

Score's PARTNERS IN SUCCESS Newsletter

Dedicated to helping businesses thrive and prosper

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Welcome to SCORE's monthly *Partners In Success* Newsletter

Dear Reader:

SCORE's *Partners In Success* is a monthly newsletter dedicated to business owners in any industry and market sector. Its purpose is to provide insight to business owners/managers looking for a practical, innovative and a bottom line approach on how to better manage their finances, access SBA loans, leverage social media marketing, better manage human resources and access a variety of digital resources. Each issue of the newsletter will address a different topic. **This issue will discuss the top marketing challenges businesses will face in 2022.** As always, your feedback and input are welcome and encouraged.

The Top Marketing Challenges Business Will Face in 2022

Every marketer faces different challenges. And, ever since 2020, the ways business had to pivot, adjust campaigns, and address challenges has been unlike anything many of these businesses have had to do before.

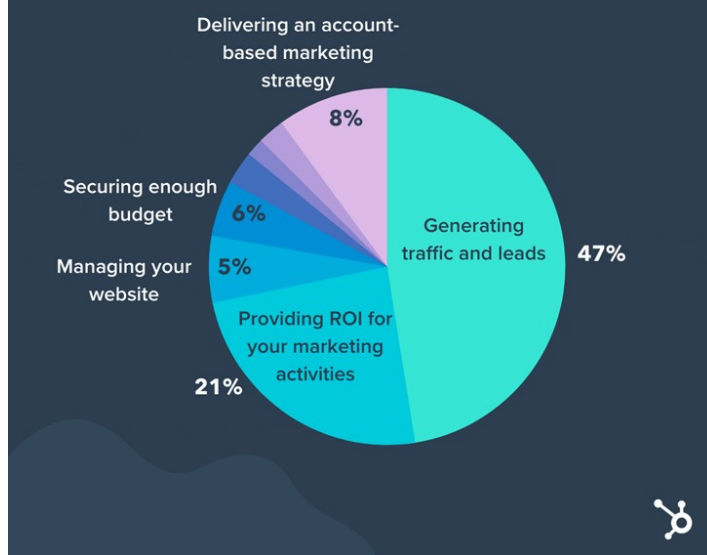
And, even if you've somehow navigated the past two years without any surprising or tough marketing challenges, there's likely at least one task, tactic, or strategy you've always wanted to improve upon.

Today, marketing is so fast-paced that it can be difficult to identify which areas businesses want to develop to facilitate stronger growth in 2022 and beyond. For that reason, it's important to pause for a moment and reflect on the biggest challenges marketers feel they're facing this year.

Training Employee/Marketing Talent Challenge

According to a survey of over 500+ marketing professionals, the top overall challenge marketing departments are facing is team training.

As a marketer, what is the biggest challenge you'll face in 2021? (Please select one.)



Inside this issue

2022 Top Marketing Challenges

- ♦ Training employees
- ♦ Lead/traffic generation
- ♦ Managing your website
- ♦ International expansion

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If you're a manager or marketing leader, you'll need to take time to teach that employee how your company works. This could include voice and messaging training, helping them understand buyer personas, or getting them acclimated to the tech stack or processes you use.

Why It's a Challenge

Unfortunately, in the fast-paced world of marketing, it can be challenging for business owners to find the time to train while employees might not have the time or money to access professional development outside of their day to day tasks.

That's why it's not shocking that 30% of marketers say that team training was the biggest challenge of 2021 and 21% say it will continue to be at the top challenge for marketing departments in 2022.

What Can You Do

Ultimately, businesses should think of training and professional development offerings contributing to a business ROI. You don't always have to hire instructors or take time out of your day to train. Instead, [check out this list of free courses](#).

Generating Traffic and Leads

While you might have been surprised by the top challenge, you probably aren't surprised by this one. As you might expect, generating traffic and leads is always top of mind with marketers. And, even if teams are doing well with these metrics, they'll always want to improve them.

In the HubSpot survey, 27% of marketers across industries believe generating traffic and leads will be their top challenge in 2022.

Why It's a Challenge

John Lee, from Microsoft Advertising, believes that generating leads will be a particularly big challenge for marketers. "'Sea change' is the phrase that comes to mind for the state of digital marketing today. Change in the realm of privacy, identity, and changes to cookies (will cookie-based conversion tracking continue to work.)

Fortunately, privacy changes don't mean the end of generating leads — it simply means learning how to re-think strategy:

- ♦ Be vigilant in monitoring and understanding industry-wide acceptance of privacy protocols and updates to search rules.
- ♦ Produce good content to generate demand. The challenge lies in having so many options of platforms for marketers to publish their content and even more ways to promote it, it's hard to know where to focus your efforts.

What Can You Do

When it comes to creating content that generates traffic ask yourself;

1. Are you truly creating high-quality content — the type of content people would pay for?
2. And, do you know the type of content your audience actually wants?

For instance, when asked how they'd most like to learn about a product or service, 69% said they'd prefer to watch a short video over a text-based article, infographic, or eBook. This means, if most of your product-related content is in eBook format, you could be missing out on the majority of consumers who prefer video.

