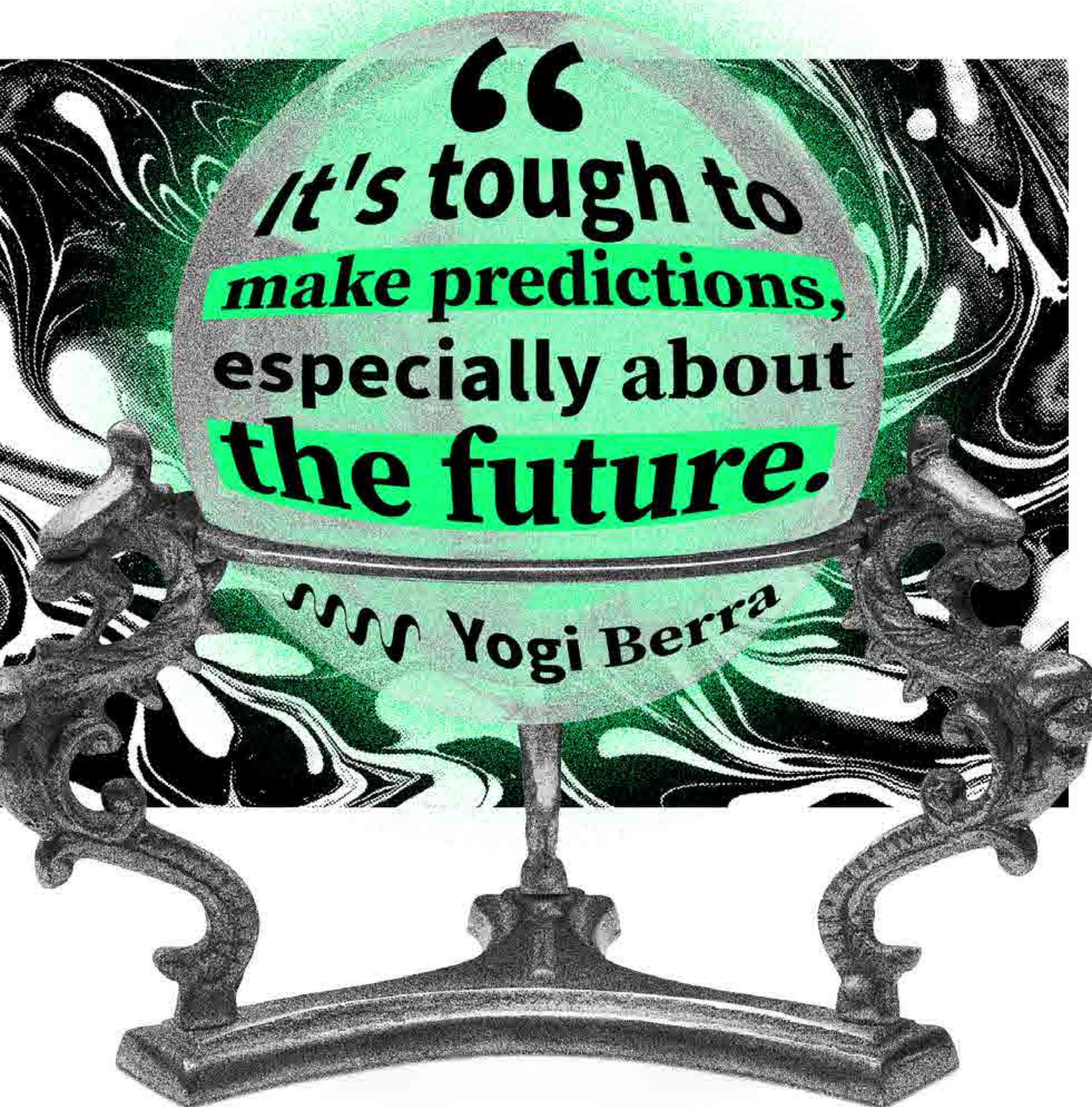


HI on Demand

TRENDS 2023

Technology and
marketing
trends for 2023





Introduction

The opening quote of our trendbook is quite ironic. **Making predictions is risky, but humans are pattern-finding and meaning-making machines.** We can't stop ourselves from building projections because we base our decisions on them. **Whether we want it or not, we must have some vision of the future.** Even in a situation where things are going on around us:

- * war,
- * energy crisis,
- * absurd inflation,
- * potential recession,
- * unpredictable government behavior,
- * ...I almost forgot about one of the "smaller" factors – the pandemic.

Taking the above into account and at the same time aiming to provide our clients and readers with the maximum benefit, I decided to focus on presenting **trends, which, thanks to their innovative nature, offer highly asymmetrical opportunities for companies and marketers** who will shoulder the task of thinking about the future. Asymmetrical benefits are benefits that can bring companies very significant opportunities with a small investment.

