

GET YOUR BRAND READY FOR 2024

*Top B2B marketing
trends for 2024*

*Top website
trends for 2024*

*Five design trends
that will define 2024*

Welcome to

EMBRACE *the latest*

Looking for inspiration from the B2B trends set to shake up 2024? Check out all the trends you need to know about in our special 2024 trends edition of Embrace the Latest!

As we step into 2024, the B2B world continues to evolve, being driven by technological advancements, shifting customer behaviours, and growing markets.

Embrace the Latest is brought to you by Embrace Marketing, a specialist B2B brand, website development and outsourced marketing agency. Visit our website to find out more about how we can differentiate your brand and make you stand out from the competition: embracemarketing.co.uk

Looking to take a fresh perspective? Get in touch to chat about your marketing strategy, brand growth, website development and creative campaigns for 2024!

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Top B2B marketing trends for 2024

Ready for the hottest B2B marketing trends for 2024?! As new trends, strategies and technologies emerge, find out the latest approaches to grab the attention of your customers and to stand out from the crowd.

Let's explore some of the most anticipated trends that we predict will shape B2B marketing this year and beyond...



Authentic marketing

Audiences are exhausted by faceless, corporate marketing and 2024 is the year to get more authentic! So, avoid boring, corporate and impersonal and opt for reflecting the genuine life and soul of your company and the fantastic individuals in it. Refresh your brand at the start of this year to add personality and what makes you special. Up your creativity and nail your authentic tone of voice!



AI-enhanced customer experiences

Artificial intelligence (AI) will continue to transform how businesses interact with customers. AI-powered chatbots and personalised recommendations are just some of the ways that businesses will use AI to provide a more tailored and inexpensive service for their clients. However, companies should make sure AI is used to enhance rather than fully replace customer service, or it may lose its personal touch.



Interactive content

Interactive content will take centre stage in 2024, with marketers making the most of tools like augmented reality (AR) and interactive videos. In recent studies, 88% of marketers said that interactive content is effective in differentiating their brand from their competitors. By using interactive content, businesses will have more opportunities to create memorable engagements that will linger in the minds of their audiences. Interactive content can include web-based functionality such as interactive infographics that the user can directly engage with.



Video marketing

Video marketing will evolve as a powerful marketing tool, with short-form video content continuing to increase in popularity. It is believed that the average adult consumes 38 hours of video content each month with users spending 88% more time on pages with videos. Smartphones are in favour over expensive cameras to shoot to generate authentic and unscripted content.



Genuine thought leadership

This one has always been super valuable, but its importance can't be understated! Presenting yourself as a leading, expert voice in your industry can really set you apart, especially with the current prevalence of cookie-cutter, AI generated content. So, if you really know your stuff, make sure you shout about it in the form of articles, videos, webinars, podcasts, industry event presentations and more. AI can help generate SEO content, but to stand out and build trust your customers need to hear your personal, expert perspectives on the topics that matter most to them.



Genuine sustainability

Businesses are set to further integrate sustainable approaches and emphasise corporate social responsibility (CSR) in their marketing strategies. From highlighting sustainable sourcing to promoting green initiatives, marketers must emphasise their commitment to environmental responsibility. Make should ensure your sustainability strategy is fully aligned with your brand purpose and values, to avoid coming across as greenwashing.

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Top WEBSITE trends for

2024

Web design and digital content are rapidly evolving, with new trends and innovations constantly developing at an astonishing pace. As such, it's vital for web designers, content creators and SEO experts to stay ahead of the curve if they want to remain on top of their game.

With this in mind as we head into the New Year, let's explore some of the most anticipated trends set to redefine the online experience when it comes to web design, content and SEO into 2024 and beyond...

Video content

The amount of video content on websites will continue to grow in 2024, with video content becoming more accessible and easier than ever to produce, edit and publish. Short form video content is a reliable and effective way to keep visitors to your website engaged, whether it's product demonstrations, tutorials or even full virtual events.

Interactive content

B2B websites can further increase visitor engagement by adding more interactive content. To maximise how long visitors spend on your site, incorporate a variety of interactive design elements such as clickable content, calculators, assessments, engaging media files or any other types of interactive design elements relevant to your site.

