

# 2024

## MARKETING PLANNING GUIDE



**MARKETING**  
PLAN. MEASURE. OPTIMIZE.



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Our focus with this guide is to bring forward the biggest trends within the marketing and technology landscape. We do believe in the value of traditional media, however, this guide is primarily focused on new digital and AI opportunities for 2024 planning.



# MARKETING

PLAN. MEASURE. OPTIMIZE.

OpGo Marketing was founded in 2015 with a mission to make marketing perform. OpGo stands for **Operational Goals**. We give small businesses access to business growth intelligence and affordable, high-performing implementation.

## Key Takeaways

- AI will be invaluable tool but it is not a replacement for human intelligence
- Authentic “imperfect” marketing will strengthen brand relationships
- Data trust between advertisers, publishers and users is critical
- Engagement is the most important metric (besides conversion rate)
- Access to first-party data will be an advantage among competitors
- There is a lack of consistency and strategy when content is being created
- In-person events are back
- Video is at the top of content initiatives in 2024
- More enterprise marketers plan on investing in social media
- The majority (estimated at 74%) of data breaches include a human element

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# BE AUTHENTIC

According to a recent study, 85% of consumers say they want brands to reflect “real life” vs “perfect life” experiences. More than 33% of consumers have returned to a brand after a poor experience when brands made an effort to connect.

## IT STARTS WITH YOU

Authentic marketing builds trust and establishes a real connection with customers. To start, you need to know your company values and how they relate to your customer.

**70%** of brands are expected to connect with consumers on a personal level.



### **Know Your Audience**

Understand your target audience's needs, preferences, and values. Tailor your messaging and content to resonate with them on a personal level.

### **Show Behind-the-Scenes**

Offer a glimpse behind the scenes of your business. This can include office life, production processes, or the people behind the brand. It humanizes your brand.

### **Admit Mistakes**

If your business makes a mistake, admit it and take responsibility. Authenticity is not about being perfect; it's about being honest and accountable.

### **Tell Your Story**

Share the story of your brand, including its origins, values, and mission. Authenticity often comes from a genuine narrative that customers can relate to.

### **Engage in Conversations**

Actively engage with your audience on social media and other platforms. Respond to comments, answer questions, and participate in conversations. It shows you care.

### **Value-Based Marketing**

Align your marketing with your brand values. Communicate what your brand stands for, and support causes that resonate with your audience.

### **Use Real People**

Feature real employees, customers, or influencers in your marketing materials. Authenticity is enhanced when real people are showcased vs relying on stock photos.

### **User-Generated Content**

Encourage and showcase content created by your customers. User-generated content adds authenticity and provides social proof of your brand's value.

### **Customer Testimonials**

Feature genuine customer testimonials and reviews. Testimonials from real customers provide social proof and build trust.

### **Be Transparent**

Be open and honest about your products or services. If there are limitations or challenges, communicate them transparently. Authenticity is built on trust.

