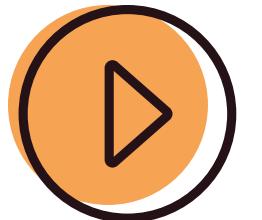




Mindful Kreative's Playlist of **2022 Trends**



MindfulKreative



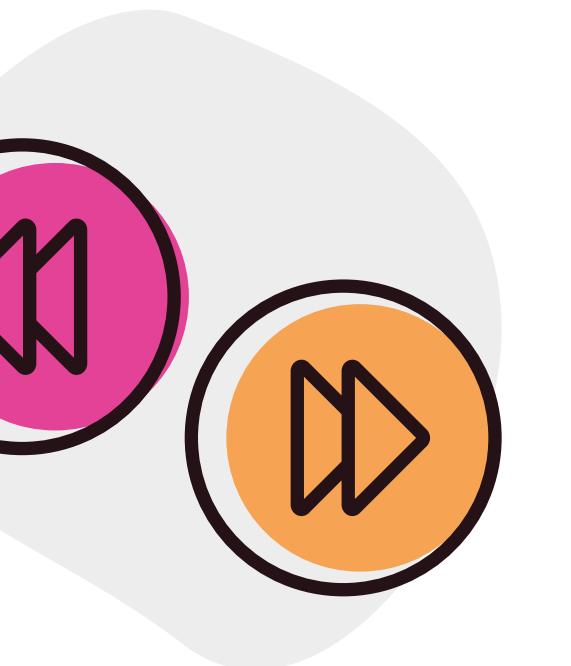
Does this feel a bit vintage?

Music relates to so much of our work as communicators. The words that tell a story in a song. The tone of voice that exudes a feeling. And the instrumentals that draw an emotion from the listener.

As we think of music, we're celebrating the 20th birthday of the pocket-friendly gadget that forever changed the way we rock out to our favorite tunes: the iPod.

At Mindful Kreative, we're dedicated to learning about the latest industry trends and how they can help our partners achieve their goals. And while trends are important, we know that true expertise comes with knowing about the past – in context of what lies ahead.

Let's press "play" on the trends for 2022!



Playlist

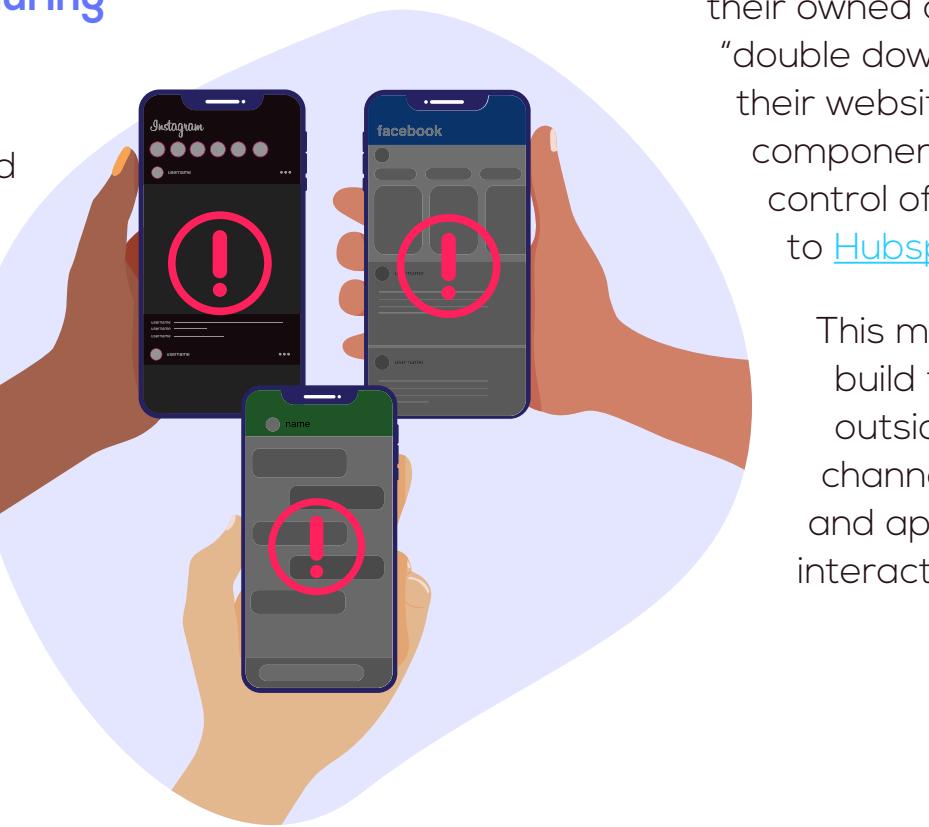
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1. Robust Owned Channels

Do you remember where you were on October 4, 2021 during The Big Outage?

Of course, we're referring to when Instagram, Facebook and WhatsApp [were down](#) for what felt like days. What that taught us: brands cannot rely on social media to "archive" their content—they must [populate](#) their owned channels, like their website and app.



In addition to archiving their content on their owned channels, brands will need to "double down" this year on making sure their websites and apps have a social component to them to "take back control of their audiences," according to [Hubspot and Talkwalker](#).

This means more brands will build their own "social networks" outside of traditional social media channels, making their websites and apps prime for customer interaction.



