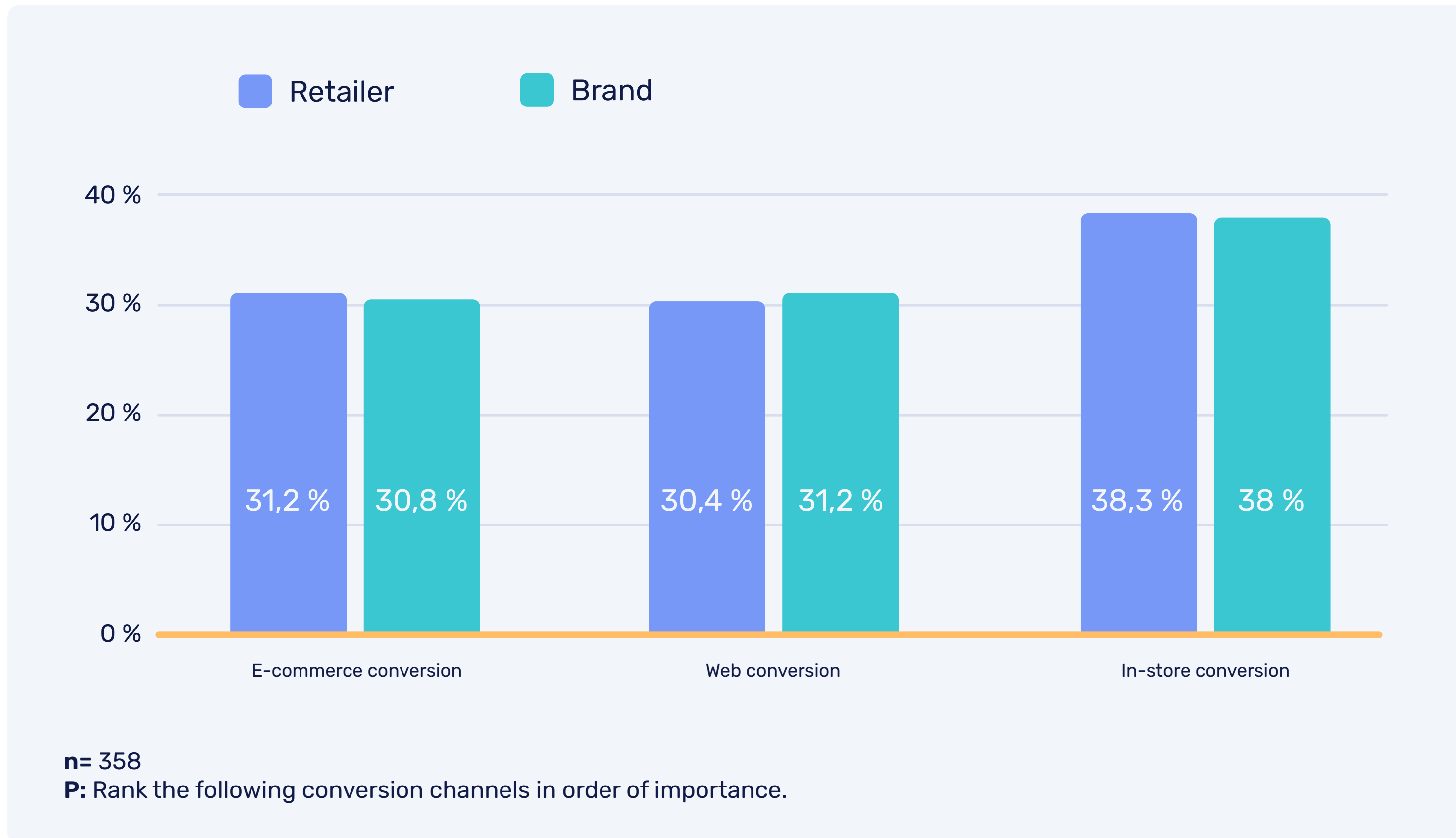
The marketing strategy must be geared towards achieving the strategic objectives, and sooner or later it must have an impact on turnover.