### **Use Authentic Language**

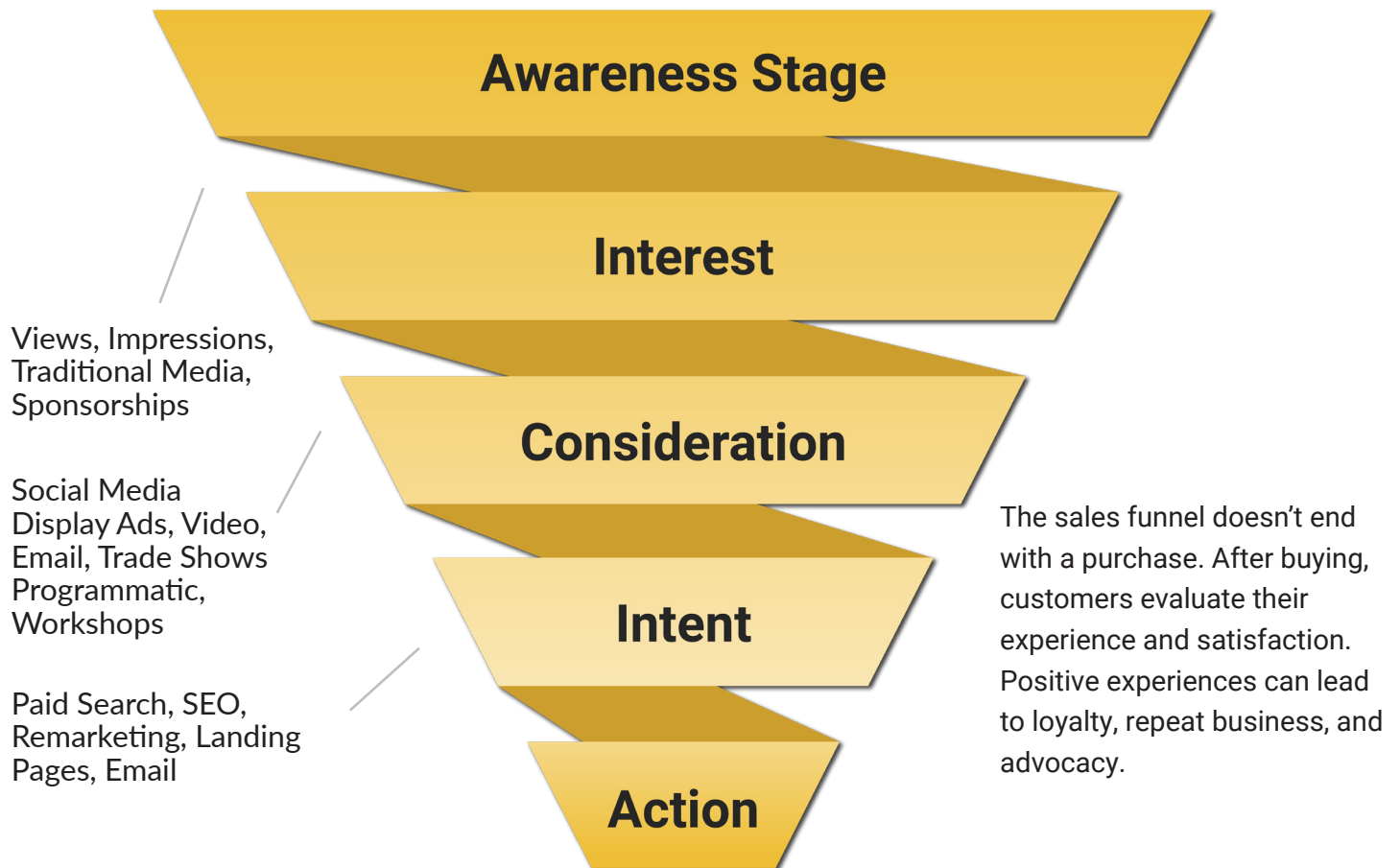
Use authentic and relatable language. Avoid overly formal or salesy language. Speak to your audience as you would in a genuine conversation.

### **Educate & Add Value**

Share educational content that adds value to your audience. This positions your brand as an authority and demonstrates a commitment to helping customers vs just selling.

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# BUDGET BY FUNNEL STAGES



Industries with long sales cycles might allocate more to the middle and bottom of the funnel. A holistic approach that combines multiple channels and tactics is often the most effective way to drive conversions.

# TOP

At the top of the funnel, potential customers become aware of a product or service. The typical KPI is cost-per-thousand impressions (CPM). The objective is to generate the most awareness to with the least amount of spend.

# MIDDLE

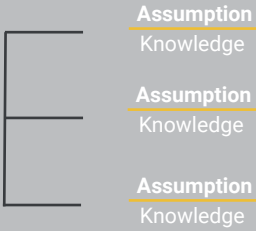
In this stage, the objective is to capture attention and create engagement. Common investments include your website, email, social media and events. The KPI metrics include interaction, click-through-rate (CTR) and time spent.

# BOTTOM

The bottom of the funnel is where the prospect has strong intent to become a customer and confirms it via a transaction. Performance metrics include cost-per-lead, total leads, total revenue and lifetime value (LTV).

## Strategic Initiative

Focus performance metrics on key assumptions, not outputs, to help the organization navigate uncertain environments without losing clarity on its strategic direction. This enables teams to be more decisive and better aligned with strategy throughout the course of execution.