Szymon Paroszkiewicz

Szymon Paroszkiewicz



AUGMENTED REALITY



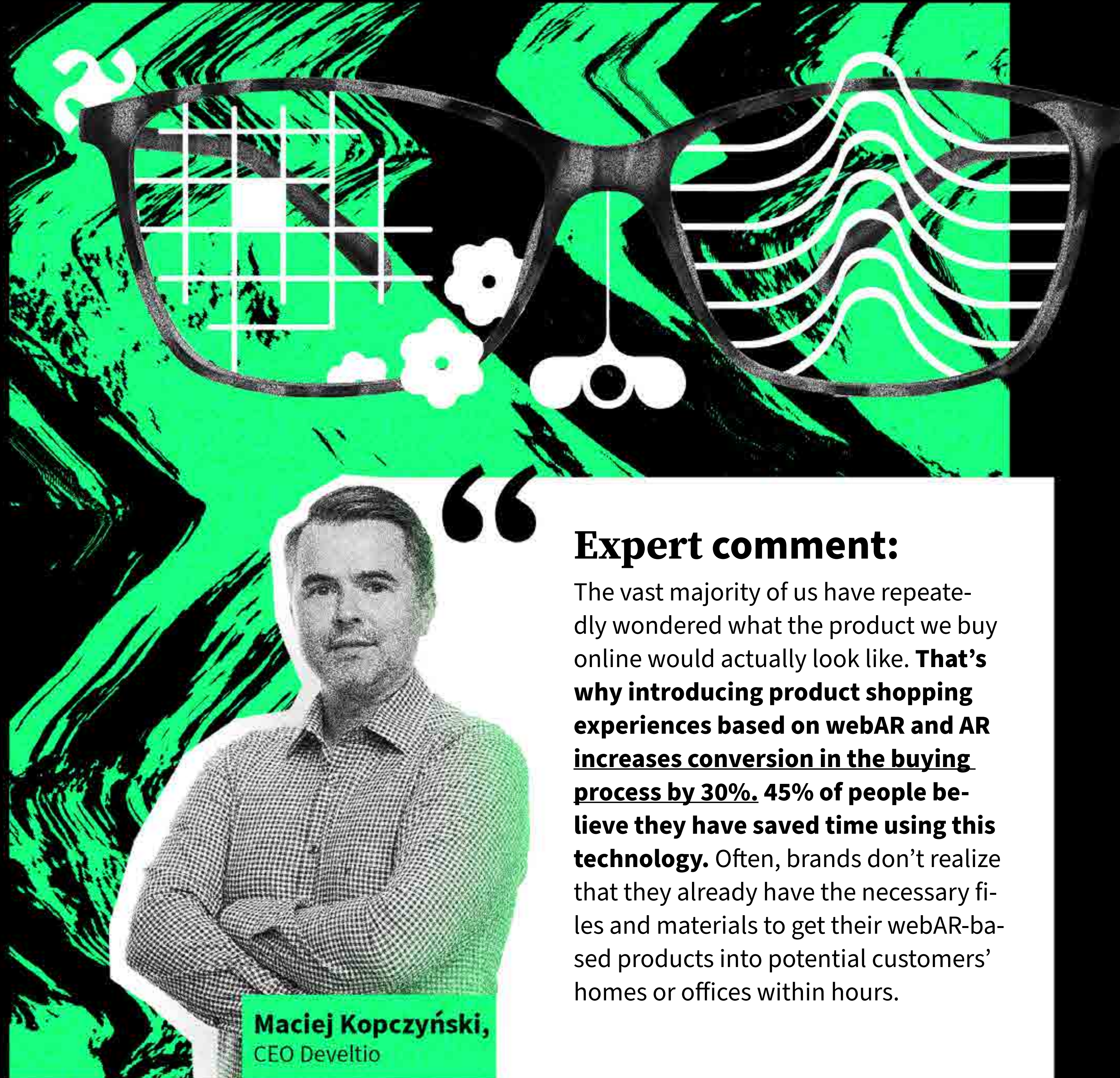
The AirPods generated more revenue for Apple in 2021 than Twitter and Snapchat combined. Surprisingly, AirPods have emerged as the most important piece of wearable technology, as well as Apple's ticket to the world of augmented reality and, possibly, the metaverse.

* **We always thought that the AR/VR trend would enter consumer adoption through the eye sense; meanwhile, hearing is the first to get a foot in the door of Apple's AR ecosystem.**

According to various rumors, following Meta's model, Apple is expected to release its AR/VR glasses set in 2023. Personally, I've always been a big skeptic about AR/VR, but I think 2023 could bring us a breakthrough in this area. Just as AirPods have become something many people wear throughout most of the day, **a headset from Apple will bring the visual aspect of AR to our homes, as was once done with smartphones.**

GET READY

- Consider how you can deliver an **augmented experience** to your consumers. Especially if whatever you're selling is expensive/exclusive - any element that brings your brand and product experience closer to augmented digital is at a premium.
- Start building WebAR-compatible **3D models** of your products.
- Think about **audio experiences** for your brand: music, ambient, podcasts, etc.
- Test a few **AR apps**, e.g., Ikea Place or Whering - to see what capabilities and experiences they deliver to their audiences.
- Order an **AR kit** for your business, e.g., Meta Quest Pro, and start playing with the technology. Do some brainstorming on how AR will change your brand experience 3 years from now.



Expert comment:

The vast majority of us have repeatedly wondered what the product we buy online would actually look like. **That's why introducing product shopping experiences based on webAR and AR increases conversion in the buying process by 30%. 45% of people believe they have saved time using this technology.** Often, brands don't realize that they already have the necessary files and materials to get their webAR-based products into potential customers' homes or offices within hours.

Maciej Kopczyński,
CEO Develtio

OWNED MEDIA are entering a new era

Owned media are becoming a reality, and every respected brand is slowly becoming its own publisher. With simple solutions designed for newsletters ([Substack](#)), website and microsite creation ([Webflow](#)), podcasting & streaming, etc., the barriers to publishing content come down to people's invested time and creativity.



* Costs are getting lower, and even medium-sized companies can already afford to publish newsletters, podcasts, lead magnets, or expert blog posts regularly.



Among the big players, the champion of this trend is invariably [Red Bull](#). In digital content, [Buffer](#), among others, is doing very well. In the crypto world, [Coinbase](#), a cryptocurrency exchange, has produced its own documentary on the history of crypto (and itself), and another crypto exchange has taken a \$200 million stake in [Forbes](#) magazine.