It is therefore of utmost importance that the objectives are well defined and that the customer journey is perfectly understood.

Depending on these, the type of conversion pursued by retailers and brands will be different. But which will be the most relevant in 2022?



The most significant conversion channels



For both retailers and brands, conversion at the point of sale is the most important.

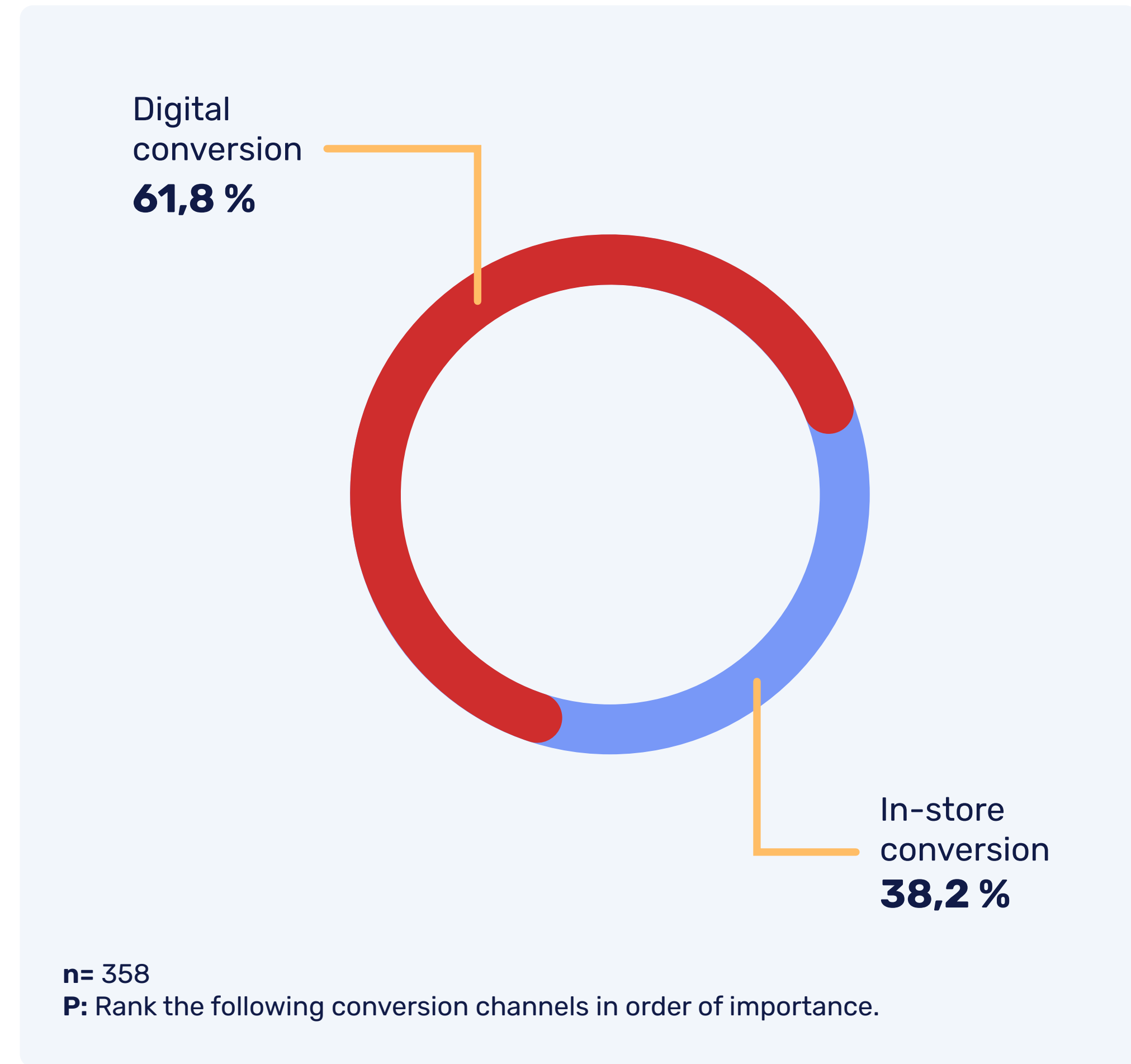
In parallel, brands give slightly more importance to web conversion, while e-commerce is slightly more important for retailers.