### Ratio Definition

**Assumption:** What things must be true for this to work?

**Knowledge:** What do we know (or need to) about this?



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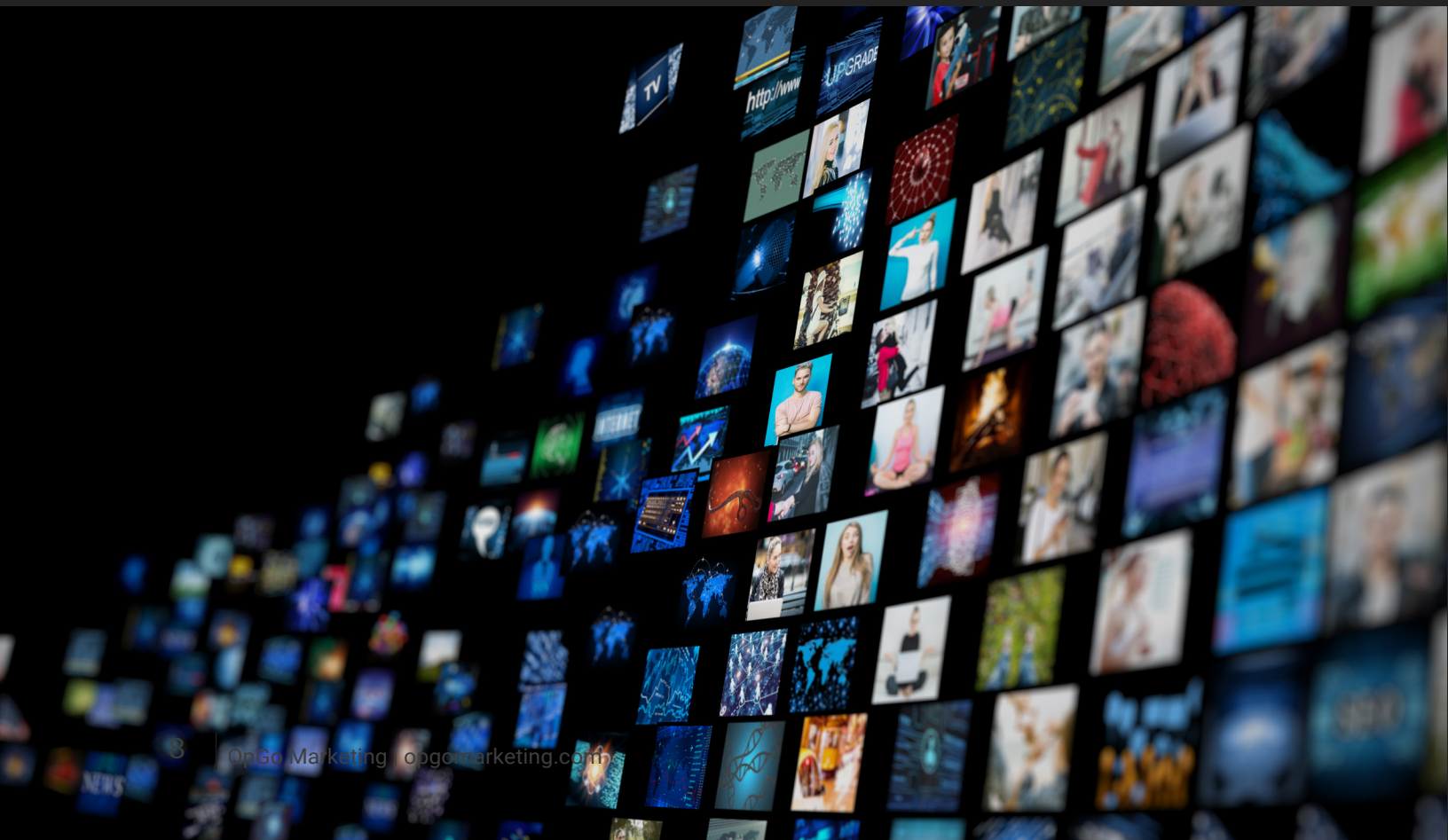
# INVEST IN VIDEO

**V**ideo has become quicker and less time-consuming to create. It has also become more affordable and is trusted by 9 out of 10 businesses.