"A social element within your products/platforms will be key in the coming years and help build that feeling of a brand community." ([Hubspot/Talkwalker](#))



64% of marketers indicated their companies planned to invest in a website upgrade in 2021. ([Hubspot](#))

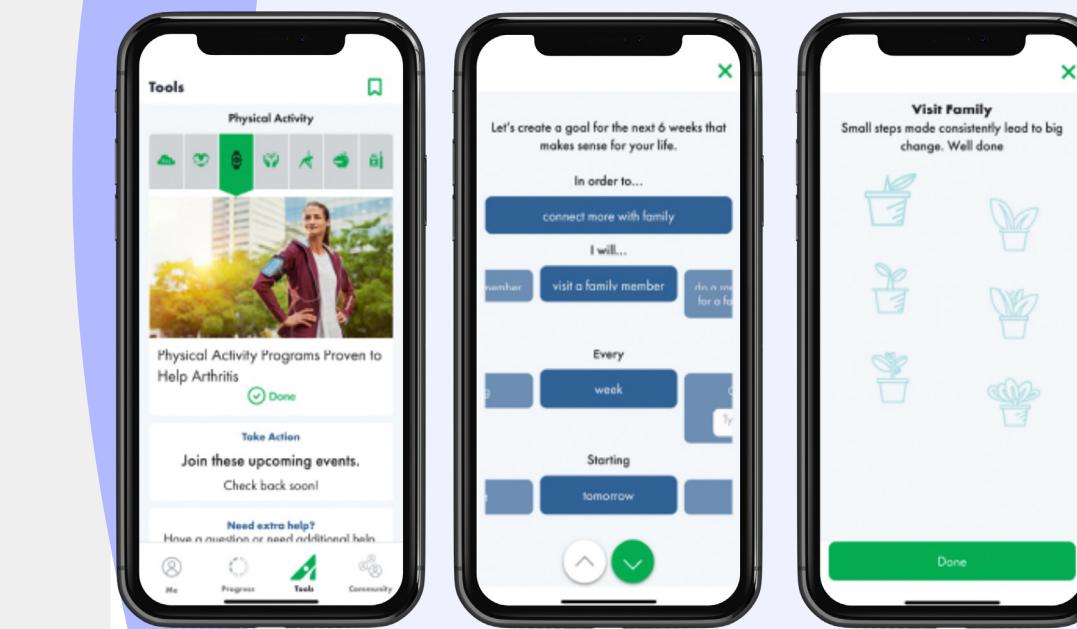


"...many companies are taking cues from the likes of Instagram, Facebook, and TikTok to incorporate storytelling elements into their own apps." ([Mentormate](#))

Who Got It Right?

Our client, the Arthritis Foundation, launched their new [goal-setting](#) app in June 2021. Named Vim, the app has a strong social networking component – which allows arthritis patients to make new friends who are facing similar challenges in the fight against chronic pain.

Arthritis Foundation - Vim App



2. Short & Sweet – For Everything

Eight seconds. That's the average attention span of a human – which is even less than that of a goldfish.

While keeping it short and sweet is nothing new, more research shows that it's worth our dedication as PR pros to keep things snappy. In fact, short-form video (a must-watch [trend](#) from 2021) has the highest ROI of any social media marketing strategy, according to [Hubspot](#).



With the billions of pieces of content swirling around each day, we have a limited window to grab our audience's attention and make sure our content is worth consuming. That's why keeping things short and sweet is still a best practice when communicating, no matter what medium – video, blog content, media pitching or social media. Proving that your content brings value to the audience as soon as possible will keep them hooked and coming back for more.



59.9% of respondents indicated that a video being too long would strongly deter them from watching. ([Animoto](#))



91% of journalists prefer media pitches to be under 300 words. ([Muck Rack](#))



Facebook recommends that small businesses keep videos around 15 seconds. They also claim that 47% of the video's value is delivered in the first 3 seconds. ([Vidyard](#))



51% of marketers who use short-form video plan to increase their investment in 2022. ([Hubspot](#))



Who Got It Right?

Nothing sells a product like seeing it in action. That's where [Fenty Beauty](#) is getting it right and making the most of short-form content.

The cosmetic brand has been using TikTok to create [60-second or less](#) tutorials showcasing their products. Providing the customer the opportunity to see products in action gives them more confidence when making a purchase decision, and the tutorials are both entertaining and educational. Those are three great reasons for the audience to keep coming back to Fenty Beauty's TikTok for more (and to buy more).