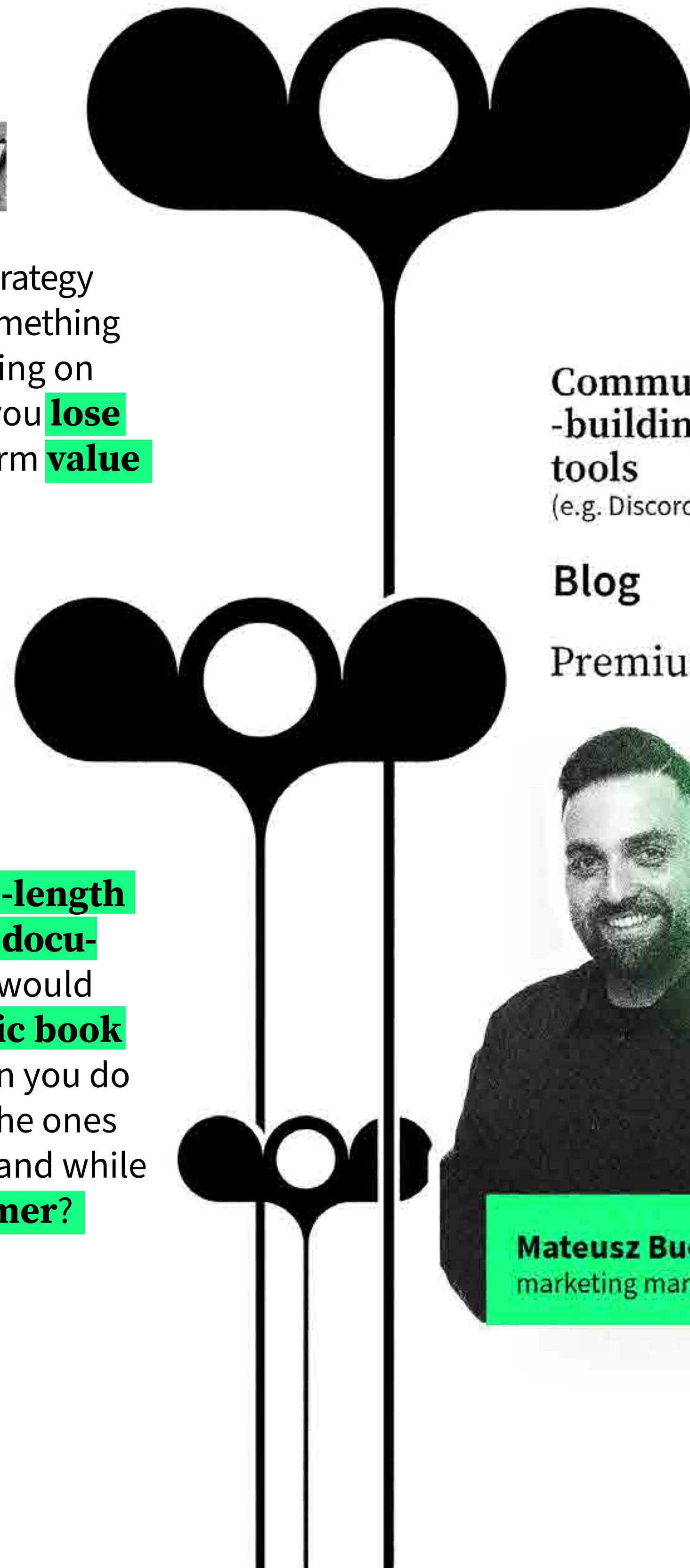
GET READY

Strategy

Take a look at your content strategy and see if you are creating something that is yours or only publishing on **others' platforms**, where you **lose ownership** and the long-term **value** of your content.

about the Brand

Think about what **a feature-length film about your brand** or **a documentary** about your brand would look like. How about a **comic book** for your customers? Who can you do **interviews/panels** with? The ones that would focus on your brand while being **useful to the consumer?**



CHECKLIST

With the help of this checklist, see which owned media you are still missing:

Community-building tools
(e.g. Discord)

Games, interactive experiences, and product and service builders

Video content

New communication channels
(e.g. TikTok,)

Blog

Podcast

Newsletter

Premium reports/ studies/ lead magnets



Mateusz Buczkowski
marketing manager

“

Expert comment:

Owned media is today's undervalued corporate asset with a substantial long-term return rate. A well-planned and executed YouTube channel, an interesting company podcast, or even a booming profile on TikTok can deliver leads and sales for years, build a community around the brand, and promote internal experts.

Artificial intelligence

is closer than we thought

We all always thought that AI would start the elimination of jobs from drivers, warehouse workers, and other professions with repetitive task sequences.

* **And it's the creative jobs - design, copy, or coding - that seem most susceptible to AI disruption these days.**

The best tools for making high-quality graphics are DALL-E and Stable Diffusion. GPT-3 is becoming more popular for text, and solutions like Copilot are starting to help programmers write code by suggesting finished lines.

The situation is no different in performance marketing, where machine learning has long been present. Automatic optimization of campaigns, creation, segmentation, and targeting, or recovery of lost data are already industry standards.

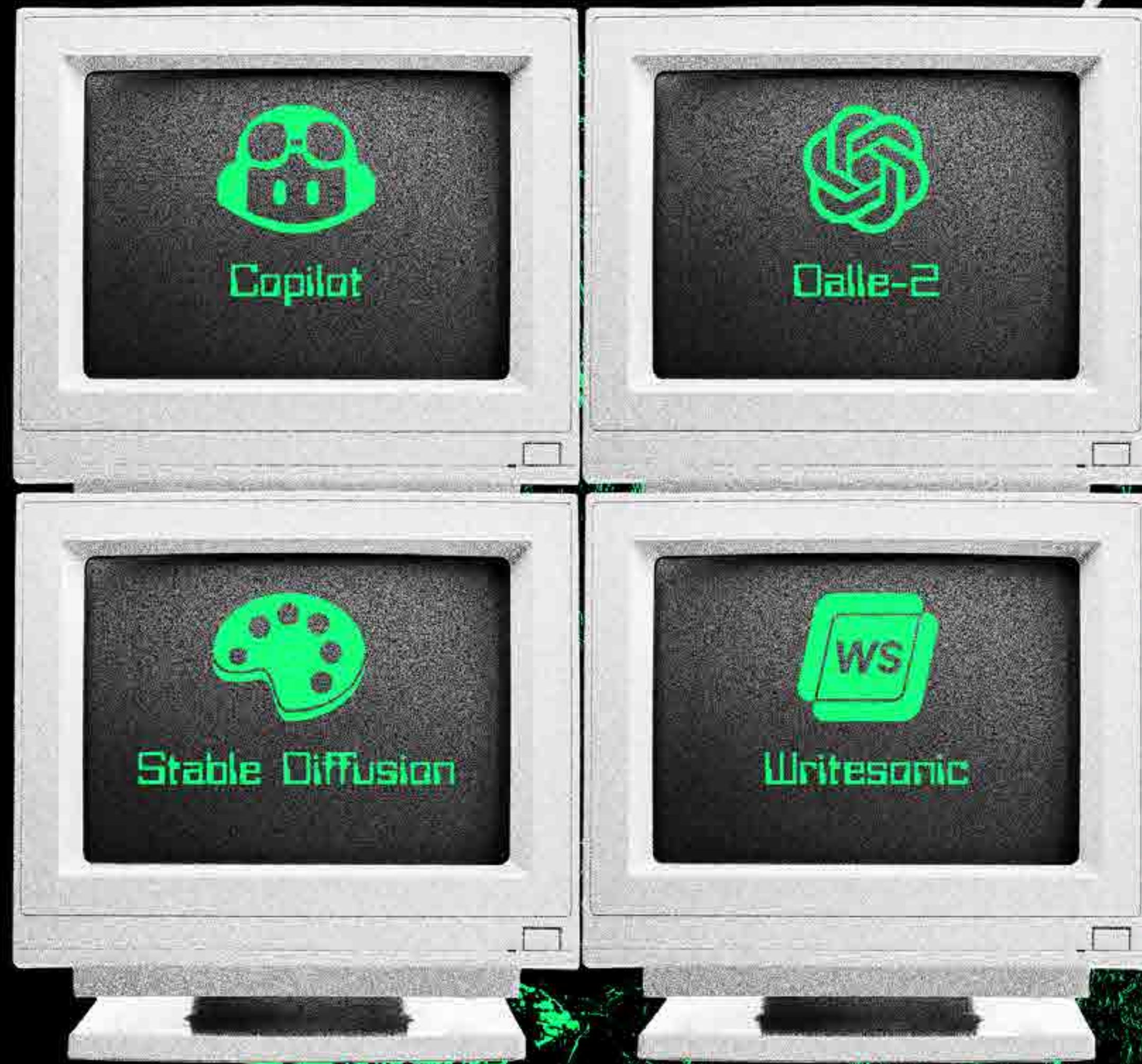
New advertising formats are being developed, where the timing of an ad is chosen based on, let's say, image recognition.