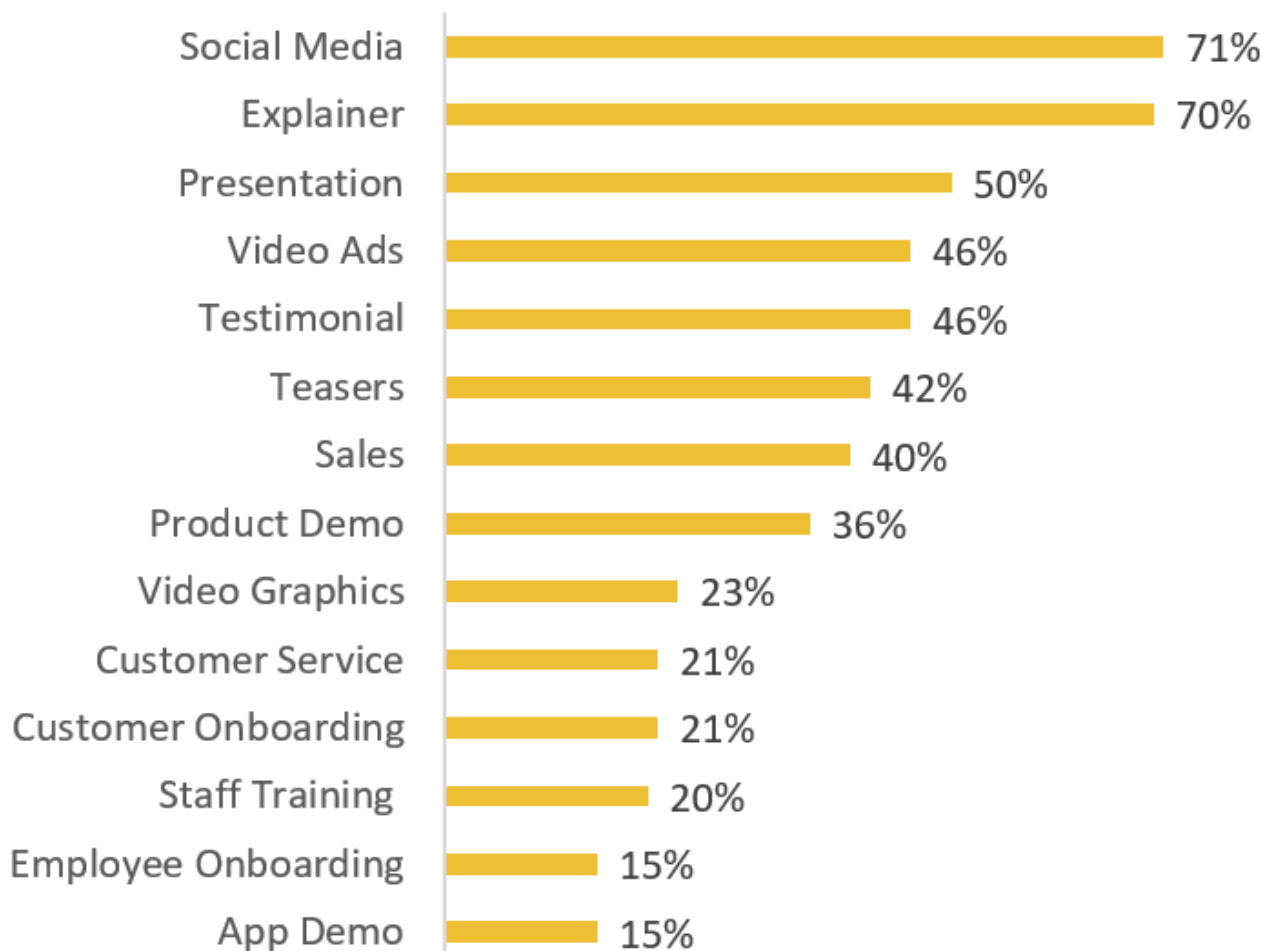
91%

of businesses used video as a marketing tool in 2023



**The highest ever proportion of marketers (96%) continue to value video as an 'important part' of their marketing strategy.**