Fenty Beauty – TikTok Tutorials

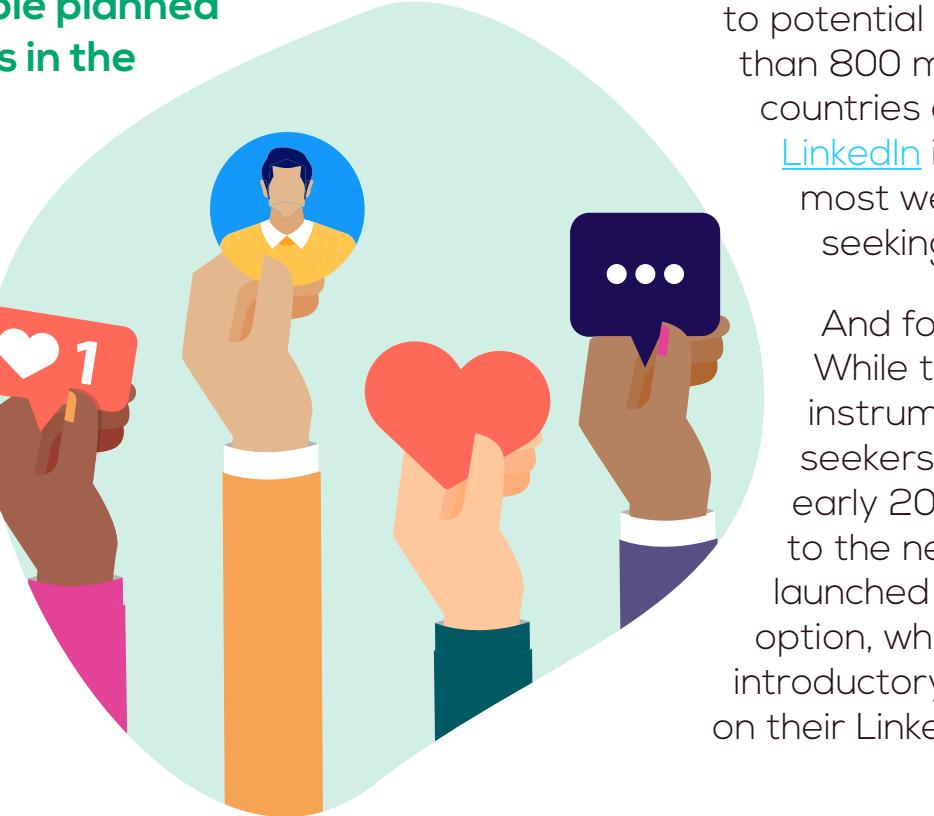


3. Social Media in the State of the Job Market

The Great Attrition was a new phrase we got used to this year, meaning record-shattering amounts of people planned to quit or have left their jobs in the past 12 months.

According to the Bureau of Labor Statistics, voluntary attrition in the U.S. [increased](#) by almost 800,000 in the past year, which meant the job market was scorching like the Miami heat.

Enter social media. This past year, social has proven to be a key player in connecting people to new roles, and it is not losing significance any time soon.



Many platforms are giving job seekers more unique ways to sell themselves to potential employers. With more than 800 million active users in 200 countries and regions worldwide, [LinkedIn](#) is the platform that is most well-known for professionals seeking career advancements.

And forget the cover letter! While the platform has been instrumental in connecting job seekers with companies since the early 2000s, last year, they took it to the next level. In 2021, LinkedIn launched its new video cover stories option, which allows users to add an introductory video that can be viewed on their LinkedIn listing. This new feature

will allow job seekers to share a quick video overview of their skills and experience to potential employers. Check it out [here!](#)



The largest percentage of PR pros plan to use LinkedIn more, followed by Twitter and Instagram. Nearly a third plan to use Facebook less. ([Muck Rack](#))



86% of people looking for jobs turn to social in their job search to find relevant jobs and even apply to jobs directly on these platforms. ([Career Arc](#))



If you're looking to get attention from employers on LinkedIn, the best times to post are Tuesday and Thursday 9 a.m. to noon and Wednesday 9 a.m. to 2 p.m., while Sundays are the worst day. ([Sprout Social](#))

Who Got It Right?

TikTok launched "[TikTok Resumes](#)" this year as a creative, new channel for recruitment and job discovery. TikTok partnered with some big-name sought-employers including Target, Shopify, Alo Yoga, Chipotle and many more to encourage job seekers to apply with a creative TikTok video resume.



TikTok
"TikTok Resumes"



4. The Rise of Content Marketing

If location, location, location is the secret to a successful business venture, content, content, content is the new key to a successful marketing campaign.

Twenty years ago, brands could control their message through advertising with big media companies that controlled the airwaves and publications. The internet and other rising technology have completely shifted that dynamic. Now, consumers can choose not to see any advertisements or irrelevant content.



Today, in a world with less opportunity for brands to make an in-person impression on consumers, content is vital.

Individuals can also become brands themselves through the connecting power of content on the internet.

How have brands adapted and continue to adapt to this constantly changing landscape? Through partnerships and engaging storytelling. Essentially 'stealing' the attention away from consumers who are doing or enjoying something else.

Content Marketing, also referred to as 'Inbound Marketing,' no longer attempts to extract value from a consumer, but works to provide it.

This is an essential part of 'building a brand.' For both individuals and big brands, identifying a story or interest that speaks to their audience on a deep level can create long-lasting, impactful campaigns.



"Without in-person events and face-to-face selling, many who had previously paid little attention to content marketing suddenly became aware of its power."
[\(Gini Dietrich, Spin Sucks\)](#)



Marketers say their top two content marketing-related areas of investment in 2022 will be video (69%) and digital, in-person and hybrid events (61%). [\(Content Marketing Institute and Marketing Pros\)](#)



Video works: 94% of survey respondents said they have watched an explainer video to learn more about a service or product. [\(Wyzowl\)](#)

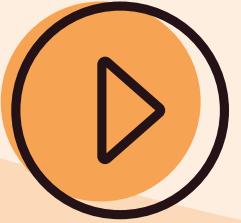
Who Got It Right?

With over 15 million daily active users, Amazon's Twitch streaming service allows content creators to partner with big computer brands like ASUS, Microsoft and Intel. These brands create promotional agreements with content creators that speak directly to an audience that is primed to be attracted to their products.