Digital conversions have a **61,8 %** share for industry professionals.

Due to the strong focus on digital channels, the objectives and associated conversions must be generated on these channels.

It is not surprising that consumer professionals place a 61,8 % share of the importance of conversions on digital channels.

However, the influence of digital channels in generating traffic at the point of sale cannot be ignored.



05.

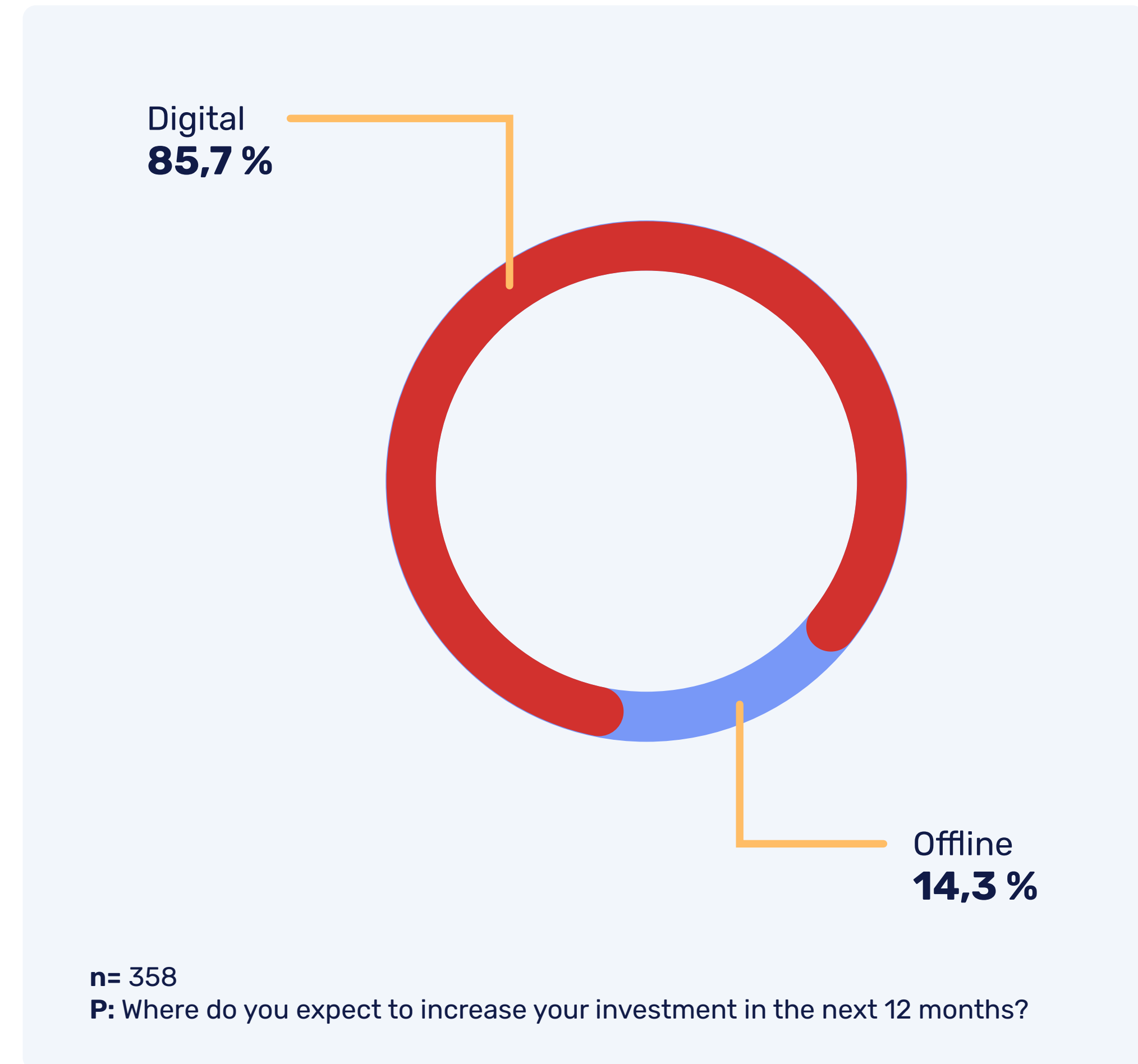
**The monopoly of
advertising spend**

The monopoly of advertising spend

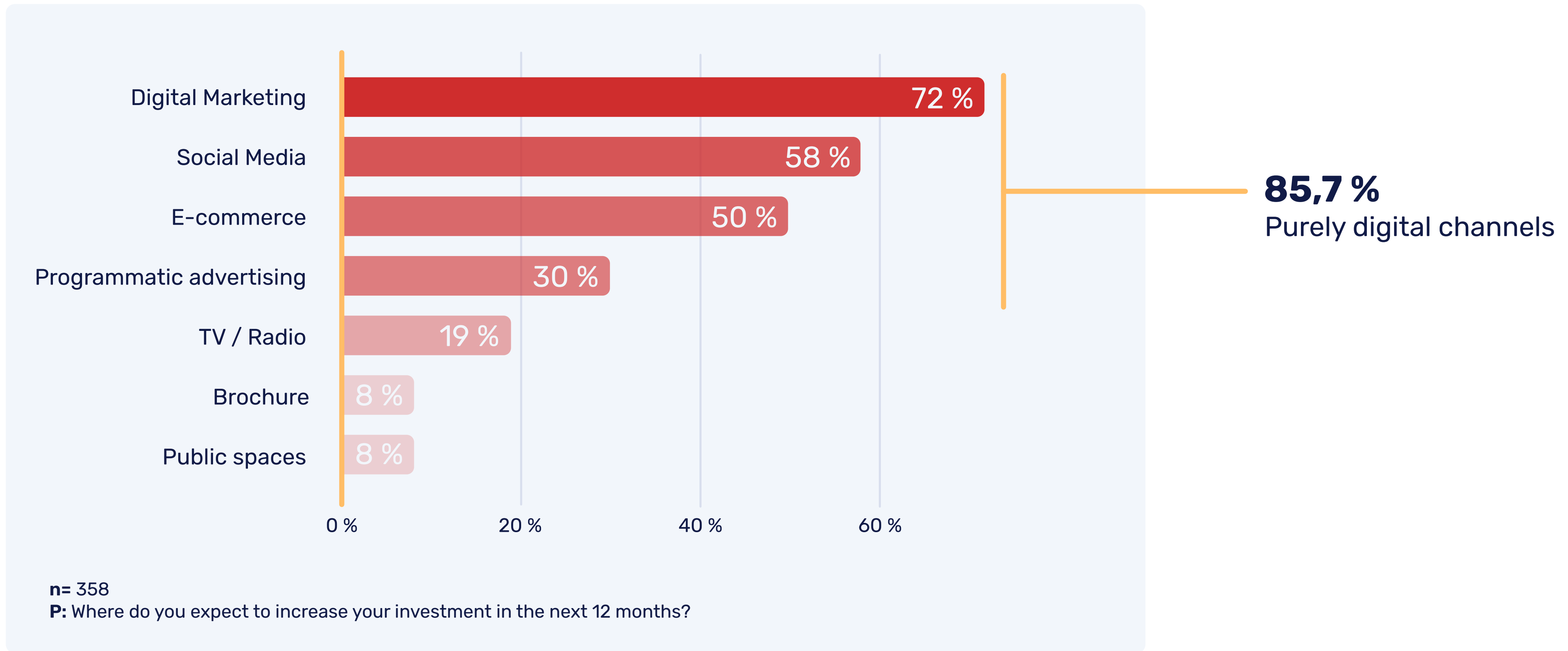
Marketers are clear about where they will allocate their advertising spend in 2022.