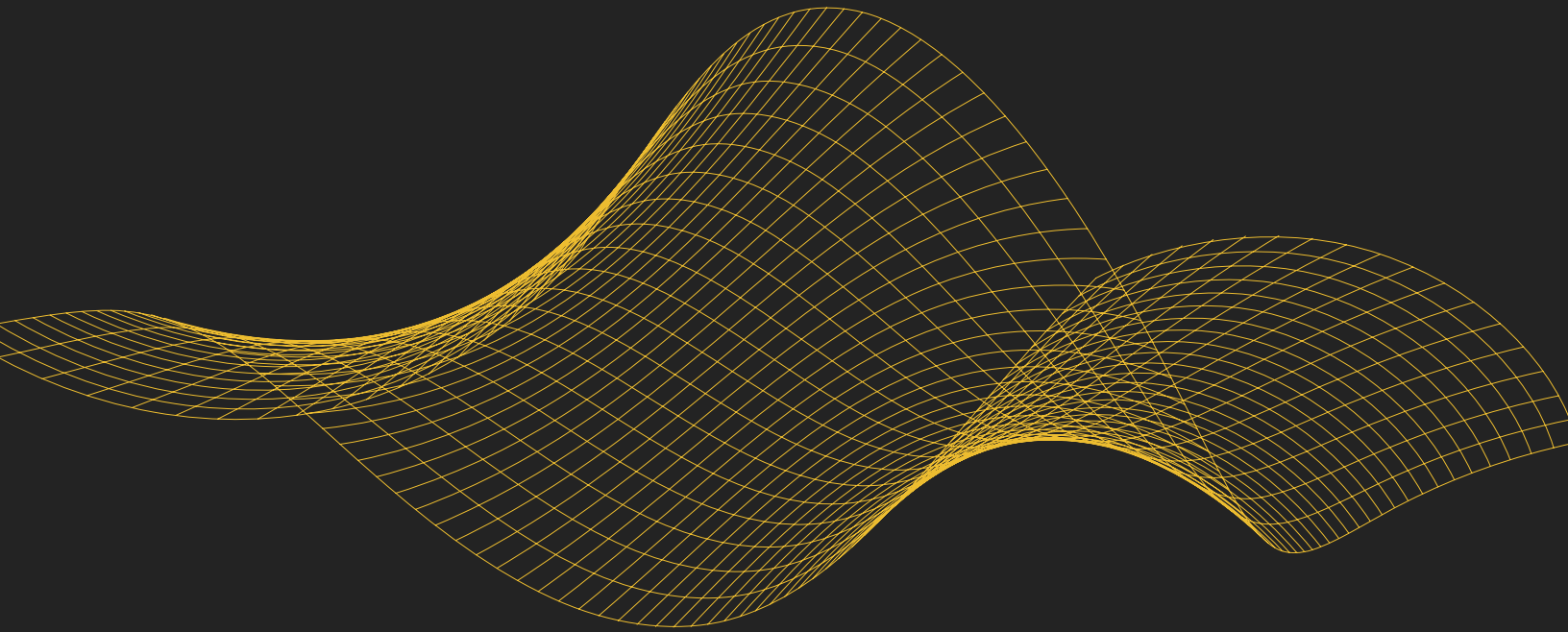
## TYPES OF VIDEOS



Wyzowl Videl Marketing Statistics 2023

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# OPTIMIZE YOUR SPEND



**77%** of US technology decision-makers who work in digital or digital strategy expect their firm's budget for consumer-facing digital products and services to increase in the next 12 months according to Forrester's Budget Planning Survey, 2023.

## OUTSOURCE ONLY WHAT YOU NEED

1

Marketing agencies consist of a group of professionals with diverse skill sets and expertise. Businesses can benefit from this specialized mix of knowledge where platforms and channels are constantly changing. However, if you are not in need of full-service, consider contracting with an individual or specialized vendor.

## BE SELECTIVE WITH IN-HOUSE TALENT

2

Hiring in-house marketing talent for specific roles works great when businesses know exactly what they need. Marketing agencies often become an extension of an internal marketing team. It's easier to control cost when need fluctuates if you have contracted services vs employees.

## INVEST IN CONTENT & CREATIVITY

3

Content creation is the top priority for the majority of companies heading into 2024. According to Content Marketing Institute, 76% of enterprise marketers say content is more important this year than last year. They also want to see content marketing becoming more strategic in their company.

## BENCHMARK YOUR KPIs

4

Avoid relying on national benchmarks and instead establish your *own*. There are too many factors. For example, click-through-rates (CTR) depend on position of the search result, quality and relevance of the title and meta description, search intent of the user, and the competition.

## USE AI TO CREATE EFFICIENCY

5

Marketing AI tools can save a lot of time, but they cannot replace human intelligence. Research, copywriting, image creation, coding and video all have several AI options (both free and paid). AI can reduce cost and save time.

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# DIGITAL MARKETING LANDSCAPE

**Content marketing is at the top of digital marketing strategy.**

**<1%**

Less than 1% of searchers click on the second page of Google results. (Backlinko, 2023)

**54%**

Enterprise marketers rating of their organization's level of content marketing success. (Content Marketing Institute, 2023)

**76%**

Organic and paid search deliver 75% of traffic in B2B sectors. (BrightEdge, 2023).

