

A collection of tropical plants, including large Monstera leaves with characteristic holes and various types of palm fronds, are arranged against a solid black background. The plants are illuminated from the side, creating strong highlights and deep shadows that emphasize their textures and shapes. Some plants are positioned at the top, while others form a dense cluster at the bottom.

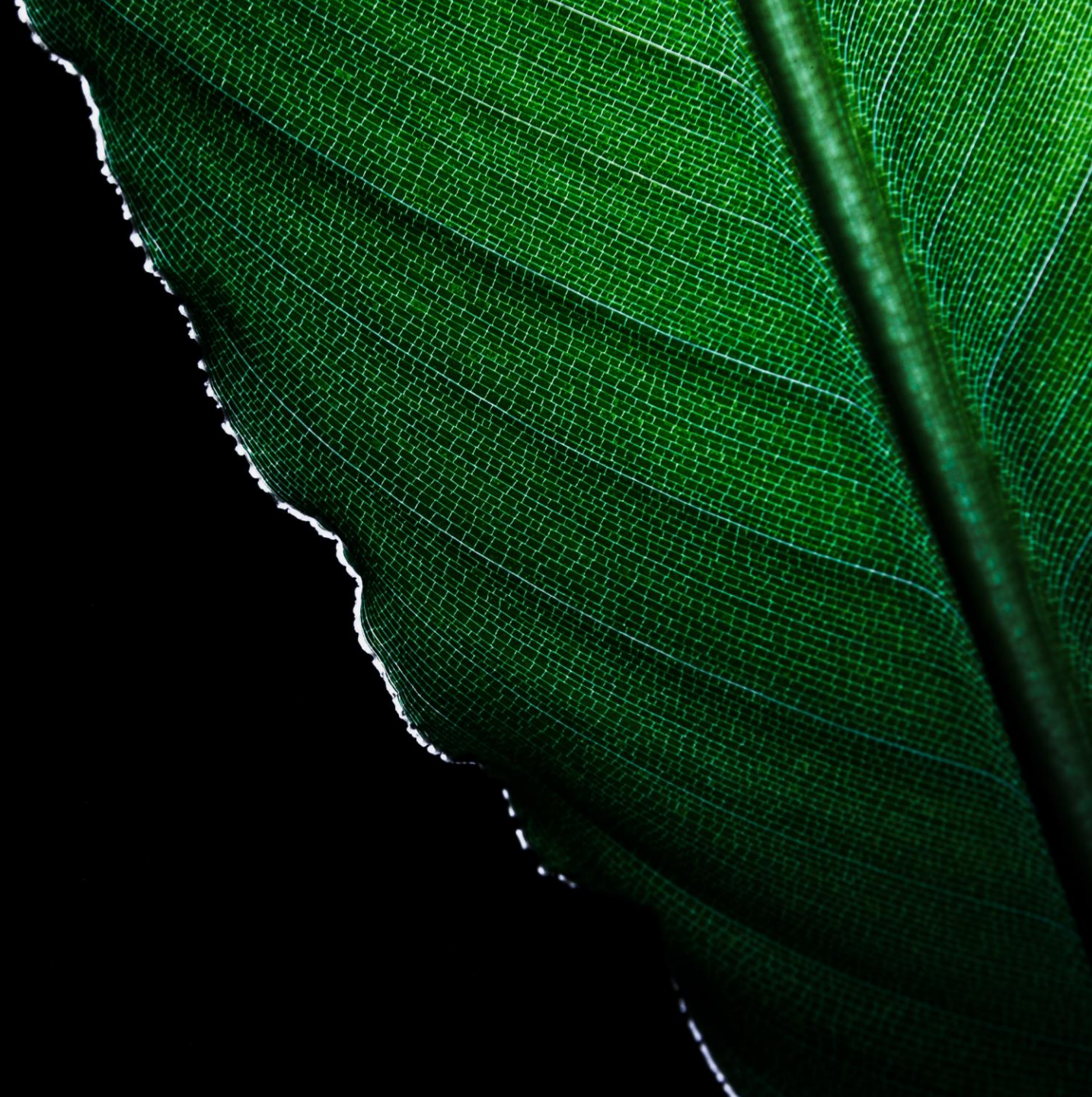
# THE INEVITABLE

*Digital trends for 2022*



# **11 KEY TRENDS**

*that are shaping our future*



**DIGITAL MARKETING IS BECOMING  
EVEN MORE CRITICAL**





**USERS ARE BECOMING  
EVEN MORE DEMANDING**





**DIGITAL MARKETING IS GETTING  
EVEN MORE COMPLICATED**



**KNOWLEDGE IS THE KEY**







**OFFLINE IS LOSING ITS IMPACT**





**THE EXPECTATIONS WILL RISE**



**COOKIES ARE DEAD**





**THE RISE OF MOBILE  
WILL COME TO AN END**





**BEING DIGITAL ISN'T  
A USP ANYMORE**





The image features a solid black background. On the left and right sides, there are lush green tropical plants. On the left, there are palm fronds at the top and large, deeply lobed Monstera leaves below. On the right, there are more palm fronds at the top and several large Monstera leaves below. In the center of the black field, the text "THE FUTURE OF DIGITAL IS 360" is written in a bold, white, sans-serif font.

**THE FUTURE OF DIGITAL IS 360**



**THE FUTURE OF DIGITAL IS  
MARKETING AS A SCIENCE**





# **WHAT CAN WE DO?**

*3 things that should guide your future decisions*





**OWN YOUR AUDIENCE**







**INVEST TIME (AND MONEY) IN  
BUILDING A STRONG BRAND IMAGE**





**ESCAPE MAD MEN WORLD**



## *5 top strategic questions you should ask yourself*

What's your digital USP?

What's your engine of growth?

How do you position yourself on Digital Maturity Matrix?

Are you Self-service or Assisted channels oriented?

What's your data strategy?





**MY 1 RECOMENDATION FOR 2022**

**STOP FOCUSING ON GETTING MORE TRAFFIC AND  
START FOCUSING ON CONVERTING THE USERS**





# Thank you

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Email

[andraz@red-orbit.com](mailto:andraz@red-orbit.com)

02

Twitter

[@andrazstalec](https://twitter.com/andrazstalec)

03

LinkedIn

[Andraz Stalec](#)

04

Web

[www.red-orbit.com](http://www.red-orbit.com)