Faced with an increasingly digital consumer, a trend that has been strongly accelerated by the pandemic, and which has been building momentum in recent years, digital channels will monopolize marketing budgets.

According to respondents, digital will account for 85.7 % of budgets, while offline media will account for 14.3 %.



Increase in advertising spend over the next 12 months



The domination of purely digital channels

In terms of budgets, digital marketing, social media and e-commerce are the channels that will receive the biggest boost in 2022.

1. Digital Marketing
2. Social Media
3. E-commerce

These results reflect the current complexity of the Customer Journey, which has been disrupted during the pandemic, and has caused industry professionals to rethink their strategy's media mix investments.

Traditional channels such as television or radio, which had once been the king of media to raise brand awareness,

needs to adjust to a new paradigm where online and offline channels must be optimized to achieve the strategic objectives of a new reality.





Research design



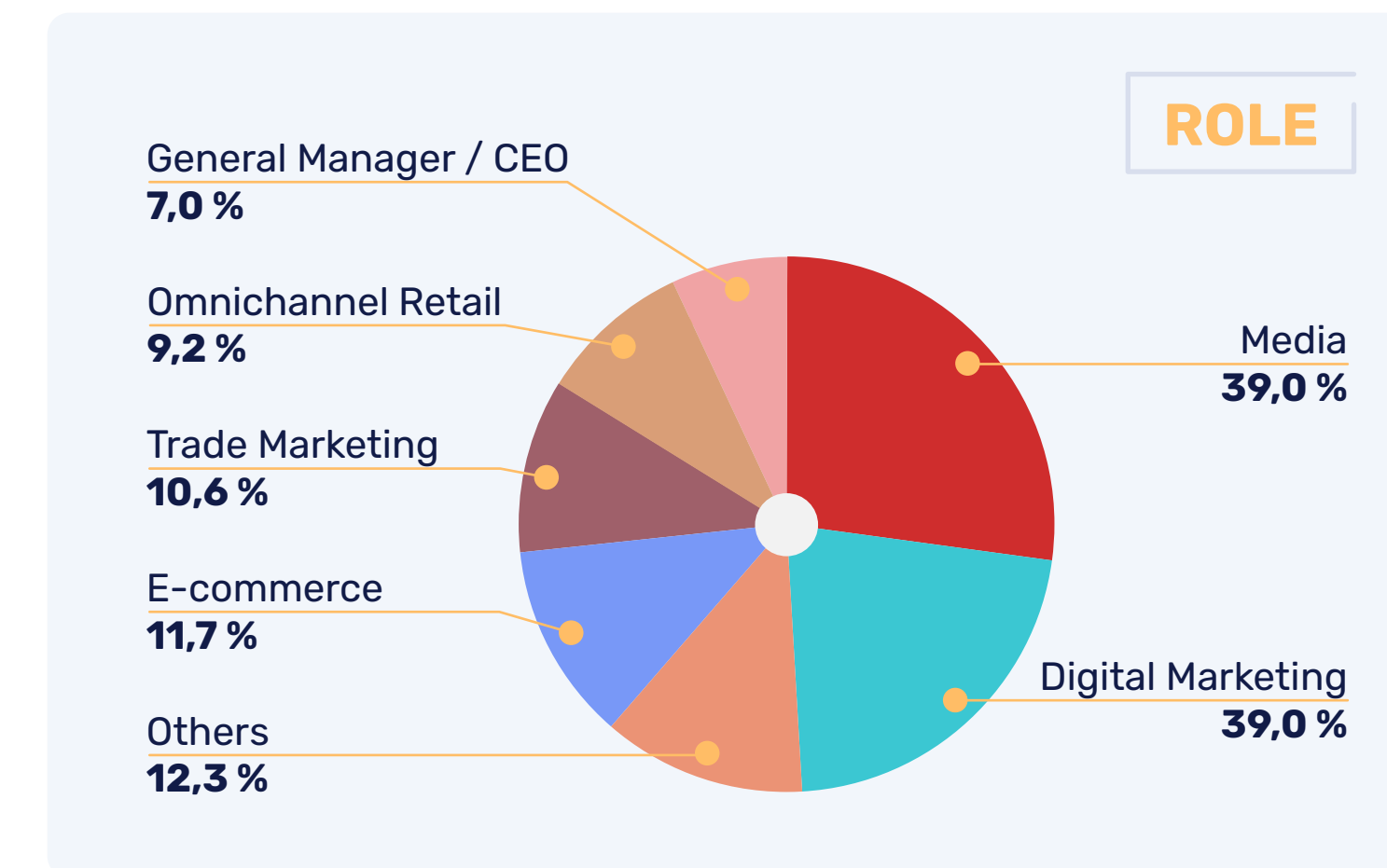