**96%**

96% of consumers prefer short-form videos. Top platforms: TikTok, Instagram, & YouTube (Influencer Marketing Hub, 2023)

**85%**

Consumers say they want brands to reflect real life, not a perfect life. (Sitecore, 2022)

**70%**

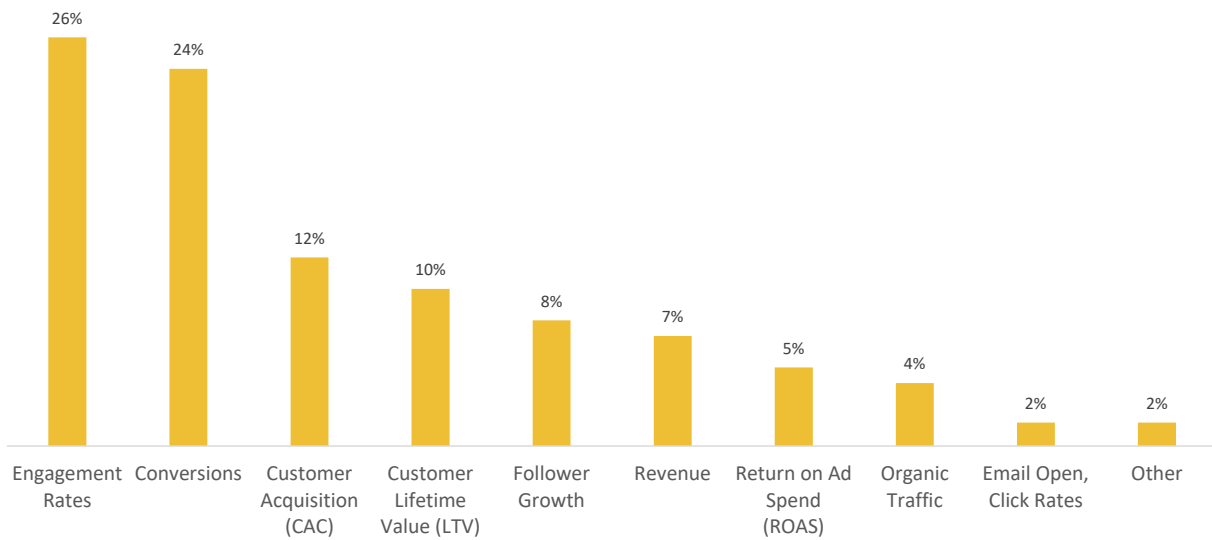
Over 70% of shoppers use their phones to buy online. (Semrush, 2023)

**90%**

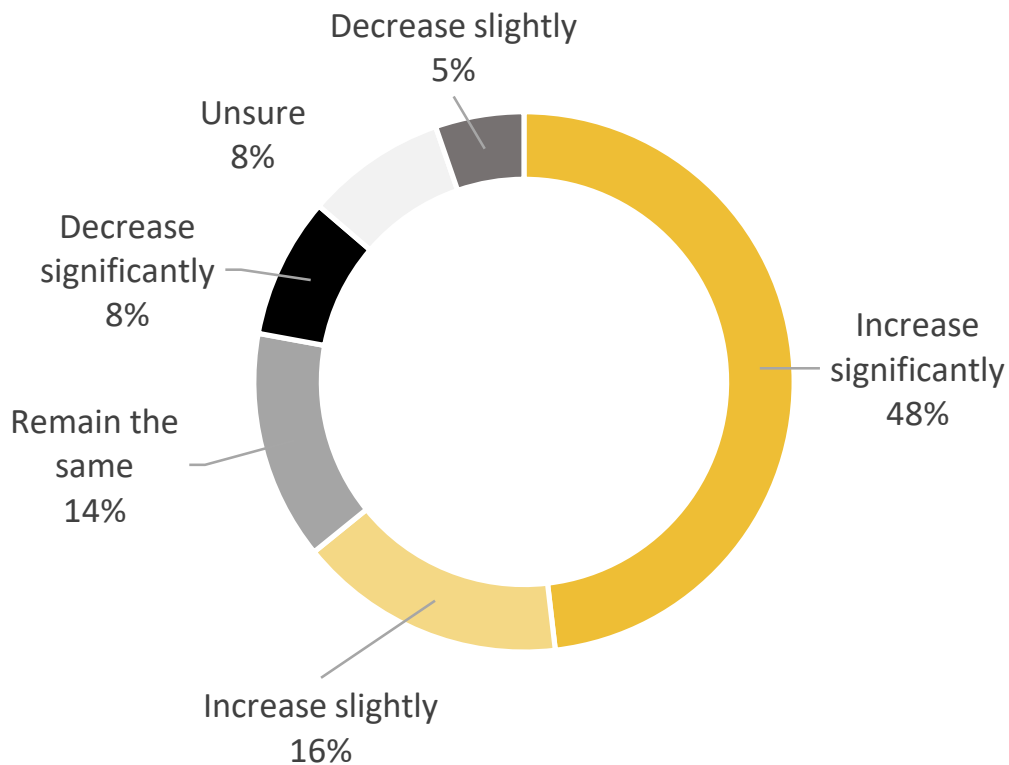
Google holds over 90% of the worldwide search engine market share. Bing has under 3%. (Statcounter, 2023)