(Source: [Influencer Marketing Hub](#))



Twitch – Live streaming



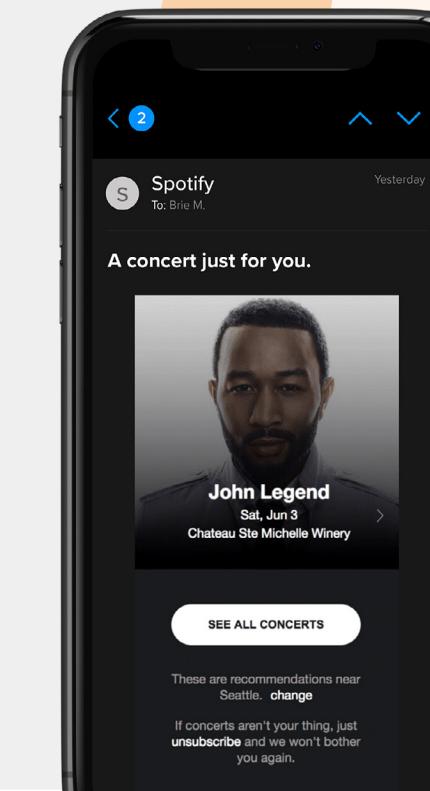
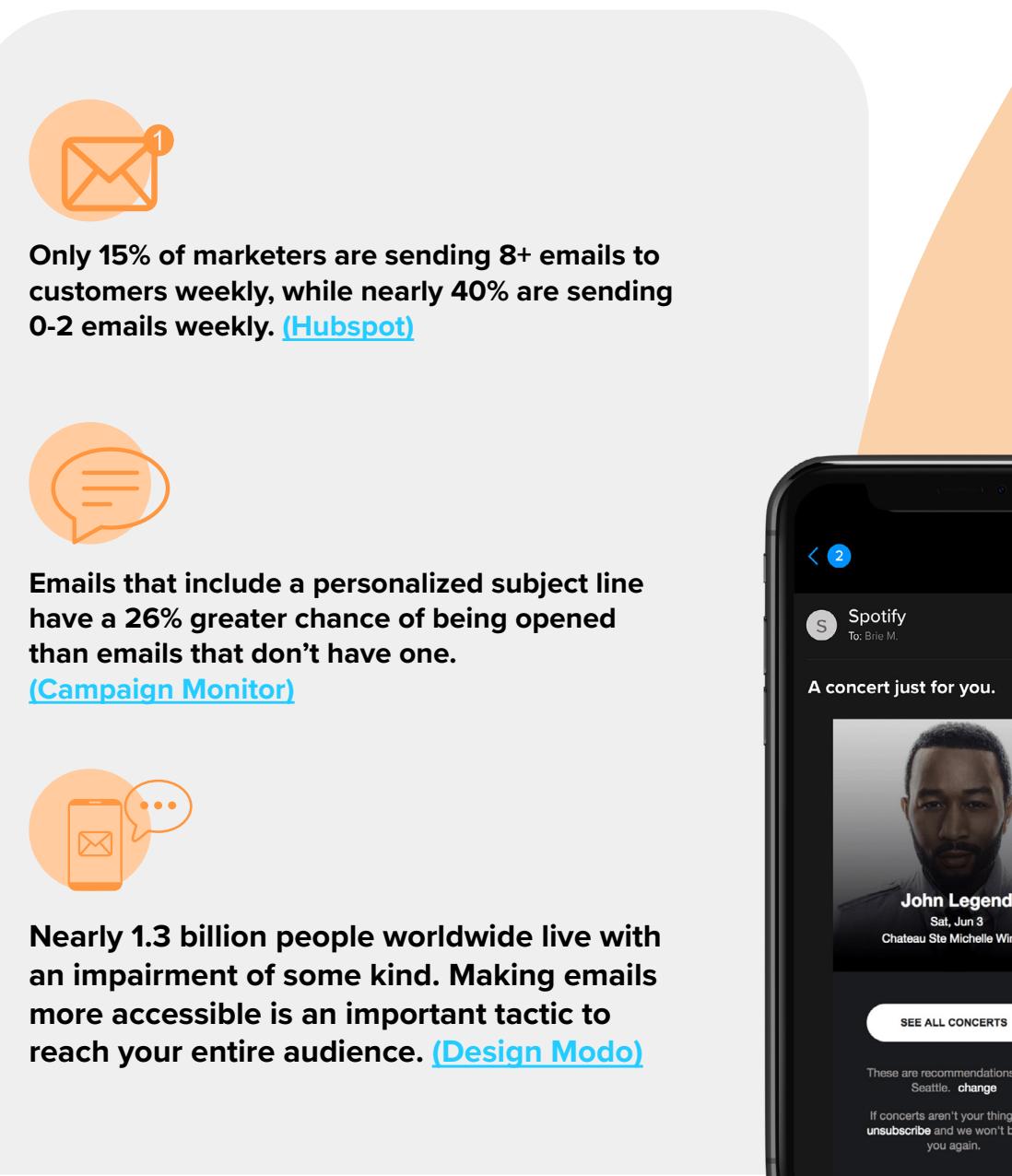
5. Sending Less Emails – But Making Them Count

Email marketing is not going anywhere any time soon—but it's looking a little bit different.

Companies are ditching the “let’s bombard our customers with 100 emails daily” approach and are instead leaning into a quality > quantity mindset. And it’s paying off.

According to [Hubspot](#), marketers are currently sending less emails than a year ago, yet 77% of marketers are seeing more engagement due to tactics like segmentation, automation, personalization and being mindful of accessibility.

With instant messaging platforms like Slack and Microsoft Teams serving as a popular, direct and informal way of collaborating, communicators will surely be tasked with finding creative ways to implement more efficient communications – stepping away from email.



Spotify – Concert Email

Who Got It Right?

Not only is [Spotify](#) a leader in personalization generally with their custom playlists based on your preferences and most-listened tunes, but they've carried this tactic to their email strategy, too.

