

5 Trends for Success in 2023

...and **23** ideas to put them to use **today**

One Ten Digital
ebook



A message from 01•10 founder, Justin Russell

Time to start 2023 on the right foot!

It's a new year, full of new opportunities!

Before we talk about 2023, I'd like to take a minute to recognize what you've accomplished.

These past few years have thrown a seemingly never-ending series of unprecedented challenges at businesses and organizations. And yet, you've pushed through and continued to create. Your tenacity and determination to carry on – no matter the obstacles you face – is really inspiring.

I'm really hopeful about what we can accomplish this year.

I keep hearing optimism in my conversations with business owners and partners. There will always be bumps in the road – some little, some a bit bigger. But we have creativity on our side.

My hope is that this ebook will give you a fresh perspective and some ideas that could help unlock a new path to growth and success. If you have any questions or thoughts about what you read, please don't hesitate to reach out to me.

Thanks for downloading **5 Trends for Success in 2023**. Enjoy!

- Justin



Let's start with your goals for 2023.

In our conversations with businesses and nonprofits, we've found that having a clear picture of your goals for the year can be the difference between success and stagnation.

Before we dive into the trends for 2023, take a minute to think about your goals for the year. If you've already planned out your goals, take out a sheet of paper and write them down. It can help to have them by your side as you look through the topics and ideas we cover in this ebook.

If you haven't set goals for the year, now is a great time to make your list. Ask yourself:

What are the 3-5 most important things to accomplish this year?

If you're a business owner, this can be a great discussion to have with your leadership team. If you lead a specific team, think about what will have the most impact for the company (or what you've been told are priorities).

Make sure your goals are SMART – specific, measurable, achievable, realistic, and time-bound. In other words, make sure you choose goals that you can accomplish during the year and that you can easily tell when they're complete.

Once you've chosen your goals, make sure to share them with relevant team members. The goals you set are easier to achieve when everyone is on the same page!

All set? Let's take a look at the trends!

The five trends

In this ebook, we'll cover five big-picture trends you can use to reach your goals. For each trend we'll cover a summary and then list specific ideas you can use to put them into action for your company or organization.

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Thanks for downloading this One Ten Digital ebook.

At One Ten Digital, we build and connect you with web and mobile tools to unleash your growth and reach your goals, all while creating engaging experiences that your leads and customers won't forget.

To learn more, visit us at onetendigitalstudio.com.

TREND 1

Personalization goes mainstream

Web and mobile experiences today are more personalized than ever. There's a good chance you've interacted with personalized content today – even if you don't realize it!

Social networks like Facebook and LinkedIn choose what to show you based on your likes and comments on posts, videos, and images. That customization is great for networks; if you've liked a lot of basketball videos in the past, there's a good chance you'll enjoy another video from the court.

But personalization goes far beyond choosing whether to show you videos of cute kittens. Any company can use personalization to create great experiences for customers.

The first step in effective personalization is to take a minute and step in your customers' shoes. If you were in the role of your customer, how would you want your interaction to feel?

With many online experiences, you'll likely reach people you've never met. Creating personas – fictionalized sketches of the kinds of customers you want to attract – can help you group the people you're likely to encounter.

By giving your customers the information they want and need, you can speed up their buyer's journey and create an impression that will leave them wanting more.



Personalization goes mainstream

Segment your email list

Your company or organization's email list is one of your most precious resources. Dividing your list into segments can help you send messages that are more relevant and more likely to resonate and convert. If you aren't already, try to collect information like someone's general location or how they joined your list.

Add related posts to your blog

If someone enjoys a post on your blog, they'll probably like others, too. Check if your blog software allows you to add related posts at the bottom of your blogs. Seeing other posts they want to read can give them a reason to stick around!

Take another look at your search and social targeting

Search and social advertising can help you reach potential new customers and re-engage with the people you already know. Are there ways you can more accurately target your ideal customers using keywords or attributes? Or is there a way to craft different ads that speak more strongly to individual groups?

Ask your (best) customers what they'd like to see

Nobody knows what your customers want better than... your customers. Reach out to your evangelists: the customers who love what you do. Ask how they found you and what they love about their experience with you.

Use purchase history to your advantage

You've probably seen the "shoppers also purchased..." sections or received recommendation emails from big online retail stores. Whether you sell products or services, you can learn a lot about what someone's likely to buy from what they've bought in the past.

TREND 2

Doing more with less

It's no secret that businesses and organizations continue to face challenges. Between staffing, supply chains, interest rates, and more, there's a constant push to grow even when it feels harder than ever to find resources.

Fortunately, technology can help on a lot of fronts.

First, ask yourself the following questions:

- What do members of my team spend most of their time doing?
- Is there anything team members do over and over every day?

Let's look at an example: your local bank or credit union. There are plenty of reasons why you might want to visit a branch to talk with a financial professional. But if you need quick cash, an ATM can cover what you need – without taking up a teller's time. And you can complete a check deposit through a mobile app without stepping out of your office.

Are there resources you can provide to your customers online that let them accomplish more on their own? Or are there tools you can put in place to streamline the time it takes for your team members to do their day-to-day work?

When used in smart ways, technology can help create great experiences for your customers, make your team members' work more enjoyable, and save you time and money.