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## KPIs TRACKED IN DIGITAL MARKETING EFFORTS



## ROLE OF SOCIAL MEDIA STRATEGY NEXT 2-3 YEARS

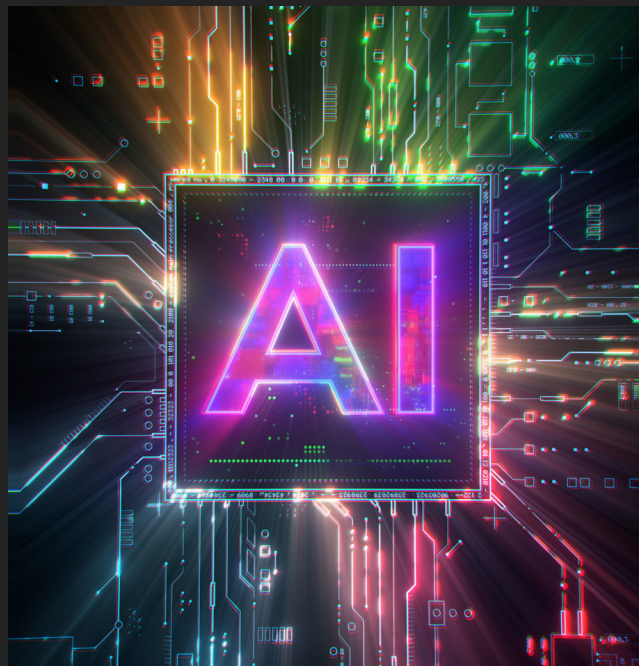


# A.I. TOOLS

Stanford and MIT study: A.I. boosted worker productivity by **14%**.

The year-long experiment also revealed that AI assistance improved customer satisfaction, reduced requests for managerial intervention and improved employee retention.

See the full [article](#) here.