For example, an ad on a VOD platform is displayed in specific scenes of a movie that correlate with the product. Perhaps in 2023, it will be possible to talk to an ad on Spotify. Pandora has already introduced interactive voice ads.



GET READY

Test the following list of **AI tools to get started:**



Make a roadmap for the use of AI tools that support the current operations of your company's creative and marketing teams. Find out which areas in your day-to-day operations will be most difficult to automate - that's where it's perhaps a good idea to start building your team's strong competencies now.

Choose a person - an internal AI specialist responsible for research, knowledge sharing, and testing of new automation and AI solutions.

Expert comment:

As recently as 2 years ago, most people in even the IT industry thought that AI would take a long time to produce tools and replace human work realistically. Today, no one doubts anymore what AI is capable of. The following 2-3 years will see repetitive and unchallenging tasks performed by humans replaced by the work of AI. Humans, on the other hand, will focus only on activities that lead to the improvement of artificial intelligence.



Robert Juszczak,
managing partner
at Develtio

TikTok's social dominance

Many people in the industry - including me - had a lot of trouble getting convinced by TikTok. The service, designed for Generation Z, can come as a bit of a shock to a person my age (38). However, I must admit that once the first bridge is crossed, **one quickly begins to see the power of this solution.**



TikTok is the product that has had the biggest impact on the look and design of social media over the past two years. The vertical, short, algorithm-driven video has become a trend that all other players - from Meta to YouTube - have followed. **TikTok's total dominance will mark the next year.**

The service enjoys the highest level of engagement among social products:

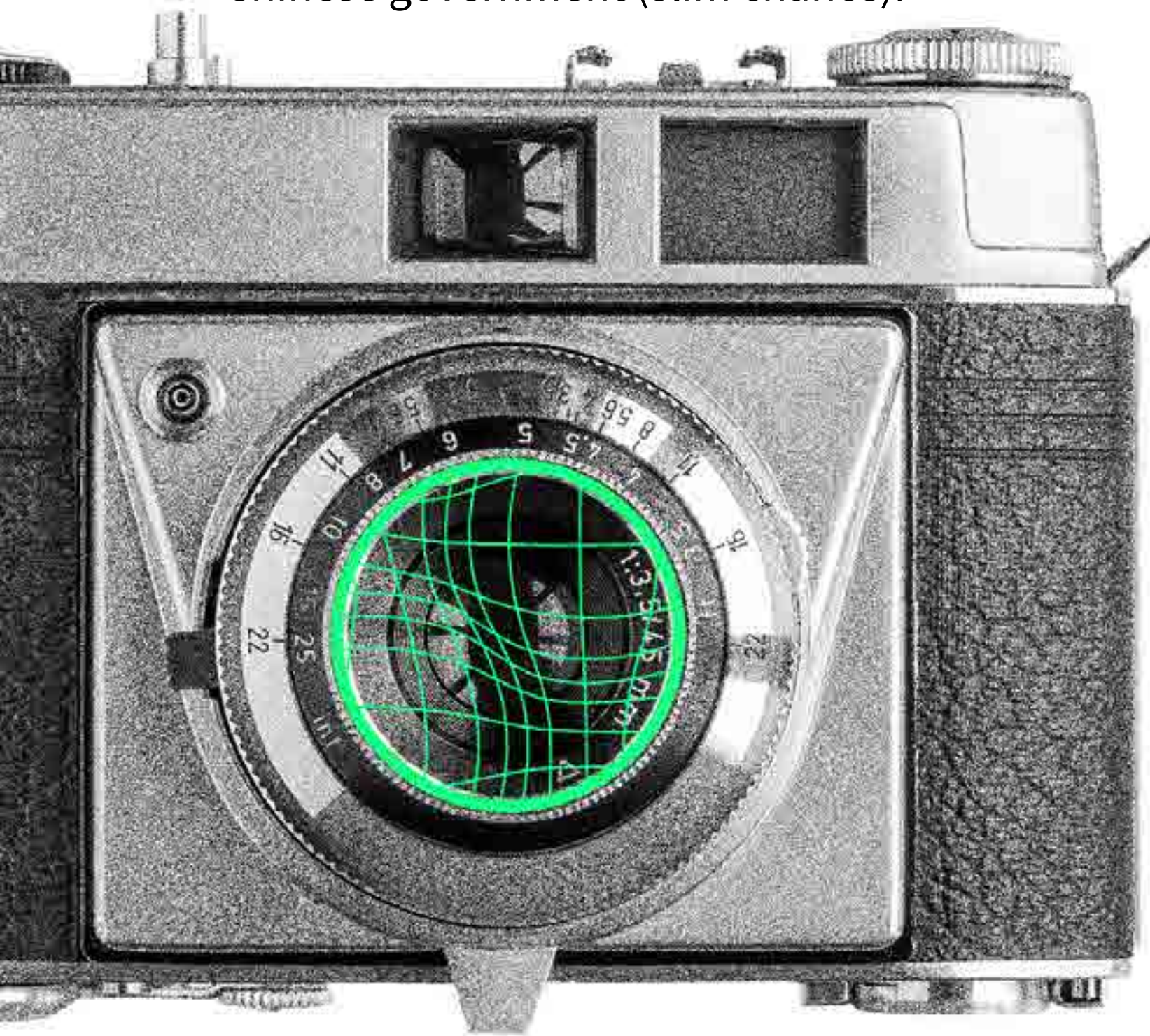
29% of users use the app daily
they spend an average of **95 min.** a day in it
and return to it an average of **19 times** a day.*

* Source: sensortower.com

* The service wins not only with its viral format but, above all, with its **revolutionary approach to matching content to the user.** This approach is based on using **machine learning algorithms to learn your interest profile** (instead of, for example, the way that Facebook analyzes what your friends are doing) and selecting content based on that.