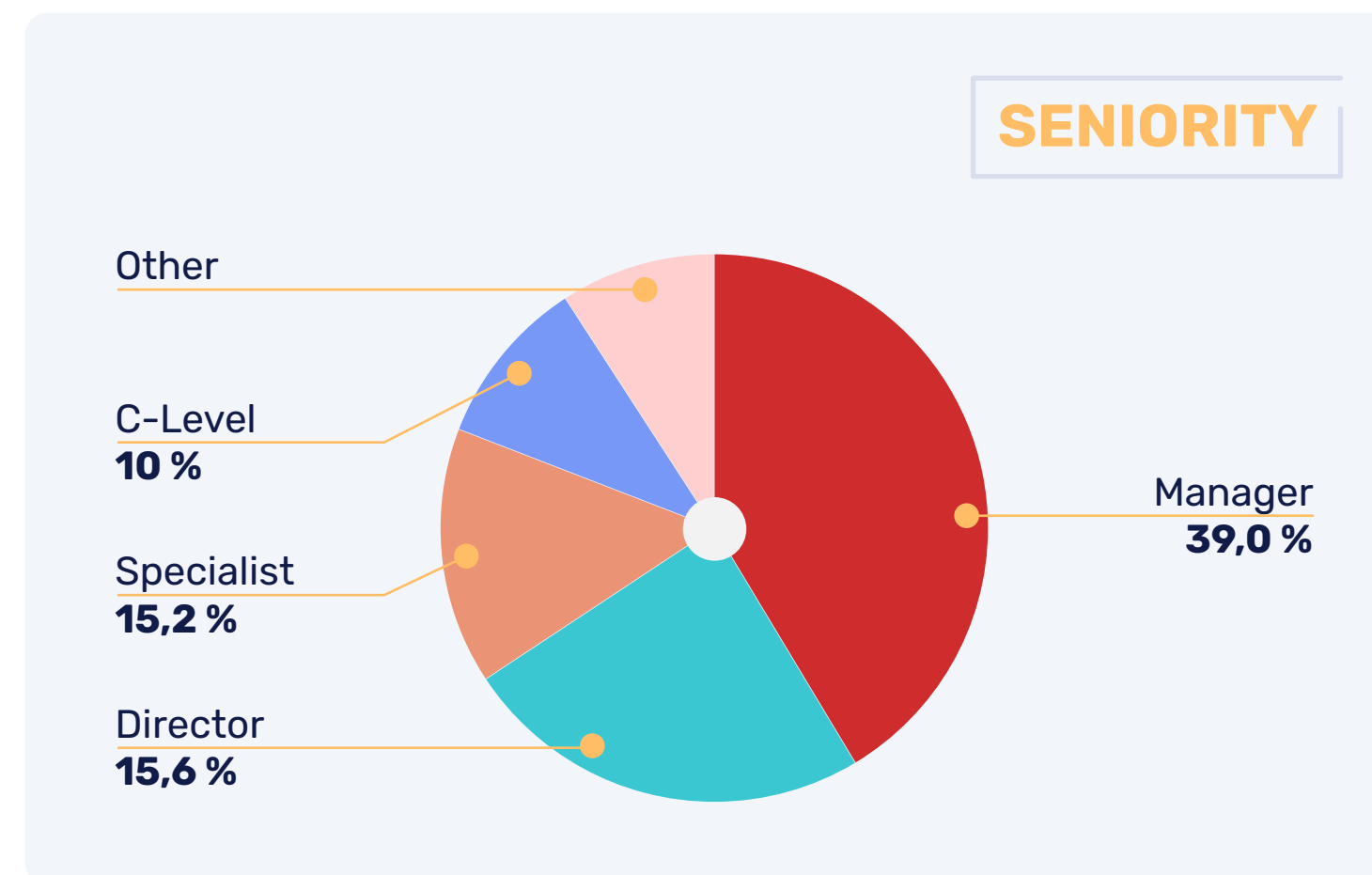
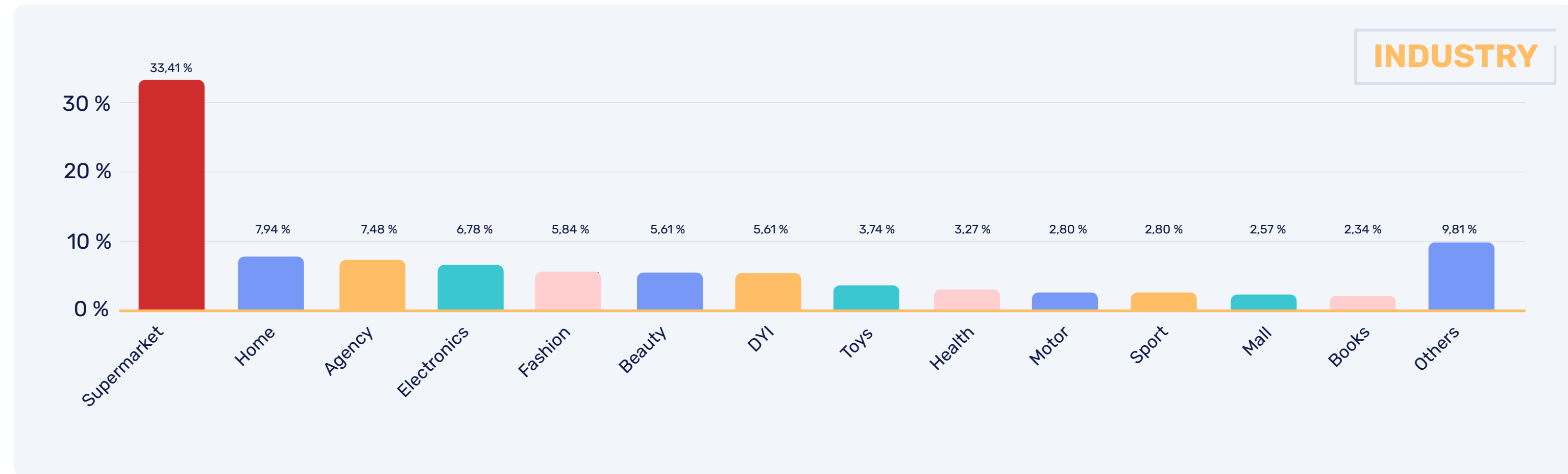
SAMPLE

358 Respondents

COUNTRIES



- Argentina
- Belgium
- Chile
- Colombia
- Ecuador
- Slovakia
- Spain
- France
- Italy
- Mexico
- Norway
- Peru
- Portugal
- South Africa
- Sweden



Find out more.

Tiendeo is your digital marketing partner when it comes to generating omnichannel and exclusive shopping experiences that connect with your potential consumer.

Join us

Learn more about Tiendeo business.tiendeo.com

Keep up to date with the latest trends