# DIRECT LINKS TO AI TOOLS

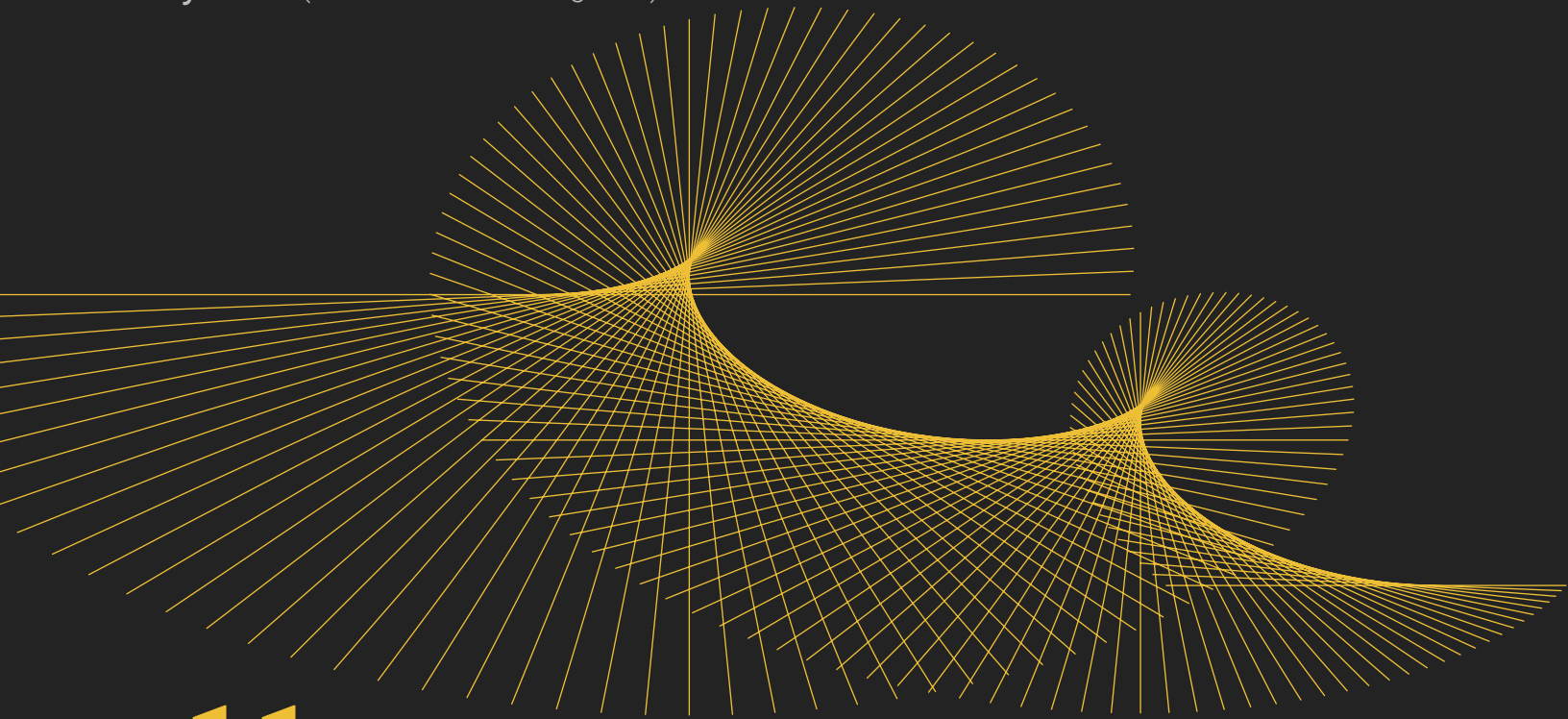
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Jasper AI (for copywriting) [Direct Link](#)  
Lexica Art (for blog thumbnails) [Direct Link](#)  
Surfer SEO (for SEO content writing) [Direct Link](#)  
Canva (images and text) [Direct Link](#)  
Originality AI (for AI content detection) [Direct Link](#)  
Writer.com (content writing for teams) [Direct Link](#)  
Designer (Microsoft image creator) [Direct Link](#)  
Animated Drawings [Direct Link](#)  
Undetectable AI (for rewriting AI content) [Direct Link](#)  
FullStory (for digital experiences) [Direct Link](#)  
Zapier (for automating tasks) [Direct Link](#)  
Hemingway app (for content editing) [Direct Link](#)  
Chatfuel (for chatbots) [Direct Link](#)  
Grammarly (for content editing) [Direct Link](#)  
Headline (for landing pages) [Direct Link](#)  
Semrush Title Generator [Direct Link](#)  
ChatGPT (research, content creation, code generation) [Direct Link](#)  
Claude (research, content creation, code generation) [Direct Link](#)  
LeiaPix (create 3D from 2D) [Direct Link](#)  
Murf (voice creation) [Direct Link](#)  
Browse AI (for scarping web pages) [Direct Link](#)  
Algolia (for search and recommendation APIs) [Direct Link](#)  
Pixlr (photo editing, removing backgrounds) [Direct Link](#)  
PhotoRoom (for removing image backgrounds) [Direct Link](#)  
Reply.io's AI Sales Email Assistant (for email replies) [Direct Link](#)  
Brand24 (for media monitoring, social listening) [Direct Link](#)  
Influencity (for influencer marketing) [Direct Link](#)  
Luma AI (create 3D environments with phone) [Direct Link](#)  
Google Earth [Direct Link](#)

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# COMPLY WITH DATA PRIVACY LAWS

49.6% of companies site “Privacy and Data Security” as being on of their biggest challenges with digital marketing in the next few years. (Influencer Marketing Hub)



**11** states have enacted comprehensive consumer data privacy laws. The laws have several provisions in common, such as the right to access and delete personal information and to opt-out of the sale of personal information, among others. Other provisions **require commercial websites or online services to post a privacy policy** that describes the types of personal information collected, what information is shared with third parties, and how consumers can request changes to certain information.





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