TikTok is already starting to gain traction among older demographics.

The only thing that could stop TikTok's march toward dominance is regulations that would deem the service a tool of the Chinese government (slim chance).



GET READY

Install TikTok and spend a few hours liking and swiping videos. Teach it your interests and see what it presents to you. Do another trial with other decisions on a second account and compare the content.

Start observing how TikTok is used by **your competitors** worldwide.


Consider **how to build a team within your organization** or where to find an „outside” team like this to handle the content production process in vertical video marketing.



Katarzyna Delekta,
social media manager

“ Expert comment:

Creators and brands can showcase their most creative ideas thanks to the TikTok app's dynamic nature and ever-changing trends. Campaigns can be surprising and effective when combined with the still relatively low ad saturation.



GREEN PARROT TikTok Tips:

On TikTok, a classic publication calendar prepared a month in advance won't do.
You must **observe** constantly changing and evolving trends and then **adapt** your content.

The ideal TikTok should provide the user with 3 things:
fun (which will turn into hearts), **controversy or activation** (comments), and usability (saving the video). If you include fun, controversy, and useful knowledge in the video + use trending sounds and formulas + have a cool, interesting face **= the probability of success increases!**

Idea >>> technicalities:
on TikTok, quite unlike in the media we know well, a nice studio, sound equipment, a quality photo, or a face are not enough to succeed. The **concept and creative scenario**, which can defend itself without the need for additional packaging, are **far more important.**

Be prepared for a sine wave of results:
in the „old” social media, views, reach, and engagement grow slowly and steadily; while here, **you make a viral video today and reach 100k views in a few days**, the next release **has 300 views and only a few likes**, and in a week **the new video gets 4000 views** and lots of „saves.”

What does the TikTok algorithm like
Systematicity (one video per day is the optimal minimum), **100% watch time** (whether your video is watched to the end), **re-watches** (repeat viewings), and the classic evidence of engagement: likes, comments, video saves, and shares.

The first 3 seconds
of your material are crucial - that's how much time you have to „**catch the user.**”

PS: We have added a separate page with lots of tips and learnings because I think TikTok really should be the basis for many brands in the near future.

Social marketing community

“ 300 viewers on a Twitch stream is more valuable than 300k views on YouTube

Harley Morenstein

Building communities around brands is a classic strategy that iconic brands like Harley-Davidson use.

Is Harley more of a brand or a community of people who adhere to a specific set of principles, norms, and values? In my opinion, new light has been shed on the world of community marketing through the recent crypto boom. This industry has rediscovered what a powerful role a group of the most engaged users/consumers plays in building company value. With the NFT tokens fueling it, this strong involvement of a group of people around a given initiative is the best predictor of a given crypto project's success.

In 2023, many brands will place a renewed emphasis on building a community of loyal brand customers.

Community marketing in 2023, however, is not a specific tool like Facebook Groups or Discord but more a way of thinking about building interactions with loyal brand fans. It's about setting the conditions for consumers to create, organize, and develop communities and helping the company expand the environment around the brand.

Brand communities are usually built around narrative and education.

The group usually has some sort of common goal that the individuals gathered in it are working towards. Try to build tools (webinars, cohort learning, publications, etc.) that will allow your community to grow.

Crypto solutions, which allow users to be credibly pseudonymous,

reward specific behaviors, and build positive feedback mechanisms, will undoubtedly be the future of community marketing. Decentralized, autonomous organizations (DAOs), which are democratic, meritocratic, self-controlled online communities, are the ultimate form of online communities.

Live streaming

Think about what role live and online broadcasts can play in your strategy.

It's a channel that may not gather a large audience, but one that you will find to be most valuable and engaged.

Community building

Go through the 8 steps to building a community:

Develop a key activity roadmap

Define your community

Recruit founding members

Create a community manifesto

Design the community space

Work with product/ang/CM to build community

Create motivational structures

Have fun!

Education

Education: Think about how your brand community can develop and grow together through interaction.

GET READY



Grzegorz Górecki,
head of business development

Expert comment:

The most loyal core of regular customer —brand ambassadors and even followers—is an enormous value for any brand today and has always been. **Digital makes it much easier to nurture the community and maintain relationships with devoted audiences.** More and more companies are researching and planning community management activities on TikTok or Discord. This topic will see significant growth in the coming months and throughout 2023.

Tools

Learn about tools to think about in the context of community marketing and knowledge base building:

Discord, Reddit, Facebook Groups, Instagram, TikTok, Notion

NFT

Research the topic of NFT as a tool to give a membership passport to your community.