Strong UX to increase conversions

Having a website with a strong user experience is hugely helpful when it comes to attracting the right leads. From this starting point, you can shepherd visitors through an engaging user journey that culminates in conversions right there on your site. In 2024, B2B companies must pay attention to those all-important website factors like page load speed, paths to conversion, compelling content, purposeful design, and convincing calls to action.

Accessibility as a core design principle

As we strive to create a fairer and more inclusive world for all, web designers will increasingly prioritise accessibility in their designs, ensuring that websites are inclusive and usable for people with disabilities. This includes optimising sites for screen readers, providing alternative text for images, and adhering to the latest web accessibility standards and regulations.

Sustainability integration

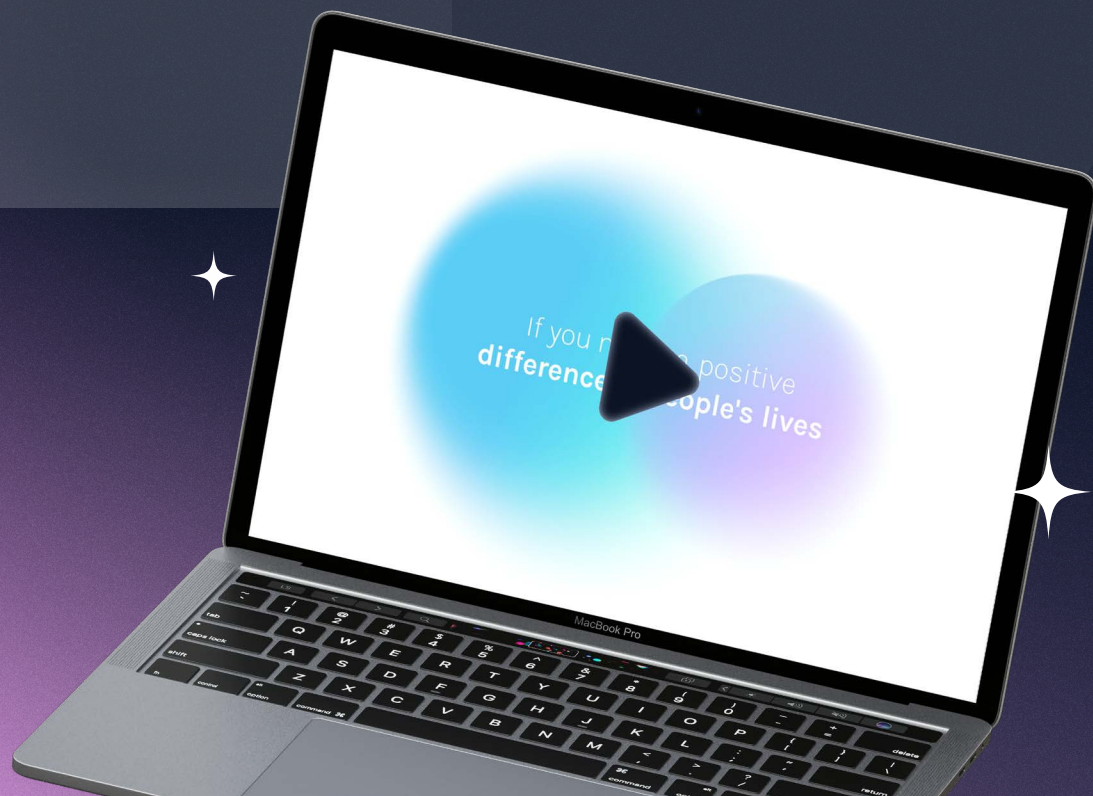
In 2024, sustainability is not just a buzzword, but an underlying core principle of businesses in all kinds of industries. To reflect this, your B2B websites must showcase sustainability efforts and eco-friendly initiatives, highlighting the increasing importance of environmental responsibility for your business.

So, there you have it! The top trends that we believe will reshape the online landscape in 2024.

Web design, content creation and SEO will become more intertwined, creating a more visually impressive and user-friendly digital experience thanks to immersive designs and content, a smoother user experience and improved accessibility. Staying on top of these trends will be essential for any business looking to make their mark in the ever-evolving online space.