Additionally, the length of videos produced by businesses has increased (albeit more slowly than the increase of short video). While short-form video still dominates, the number of videos in the 30-60 minute category grew 140% in 2021, compared to 2019 — suggesting that long-form video content is still a viable option for companies.

To ensure you're creating content that resonates best with audience, businesses need to review and analyze their analytic reports, and to properly track the types of content that perform best with audiences to generate more leads in 2022.

More than ever before, people are being flooded with content. Consumers don't have to use a search engine to find answers. Instead, articles fill their news feed or buzz in their pocket via mobile notifications. To keep up, consider exploring alternate distribution methods — like social media or podcasting — to increase brand awareness.

Managing Your Website

In 2021, 64% of companies said they were investing in website upgrades. Meanwhile, 27% of survey participants said that managing their website was the top challenge in that year, with many saying they will continue to rise to this challenge in 2022.

This isn't surprising. If you have an online presence for your business, your website serves as a key place that consumers will go to when researching your brand. And, there, they might find company information, marketing content, and other resources that nurture them into becoming a lead or buying your product. On the marketing end, your site can also be a tool that can help you drive search result and social media awareness when it is optimized and shared around the web. More than ever businesses need to continue growing, improving, and optimizing web experiences, especially on their website.

Chances are, your website's performance is high on your list of priorities — particularly since website speed and performance plays a major role in your website's SEO ranking. It's an asset that works around the clock to draw in visitors and convert them.

Issues with website management include a variety of different factors, from writing and optimizing the content to designing beautiful webpages. Here are a few things marketers can do to deal with this challenge.

What Can You Do

First, try a free website grader ([HubSpot's free website grader](#)) to determine how well your website stacks up on key metrics including SEO, mobile, and security performance — and how you can improve it.

If you are struggling with the skills and resources you have available, you aren't alone. This is especially true for small companies who don't have all the talent in-house required to cover content, optimization, design, and back-end website management.



One solution? Hire freelancers and agency partners. Additionally, Tap into your personal and professional network by posting on LinkedIn, Facebook, and other social networks with a description of what you're looking for.

Overall, you can make website management easier on your team by hosting your website on a platform that integrates all your marketing channels.

Managing Your Own Website



Reaching Global Audiences

Targeting is a key component of all aspects of marketing. With 65% of marketers currently marketing internationally, it's important to have an international strategy.

International marketers face several challenges that can make it difficult for brands to gain awareness globally. Regardless of whether your business sells internationally, understanding the data can still help you.

According to international marketers the top three challenges they face in international markets are:

- ♦ **Cultural differences** (44%): Creating content and marketing campaigns can be different from country to country, or require different strategies entirely due to cultural differences, trends in different regions, and even regulations in different areas.
- ♦ **Exchange rates** (43%): Creating, tracking, and updating pricing for products, services, or resources can be tricky when exchange rates change nearly all the time.
- ♦ **Localization** (43%): Along with taking cultural differences and geographical trends into account when creating content, brands going global need to have a localization strategy to ensure their content is readable, searchable, and discoverable in different languages, which can cost a great deal of time and money.

Why It's a Challenge

Building or maintaining an international marketing strategy can be a big challenge not only when figuring out the best ways to target and market to different regions, but it can also be hard to organize and optimize your site so it can be easily navigated in different countries.

What Can You Do

When marketing to a new region, the most common tactic marketers use is to shift their product offering. Remember, your website visitors might speak a plethora of different languages and live in totally different time zones. To make your content appealing to a wide audience, you'll need to keep your global visitors top-of-mind when creating all your content. This means being aware of seasonal references, translating

units of measure and monetary references, and giving translators the tools and permissions to customize and adapt content for a specific audience when they need to.

Also, be sure you're optimizing your website for international visitors, too. Consider the following when entering an international market:

Your search competition might vary in different geographies

When you've only marketed your brand in one country, it will take time to get a social media following, email subscribers, traffic, and other metrics from a new international audience. This is because people around the world are just getting familiar with your brand for the first time.

Although SEO focuses on search, it will similarly take time to grow awareness on another country's Google or Bing domain.

Every region of the world has its own Google ccTLD (for example, Google.com, Google.es, Google.fr, Google.jp, etc.). Each Google domain follows similar -- if not identical -- algorithms, but each one is ultimately its own market with its own economy of publishers.

A region's language and local nuances can impact your rankings in that territory.

If you've done any research on SEO, you probably know that keyword research is a vital way to create and optimize content so it ranks on Google. This is no different in other regions where English or your website's language might not be as smoothly translated.

To mitigate translation issues, it's important to do your keyword research in the target language so you can find the best regional opportunities.

The top search engines in some regions might not be Google or Bing.

While search engines behave similarly internationally, it's important to know that some of the major sites like Google, Bing, or Yahoo are rarely used or banned in other countries. When marketing web content in these areas, you might need to consider an alternative other than optimizing your site for major search platforms.