The company takes personalization beyond the app by emailing listeners when their favorite artists drop an album, when tickets go on sale for a tour or a concert in their area, or with exclusive access to merchandise from their favorite artists.

And they are mindful about your email preferences, too. Based on your custom selections about receiving communications, you may not get emails from Spotify all the time, but when you do it's worth your while.

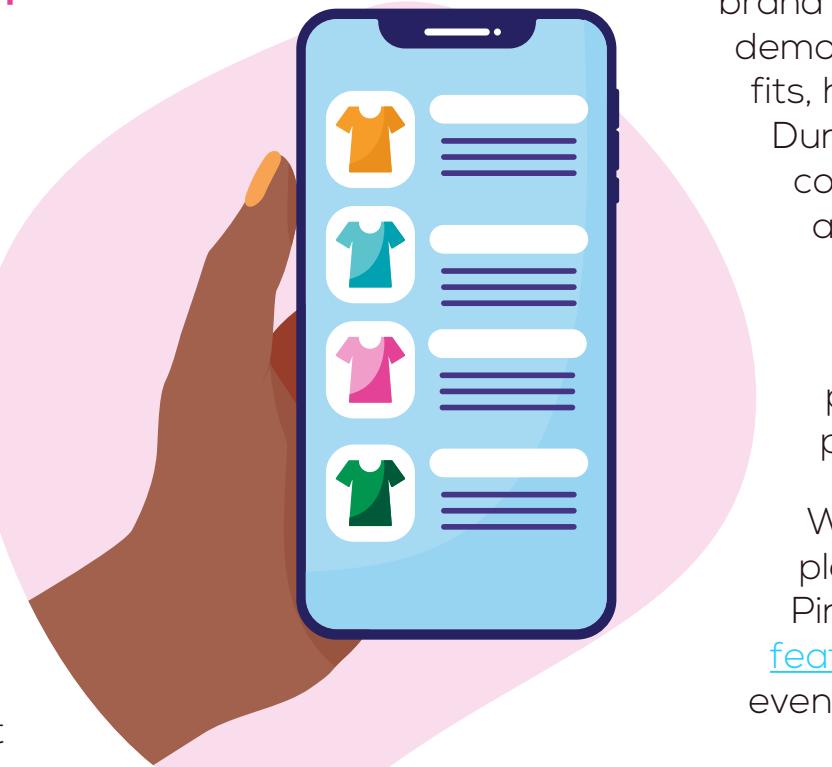
Check out more ways Spotify is music to our inboxes [here](#).



6. Video Shopping

What to do when online shopping just isn't cutting it? Take it a step further with video shopping.

When COVID-19 caused brick-and-mortar stores to close, online shopping became our new normal – buying everything from gifts to groceries from the comfort of home.. But now, even as in-person shopping returns, we're seeing a new trend emerge: live-stream shopping, or video shopping. In fact, this is already taking off in China – [two-thirds of consumers](#) said they purchased a product through livestream in 2020.



Here's how it works: an influencer or brand posts a video or livestream demonstrating a product – how it fits, how it feels... you get the picture.

During the short video, users can comment and even ask questions about the product.

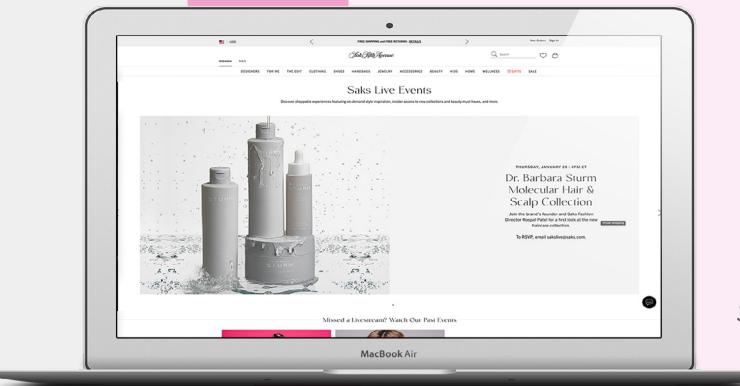
Like what you see? Most likely, there will be a link right on the post for users to purchase the product and call it their own.

We'll likely continue to see platforms like YouTube, Facebook, Pinterest and Instagram [roll out new features](#) to make this experience even more enhanced.

75% of viewers say YouTube "enhances the traditional shopping journey by delivering unexpected inspiration." ([YouTube, Publicis and TalkShoppe](#))

Apparel and fashion is the leading category in live commerce events, followed by beauty and fresh food. ([McKinsey](#))

#TikTokMadeMeBuyIt has been used 8 billion times on TikTok. ([NPR](#))



Saks Fifth Avenue – Virtual events

Who Got It Right?

In 2021, Saks Fifth Avenue launched a virtual events platform called "[Saks Live](#)," which hosted over 40 live shopping events throughout 2021. During the holiday season, Saks Live teamed up with influencers and brands to host a series of festive live events to help people prepare for different aspects of the "Most Wonderful Time of the Year." These live events provided interactive ways, in niche categories, for consumers to interact with the brand and see products in a personal format – and they were also available to watch on-demand.