Entering the metaverse runway



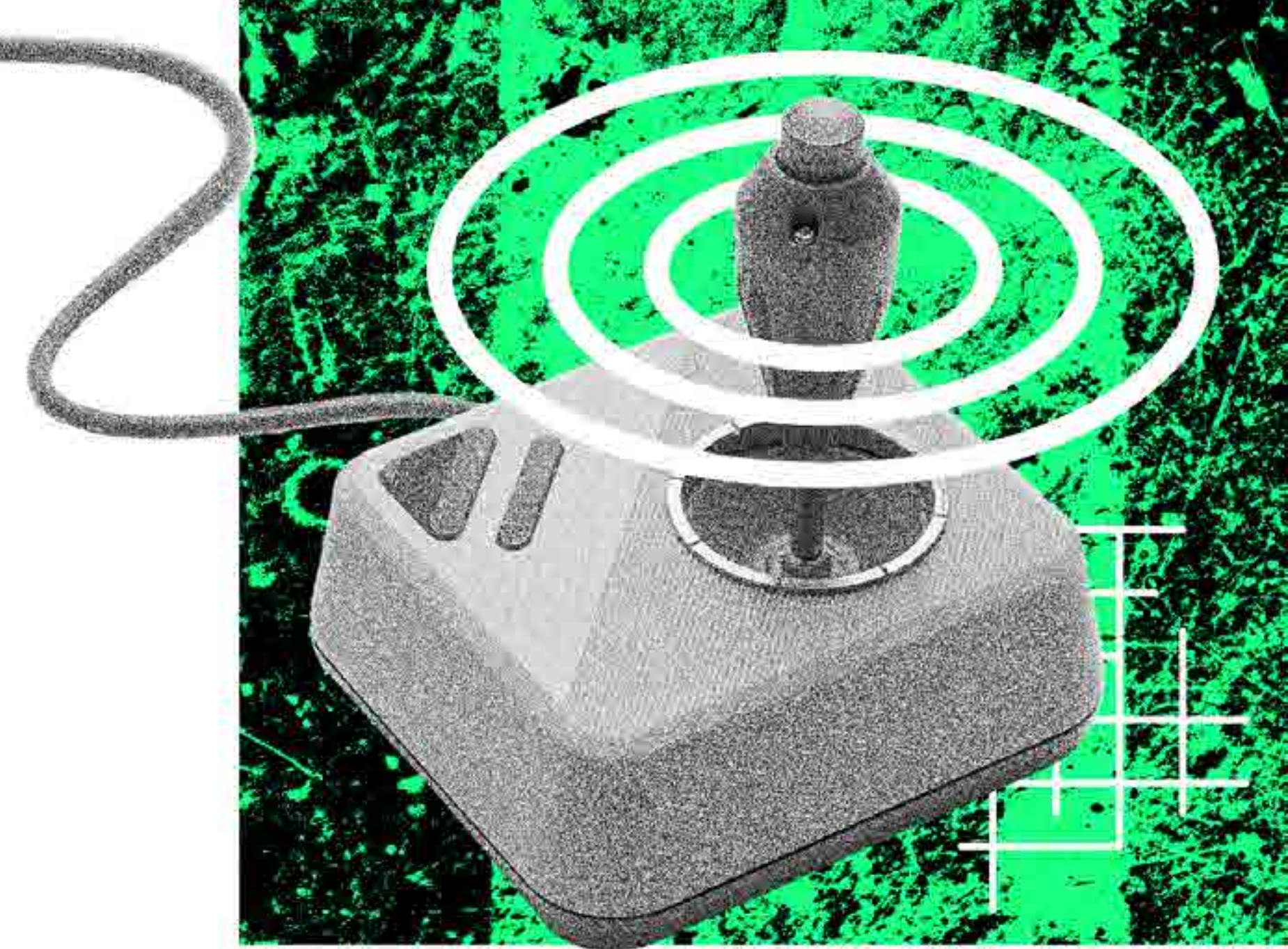
The metaverse as a buzzword took off sharply in 2022, and now virtually everything is metaverse,

including the desk on which I'm writing this. My theory on this phenomenon is that the only experience currently betraying signs of meta are Fortnite, Roblox, and other gaming ecosystems.

The solution from Facebook Meta, with its poetic and utterly hopeless name Horizon Worlds, attracts up to 200,000 users per month at the most, and most people who bought glasses from Meta forget about them after a month of use. Likewise, the „metaverses” delivered by crypto advocates such as Sandbox and Decentraland are not even worth mentioning - they are empty and not visited by anyone.

Nowadays, games like Fortnite have the right combination of community building,

immersive experiences, and, most importantly, engaged users. This is reflected in pure numbers: Fortnite averages up to 30 million daily active players and about 250-290 million players monthly.



Yes, we are approaching the metaverse; however, not from the side that is presented to us by big corporations like the Meta, but from the gaming side. This is rather good news. It may make this virtual world a more pleasant place.

I think the future metaverse will use crypto mechanisms such as NFT,

pseudonymity, or ownership over digital objects. If the metaverse is to have some kind of internal economy, it will be based on blockchain. However, this does not mean that the metaverse will be created by people who are crypto-natives. Instead, the worlds will be built by pop culture and gaming experts.

GET READY

Instead of watching series on Netflix, **install Fortnite, Roblox, or Minecraft and start learning** the mechanics of these worlds. You'll get along better with young Gen Z consumers and even with your own children.

If you're communicating with children/young people, get familiar with the opportunities to create experiences and your own „places” in the Roblox ecosystem. Play Fortnite and see how pop culture elements are used to engage users.

Learn about blockchain technology, an „enabler” of solutions such as NFT, identity, and ownership of digital objects. While the current crypto-metaverse is disappointing, the technologies it uses will almost certainly become the solutions of the future.

Consider which elements of your brand could be reflected in the metaverse.

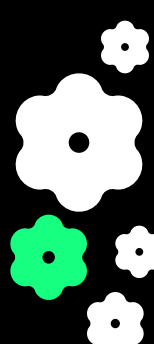
Expert comment:

Do you think the gaming world is too infantile a place to put your brand? Yet we're already seeing some big brands betting on the metaverse make moves. A perfect example is the Burberry x Minecraft collaboration. The brand's distinctive designs fit perfectly with the game's square universe. So if luxury brands already fit into the virtual world, why should your brand forgo it?

Magda Baljon,
head of creative

The content published on social media in the past year (thanks mainly to TikTok) is becoming a bit more... real? Authentic?

According to statistics, we use fewer filters on Instagram (at least in the West), and we try to make the message of our content more realistic and show the truth.

 **One in five users declares that they prefer photos without a filter.**

But do they really?

As a matter of fact, we would rather not see the truth, and the trend of curated authenticity prevails. In beauty/fashion circles, we deal with a phenomenon called **curated imperfection**. It's a trend that shows the imperfections of beauty that aren't so imperfect, however, and publications aim to manipulate and generate profit. A kind of social **humble brag**.

1/5

CURATED
authenticity

Evidently, after several years of overtly deceiving the consumer with every piece of creative material and their acceptance of being deceived, we are entering an era when they are beginning to expect a sense of reality from us.

Brands should adapt to this expectation and present the world a bit more as it is - which does not mean in a haphazard, ugly, creativity-free way. And we especially caution against falling into the „curated imperfection” trend or related greenwashing phenomena (apparent care for the environment and being „eco”), which can lead a company into serious image problems.

GET ready

1. To avoid potential criticism, develop a sensible content publishing policy for your brand that addresses the dangers of presenting a filtered world and embellished models/influencers.

