

# The 5 Sales and Marketing Trends You Need to Know for 2022

The last few years have turned the business world on its head. Major shifts in how and where we do business have required us all to adapt, pivoting quickly to keep up with the rapid pace of change. It hasn't been easy, but we have learned a lot.

It's a new year, full of fresh opportunities to innovate and try new things. To give you a head start in 2022, we've compiled a list of the top five sales and marketing trends you need to know, as well as some tips to help you implement them.

Happy New Year!

## More Organizations Will Invest in Sales Automation

It's likely that you have some type of CRM in place to help your sales team work more efficiently. In 2022, we'll see sales automation moving beyond CRM platforms. More and better sales automation tools and technologies are hitting the market. These tools streamline tedious, manual processes that plague sales teams and free up their time to focus on what matters – closing deals.

Here's a quick look at the benefits of sales automation:

- 1 Automate sales prospecting for a prequalified list of prospects.
- 2 Streamline lead enrichment and have prospect and company info at your fingertips.
- 3 Eliminate manual CRM data entry to save time.
- 4 Make it easier for your sales team to utilize your content through a master content repository.
- 5 Leverage a meeting scheduling tool to make finding a time that works for everyone a breeze.

Businesses that want to help their sales teams sell more are leaning into sales automation in 2022.

## Social Selling Remains Essential

The pandemic has shown us all the importance of social selling. With the largest number of employees we've ever seen working remotely, gone are the days of easily reaching a prospect on their office phone. Strategic social selling is the No. 1 tactic to interact with prospects and engage them in your solutions.



Looking to elevate the social selling strategy at your organization? Download this eBook where we've compiled the ultimate guide to help you deliver results in today's virtual selling landscape.

## Customer Care Becomes the New Customer Service

Customer experience is vital to your organization. When it comes to creating an excellent customer experience, customer service is *so last year*. In the new year, we'll see customer service transform into customer care. What's the difference? Here are the changes you can expect to see:

- A greater importance will be placed on how customers *feel* after each interaction.
- Organizations will become proactive rather than reactive.
- It's about the journey. Customer care will focus on creating the highest level of customer satisfaction before, during, and after a sale.

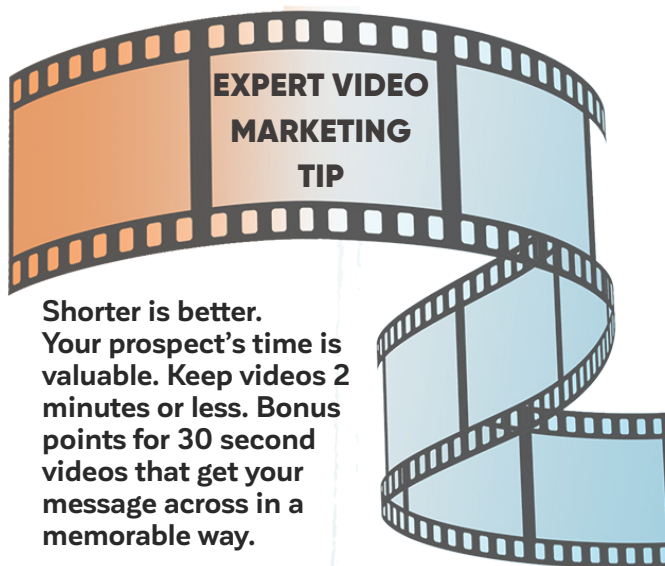
## Video Rises as a Top Lead Generation Tactic

Lights! Camera! Conversions! Different prospects prefer to consume content in different forms, but video consistently comes out on top. It's a simple, efficient way to generate interest and engage prospects, and it continues to grow in popularity.

**74%** of respondents in a Vidyard survey said that video content produces better conversions than any other form of content.

Video marketing yields big benefits like:

- Higher ranking on search engines.
- Website visitors are up to 85% more likely to purchase after watching a product video.
- Increased email click-through rates.



## Personalization Becomes Mandatory

Do you really know your customers? To be successful in 2022, you need to. With multiple brands vying for prospects' attention, personalization is a must-have for those that want to stand out. Consumers are overloaded with information and bombarded with content daily. Only the most relevant will earn their attention, so how do you set your organization apart?

Take these actions to create a more personal experience:



Inventory your entire buyer experience and analyze areas where you can add additional personal touches.



Deploy a more targeted email strategy with tailored messaging for specific audiences.



Encourage your sales team to leverage customized videos. *(See the Expert Video Marketing Tip above!)*



Leverage data to understand your buyers and apply trends for more relevant messaging.

# Ready to increase your revenue potential?

Get in touch with us today.