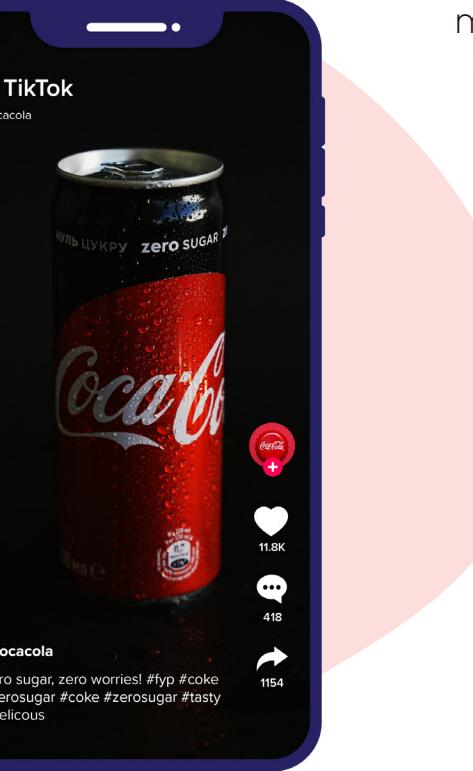


7. TikTok Remains Fast-Growing, Yet Marketers Remain Hesitant

TikTok has emerged as the primary social media platform of Gen Z.

With a whopping [1 billion monthly active users](#) and counting, the platform is used by [22.32% of active social media users](#) worldwide on a regular basis.

Since its inception as a short video social media service, similar to its predecessor Vine, users and brands have flocked to the platform after its launch in 2018. Since then, TikTok has created a robust marketing service for both influencers and companies by adding five



advertising tiers to its users. However, marketers have been somewhat hesitant to pounce on the relatively new platform, even with its whopping user base.

Despite launching 'TikTok for Business' in mid-2020 there remains much to learn about the efficacy of marketing through the platform. In 2021, according to [Social Media Examiner](#), only 9% of marketers used TikTok, but 32% are interested in learning more about it.



While not a true threat to TikTok, YouTube created 'Shorts' that get over 3.5 billion views a day, while Instagram's 'Reel' feature has chipped away at TikTok's daily view count, lessening its marketing impact. ([HootSuite](#))



68% of marketers surveyed have no plans to use TikTok, but 21% plan on increasing their TikTok organic activities. ([Social Media Examiner](#))



Marketers at large brands remain wary of the platform according to a recent review of 300 companies by the research group WARC, half of major brands like Nestle and Audi have no TikTok presence. ([New York Times](#))



Chipotle – #Boorito Campaign

Who Got It Right?

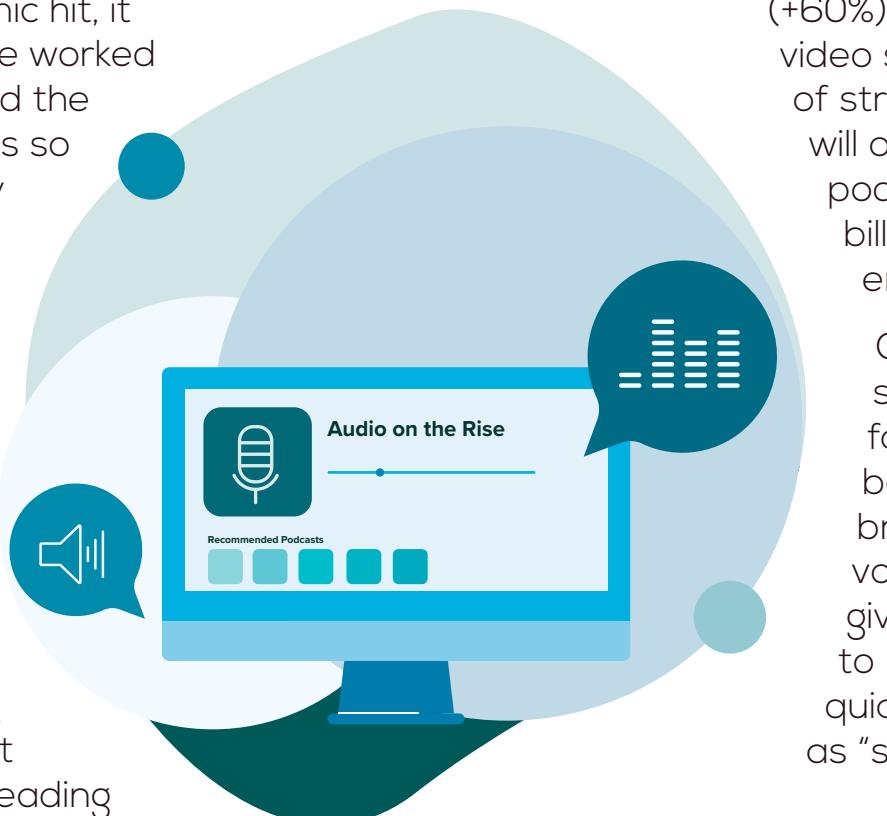
Chipotle moved its #Boorito campaign onto the platform in 2021, offering food at a reduced price for customers who ordered in a spooky outfit. Customers recorded themselves ordering and eating Chipotle and posted it on their TikTok page with the #Boorito hashtag. The hashtag netted an incredible 3.6 billion views. The company already had success on the platform, with its #GuacDance hashtag racking up over 250,000 video submissions and 430 million video starts. ([Medium](#))

8. Listen to This: Audio is on the Rise

Is your brand on mute?

When the COVID-19 pandemic hit, it didn't just change the way we worked and lived. It drastically altered the way we use our time. Besides so many of us working remotely and ordering groceries through an app, we were also forced to entertain ourselves at home. While that may have meant increased screen time, media consumers found comfort in screenless technologies and audio content.