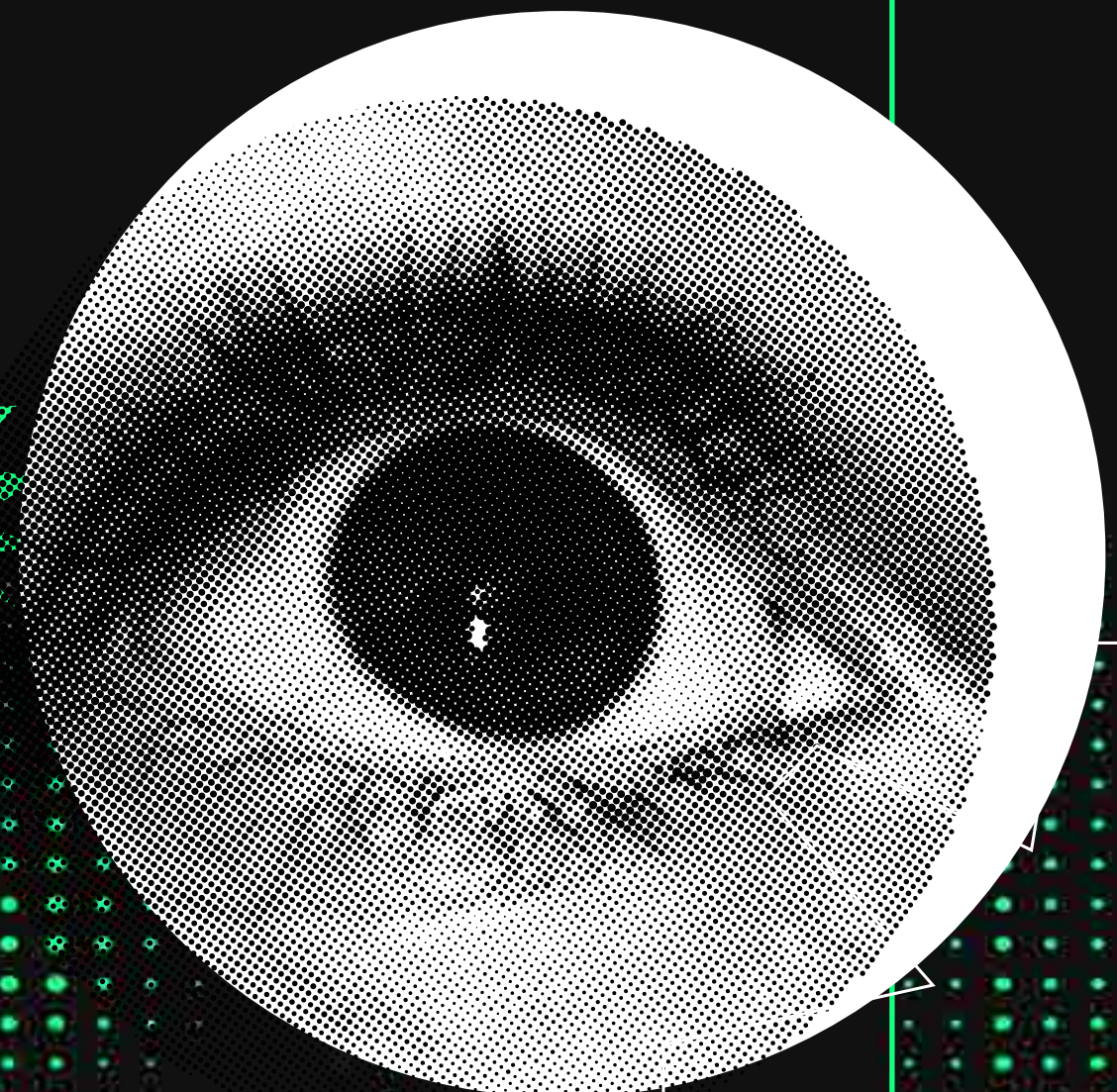
2. Consider where and when your brand should be #nofilter.

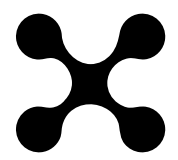
3. Beware of greenwashing, pretend CSR, and any charitable/environmental activities with „cover” qualities.

Expert comment:

Authenticity is extremely difficult to fake. Even in social media, where you completely control what content you send to the world, it's better to remain honest and genuine. Instead of pointing out flaws, show your backstage. Instead of talking about what everyone else is talking about - show your true self. Genuine authenticity will never fail to generate trust.

Maciej Kęcki,
UX designer

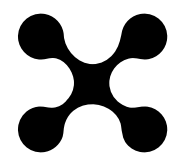




The pandemic has caused a boom in remote work, blah blah blah... This is already known.

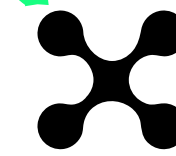
The question is: what will happen in the next few years, and how will work change? In my opinion, the pandemic has only accelerated what the Internet has been doing with work for the past dozen years or so.

Everyone is becoming their own boss; everyone is an entrepreneur; many people can work in several places at once; and the workplace is flexible, remote, and on-demand.



The optimal number of company employees for an increasing number of services is 1 (literally: „one”).

You don't want an architecture firm - you want an architect. You don't want a design studio - you want to work with a designer, not his boss/manager.

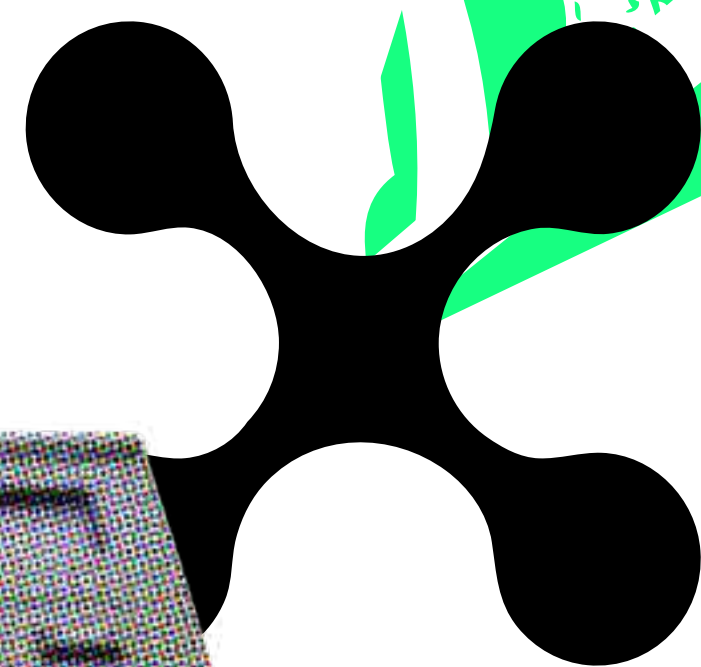


From my point of view, this is one of the most important things happening in the marketing and technology industries. It is such a strong trend that, as a company, we have decided to base an entire branch of our business on it, building an on-demand agency formula, which we are launching as **Human Intelligence on Demand.**



OPTIMAL COMPANY SIZE = 1

flexible



get

READY

Map out which positions in your company don't need to be filled with full-time employees and could benefit from having a variety of experts.