Get in touch to chat about refreshing your website

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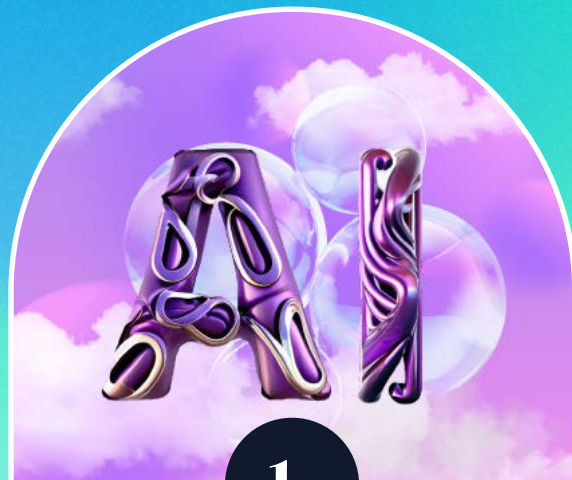
Five Design trends

that will define 2024

2024 is set to be an exciting year for graphic design. The combination of constantly evolving AI tools, as well as an increased desire for more of a human touch, will see bold and varied leaps taken in the design world. Here are a few of our favourite design trends that are on the horizon for the coming year.

Want to talk more about creating inspiring designs for your business?

Feel free to get in touch.



1.

Elevating creativity through AI

Whatever your outlook is on the use of AI, the use of various AI programmes in all things creative is on the rise. Allowing creatives and businesses to reach their full potential and constantly push the boundaries, it's a trend that we will all learn to embrace across imagery, video, animation and sound. Being able to generate almost anything with a few clicks of a button will not only see new, bold, exciting, and previously unimaginable ideas being brought to life; it will also streamline workflows across different platforms.



2.

Sustainability

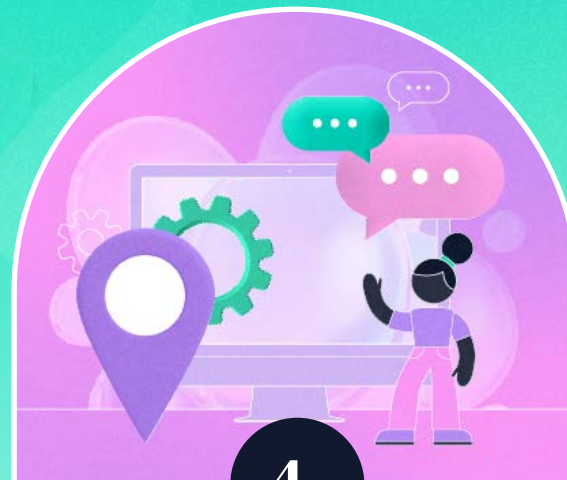
Climate change and sustainability is a key component of many businesses now, but this year the focus in the design world will be on reducing packaging and print, and creating more digital outputs instead. Less packaging will result in reduced areas for design, putting an increased emphasis on ensuring clutter-free, impactful graphics with fabulous fonts and punchy palettes.



3.

Increased use of cartoons

A craving for relatable and friendly designs will see an increase in cartoon style graphics, icons, and animations. We will see more 'serious' brands attempting to utilise this style to stand out amongst their competitors, creating a much more varied landscape and allowing more premium and cooler brands to co-exist. Cartoons are another way that designers can push the boundaries and communicate in a more flexible, weird and wonderful way compared to stock imagery or real-life videography.



4.

Blending of 2D and 3D graphics

Add something extra this year by combining two awesome styles at the same time, enabling you to push the boundaries in both animations and static graphics. By adding extra depth and clout, this technique will make you stand out from the crowd. Juxtaposed traditional 2D graphics with modern 3D graphics will ensure a truly unique look and feel to your designs.



5.

Moving type

The newfound love of type-only branding and maximalist typography will see a rise in the use of moving type, especially with the availability of AI programmes which enable designers to 'easily' create new fonts. Whether it's animations, videos, social media or websites, moving type will be grabbing attention and adding another layer of emotion when communicating brand messages this year.

Are you ready to **embrace what makes you different?**

Looking to build a genuine, marketing partnership
with a team that will never let you down?

Let's get started...

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Do any of these sound familiar to you?

- ✓ Our brand lacks differentiation
- ✓ We don't have a clear marketing strategy
- ✓ Sales and marketing is disjointed
- ✓ We don't have the time or resource to fix it?

We enable B2B organisations to formulate



Clear marketing
strategies



Differentiated
brands



Cutting-edge
websites



Compelling,
creative content



Fully outsourced
as much or as little
as you need!

Ready to embrace **what makes
your brand different** in 2024?

***Get in
touch today!***

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