In fact, [Entercom's Engaged Impressions](#) study found that post-COVID, audio was the leading



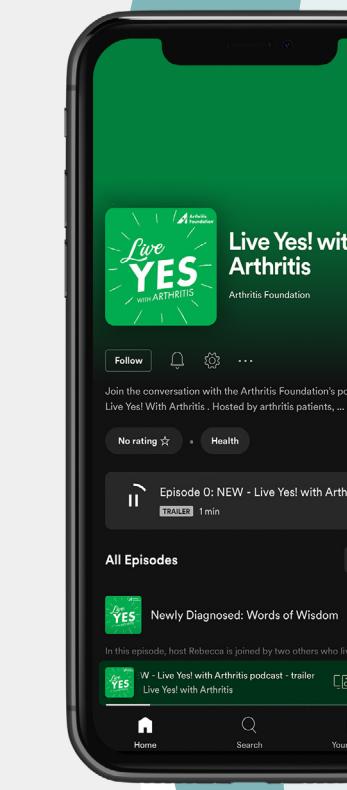
form of media – ahead of social (+60%), broadcast TV (+54%) and video streaming (+42%). The growth of streaming audio and podcasting will only continue in 2022, with podcasting expected to be a billion-dollar industry by the end of 2021.

Of course, most brands have style guidelines including a logo, fonts, colors, etc. But this trend begs the question – has your brand established a distinctive voice and/or sound? Sound can give a brand the unique power to build emotional connections quickly. The industry refers to this as "sonic branding."


Podcast consumption has nearly doubled since 2016. According to the Infinite Dial 2021 survey by Edison Research, 41% of the U.S. population aged 12 and over listen to podcasts monthly. ([Rumble Studio, Edison Research](#))


According to the State of Podcasting 2021 survey, 80% of podcasters are responsible for sourcing for their own ideas for new episodes and 28% rely on the topics introduced to them through pitches. ([MuckRack](#))


The audio-based social network Clubhouse launched in April 2020 and is experiencing a period of tremendous growth, "jumping from 400K mentions from launch to December 2020, to 4.9M during the first quarter of 2021." ([Talkwalker](#))



Arthritis Foundation – Live Yes! with Arthritis

Who Got It Right?

No matter their listening platform preference, consumers have the hundreds of thousands of podcasts to choose from. That's why niche audiences can remain the most loyal. For example, our client, the Arthritis Foundation, offers a popular podcast called [Live Yes! With Arthritis](#). The bi-weekly podcast, hosted by arthritis patients, features a variety of guests – from patients to experts to celebrities – to provide tools and solutions to help people with arthritis live a better life.

As the Foundation's PR partner, we've helped raise awareness of special episodes and consult on best practices for selecting co-hosts and guests.

We're proud of the Foundation for being ahead of the trend: the podcast has been around since 2019.

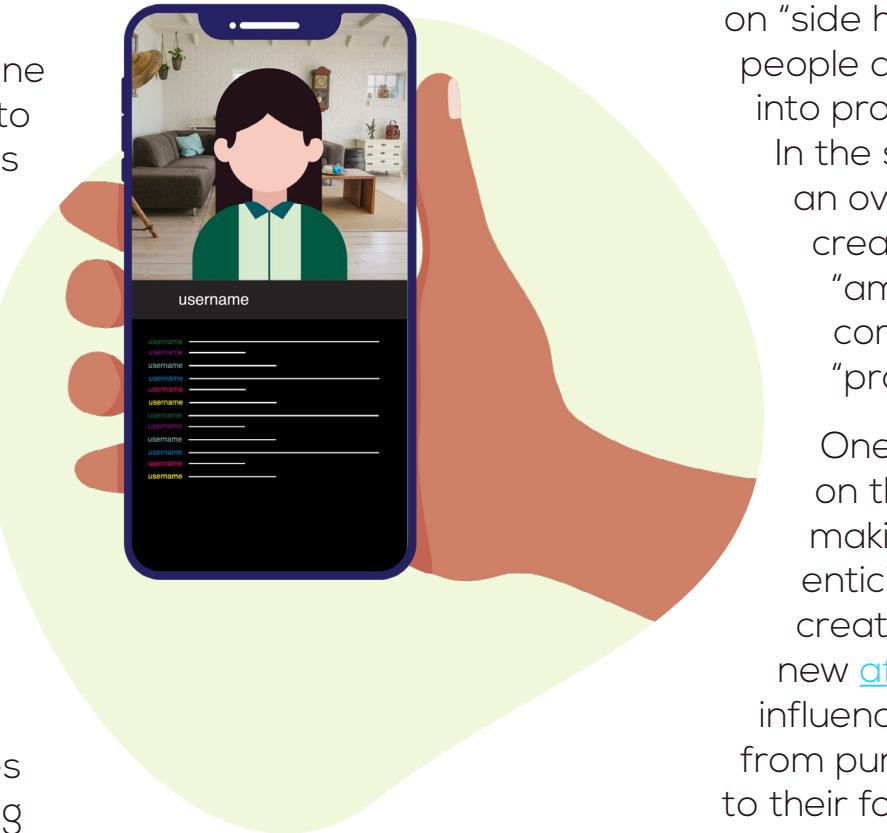


9. 2022 is for the Creators

Got a smartphone and a passion? You, too, can be a creator!

With authenticity as a throughline in industry trends for the year to come, creators are emerging as the new “influencer” because of their ability to connect with everyday people on a deep level. And building on something we’ve seen for a while: many “creators” have a niche skill, interest or expertise that they are leveraging to form loyal communities.