Consider who you actually need to keep in the office and whether your office is becoming a market advantage for distributed/remote competition. Think about a **distributed workforce** strategy over several years - this is where a long-term approach will prevail.

Start preparing with your procurement and HR teams for the right vendor matching processes in a **flexible work model** to collaborate with talent platforms and organizations like Human Intelligence on Demand.

Never before have I witnessed such human dominance over brands. *Customers don't expect 100-slide, colorful presentations but a collaboration with a specific specialist who will solve their problem in a fast and agile way. And that's why we created Human Intelligence. How does it work? Today we connect you with the best possible expert on the market, and tomorrow you will start working on a project. Sounds good? [I invite you to visit HlonDemand.com.](https://HlonDemand.com)*

Expert comment:

Natalia Wasyluk,
head of Human Intelligence
on Demand



CREATOR economy

as one of the **key industries**

The decline of traditional media has been happening for years.

Fewer and fewer people treat them as a source of daily news, opinions, or advice. This is because newspapers or traditional TV were programmed as a medium ready to enter the consumer's field of attention with a message for every occasion.

Modern people get their industry knowledge from newsletters, blogs, and LinkedIn.

They find out about events in their community on Facebook or Discord. They check out restaurant offerings on Instagram and get news from Google News, social media, YouTube, or TikTok.

What unites all of these is the content created by our friends and creators.

The latter has grown by as much as 165 million in the last two years. Those are mostly entrepreneurs (17%) or wannabe entrepreneurs (39%). 12% of those who became full-time earn more than \$50k a year, and 9% earn more than \$100k. That's a good budget.

The next few years will bring us the transformation of areas of the economy such as education, health, fashion, and many others.

The future companies are being created today and will come in the form of blogs, video channels, and TikTok accounts. The products and services of these creators will dominate their niches. In 2022, global video marketing will reach \$204 billion. It remains to be seen what result we will end 2023 with.





Mariola Popielarz,
head of med Department

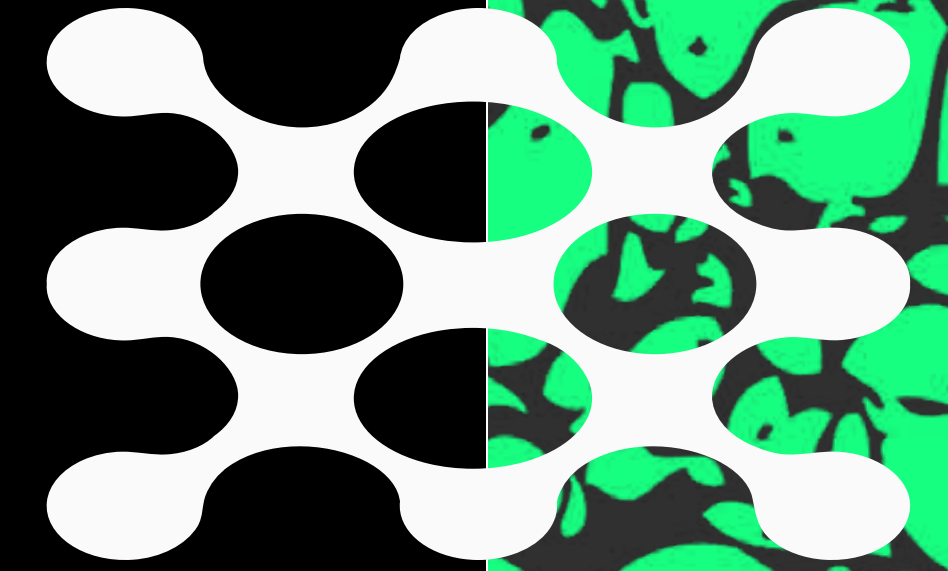


Expert commentary:

Unfortunately, it is still widely believed that campaigns can be implemented „quickly” on the Internet. This approach also significantly distorts the way content strategies are created. In almost every industry, including pharma marketing, a poor choice of creator mix can have many negative consequences, including a loss of control over the content campaign.

Remember, the time spent with creators showcasing your brand will always pay off.

get **READY**



1.

Map the ecosystem of creatives that operate in your industry and adjacent disciplines.

Consider whether there is room for your brand and the people in your company.

2.

Plan a long-term content marketing strategy

that includes the roles of the individuals who perform specific tasks; customers want to know WHO they are dealing with.

3.

Change the mindset from influence marketing to creator cooperation

- consider online creators as artists, artisans, businesspeople, and advisors, not Instagram accounts with follower counts.

MARKETING AUTOMATION

*urgently
needed*

The growing popularity of AI, MA, and no-code tools makes it easier and cheaper to implement automation in sales, marketing, and many other areas of business conduct.



The coming crisis will mean that every penny (or dollar) in the marketing world will be looked at several times before it goes into the shredder or before it is invested wisely.

One such wise investment will be marketing automation.



Get ready

1.

Use brainstorming sessions and conversations with your sales and marketing staff **to diagnose** which activities **take up most of their time and which are highly repetitive** and, at the same time, necessary for the proper sale of your services or products.

2.

Do an audit of your marketing automation, either in-house or „outsourced,” to see which processes you can streamline and how much it will cost.

3.

Approach each new marketing activity - content creation, app development - **from an automation standpoint:** are there tools that will allow you to create it faster and cheaper with low code, for example?

Expert commentary:

You will gain agility and speed in your marketing efforts with no-code and low-code. Maximize the number of touchpoints and align them with the sales cycle. Aggregate data in one place and personalize the user experience in your content hub.

Michał Bednarczyk,
head of performance
& marketing automation



AI on Demand

TRENDS 2023

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