According to [Signal Fire](#), more than **50 million people worldwide** consider themselves creators. With the rise of the gig



economy and increasing attention on “side hustles,” more and more people are turning their passions into professions – part or full time. In the same Signal Fire report, an overwhelming majority of creators consider themselves “amateur” (46.7 million), as compared to the 2 million-plus “professional” creators.

One reason why creators are on the rise? Platforms are making it easier (and more enticing) than ever to become a creator. For example, Instagram’s new [affiliate tool](#) allows influencers to earn commission from purchases they’d recommend to their followers. Big platforms like

TikTok and Snap have initiated “creator funds” to fuel the fire – in fact Snap [paid out](#) over \$250 million to over 12,000 creators via its Snapchat Spotlight program this past year.



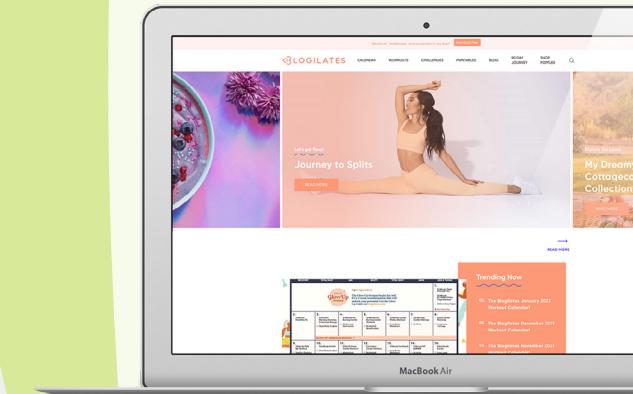
In the next year, 58% of users say they would pay a monthly subscription fee (between \$1-\$15) to access exclusive content from their favorite creator. ([The Influencer Marketing Factory](#))



“Audiences have shown that they will follow creators from one platform to another which makes creator engagement a key competitive point between the networks. We saw a greater focus from the networks on providing tools to their creators to better help them monetize and manage their personal businesses.” – Brian Mecham, Co-Founder and COO, GRIN ([Influencer Marketing Hub](#))



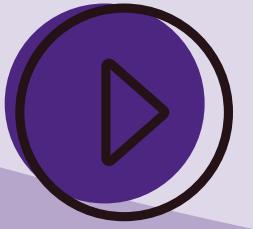
46% of creators who have sustained building an audience for 4+ years have reported to earn over \$20,000 each year across their monetized channels. ([Neoreach + Influencer Marketing Hub](#))



Who Got It Right?

Fitness influencer Cassey Ho of [Blogilates](#) is a prime example of how a “creator,” or “influencer,” has taken a passion and capitalized on it, with the help of social media.

What started as a blog and YouTube fitness videos over a decade ago has turned into a multi-platform empire for Ho. With over 10 million followers across TikTok, Instagram, YouTube and Facebook, Ho has expanded her Pilates into gyms, and even launched her own line of athletic wear and workout equipment.



10. The New Role of Corporate Communications

Perhaps one of the most long-lasting changes in the marketing communications world due to the pandemic is the heightened importance of internal communications.

Of course, to us, internal communications has always been key to an engaged and informed employee population, but now, others are following suit and seeing its value. Mainly, in the C-Suite. According to [Edelman](#), the role of Chief Communications Officer is being viewed with more strategic importance to the overall business. In fact, in 2014,



34% of CCOs reported to the CEO. Today, that number is 46%.

Written communications are valued over verbal, say PR pros. Prioritizing the employees and their wellbeing is not a pandemic-fad: Sustainable, permanent employee communications will stay. In the same Edelman report, 54% ranked employee communications in their top five areas of talent investment for the coming year.

This heightened importance of corporate and internal communications highlights the need for strategic planning and representation at the leadership table. In [MuckRack's State of PR](#)

[Report](#), PR pros see strategic planning as the top skill they think will drive their organization's success in the next five years, followed by media relations, social media and DEI (diversity, equity and inclusion).

PR pros are valuing written communications (65%) over verbal communications (32%). ([MuckRack](#))

In 2020, 74% of survey respondents believed leadership recognizes the value of internal communication. In 2021, that number rose to 83%. ([Contact Monkey](#))

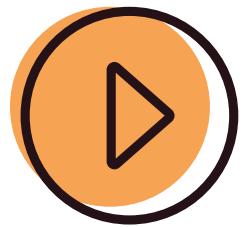
77% of CCOs said that “perceptions of the role of communications as a strategic business driver changed within their organization during 2020.” ([Edelman](#))

Fidelity Life – Newsletter

The infographic includes three screenshots of Fidelity Life's internal newsletter. The first screenshot, titled "Wellbeing @ Work", discusses the 2022 Holiday and Payroll Calendars and encourages PTO usage. The second screenshot, titled "Performing @ Work", covers EOY Performance Discussions, emphasizing the importance of celebrating successes and setting new goals. The third screenshot, titled "Belonging @ Work", highlights an "Inclusive Holiday Season" and provides information about various cultural holidays and their meanings.

Who Got It Right?

Our client, eFinancial | Fidelity Life, is on trend when it comes to internal communications. In the past year, in partnership with the organization's HR team, we helped launch a bi-monthly internal employee newsletter borne out of the need to reach employees with details about upcoming deadlines, benefits news, cultural content and even professional development tips.



In Closing

As this playlist ends, our music keeps going. With these trends, we see a future of innovation, efficiency and creativity. We'll continue to learn, research and integrate best-practices tailored to our partners' objectives and needs.

This year, we're excited to continue creating harmony with you and your business!



MindfulKreative

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