LEARN MORE

If you'd like more ideas about how to grow even during periods of staffing challenges, download our free ebook: [Short-Staffed Growth: 10 Powerful Ways to Overcome Staffing Challenges Using Web & Mobile Tools.](#)

Doing more with less

Think about how automation could speed up your workflow

Automation can be a powerful way to reduce the amount of work you do every day – and, in turn, save you money. If you have repetitive tasks that take a lot of work, there's a good chance that you can use automation to your advantage. In some cases, you can completely automate a pesky or time-consuming task! Consider using a service like [Zapier](#) for smaller jobs, or ask about a custom tool for larger projects. Starting automation usually involves a bit of upfront investment in time or money, but it can save time and frustration!

Create a knowledge base

A robust help site or knowledge base can help your customers find the information they need before they reach out to you. It can also be useful for your team members to have as a reference when your customers have questions!

Add a chatbot to your site or service

Want to take the next step? Modern chatbots can help you answer questions and create great user and customer experiences. And in many cases, customers won't have to wait for someone from your team to answer their questions! If someone does need to talk with an agent, the chatbot can collect information to pass along to your team member to help them solve an issue or answer a question quickly.

Think about new ways to manage your information

If you manage some of your information in a Word document or a spreadsheet, it might be time to consider a specialized tool. Online tools can often save you much more in time and effort than their monthly cost, and custom tools can tailor a solution to your specific needs.

The new era of social media

Social media shakeups are the new norm. The platforms we've grown to love (or hate) over the last decade or two are going through existential changes that will determine the future of how we connect online.

- Meta (Facebook and Instagram) continues to deal with privacy issues and questions about what users, device manufacturers, and governments think about how companies use targeted advertising. And Facebook is deciding how to deal with an exodus of younger users.
- TikTok faces concerns about the content it chooses to show users and if there are any impacts on American national security.
- Twitter's ownership change is full of question marks about what will be allowed on the platform – and who will want to stay.

Long story short: the social landscape is changing. Quickly. That's a challenge for many businesses and organizations that use social networks as a big piece of their marketing and advertising budgets.

This journey will involve staying on top of the latest trends and news to figure out how to find and engage with customers on social networks. And in many cases, it may involve experimenting with new ways (or revisiting tried-and-true methods) of reaching leads and customers.

A WORD OF CAUTION

During times of tech transition, there are countless examples of new startups bursting onto the scene and promising to be the next big thing. There's a good chance the platform of the future is something we haven't yet seen – but most fizzle out in time. As with all investments, it's worth repeating: don't put all your eggs in one basket.

The new era of social media

Add new channels to your marketing mix

If social networks are your primary marketing strategy, it may be time to diversify. Where are your ideal customers most likely to spend their time? What's most likely to prompt a response? Maybe search ads, pre-roll video, influencers, or an offline channel or two may be a good fit for what you want to achieve.

Ask your best customers where they spend their time

Not sure where you're likely to see success outside of social networks? Ask your best customers – your evangelists – where they spend their time. If you find they love certain websites, see if you can target your ads to those sites. If there's a popular event or trade show, you might consider devoting some resources there.

Seize opportunities where you can

As companies and organizations adjust to the changes on different social networks, you might be able to do more with your social budget. If fewer campaigns compete for the same target audience, you may see that bid prices go down – letting you reach more people for less money.

Create communities of your own

If you're looking for more control of your messaging to your existing audience, consider an online forum, Facebook group, or other online community. By eliminating the social platform as a middle step, you can engage directly with your customers and build new levels of loyalty and engagement.

Consider some new perks for followers

As an added incentive for staying in touch on social, consider running a promotion or giveaway specifically for your followers. That boost in engagement could help put your posts or pages in front of new eyes, too!

TREND 4

The rise of the tech / life balance

After a couple of years of indoor isolation, many people are re-focusing their time on in-person experiences and new adventures.

We've seen that with the resurgence of events and travel. And you likely know people who have chosen to walk away from social networks or online platforms that no longer feel like a good match.

But many of those people also enjoy time online – through communities, entertainment, shopping, or gaming.

We've reached a point where people want a healthy balance between the value they find online and the life they live while not looking at a screen. And that's a big opportunity for businesses and organizations.

Ask yourself the following questions:

How can I help my customers – and my team members – make the most of their time online and offline?

Can we help them do what they need in less time or with less frustration?

How can we help them enjoy their experience with us?

Looking at your customers' interactions with you as a whole – no matter where they happen – can help build your reputation and boost your brand. Those, in turn, can help build loyalty, satisfaction, and, in the end, growth.

The rise of the tech / life balance

Think creatively to make the most of your customers' attention

As your customers spend less time online, it's more important than ever to make the most of the time when you have their attention. It's a great time to be creative and experiment with new campaigns!

Brainstorm how to connect with your less actively-engaged customers

Think about how you'd want to hear from your company if you were a customer. Would you be more likely to respond to an email, a text, or a notification on your phone? Are there ways to reach them while they're more passively consuming online content, like catching up with a podcast, watching shows, or listening to Spotify?

Test out a QR code

QR codes are back – and being used in new and creative ways. The easy-to-create graphics can be a great bridge between in-person and online experiences. Whether you want to link to a specific page on your website, send a contact card, or lead people to a form or survey, QR codes can make it simple – and you can even add your logo!

Focus on a great user experience

Do you have a site or app you love to use? Chances are that its creators focused a lot of time on its user experience. A site or app built with users in mind – whether it's something intended for customers or an internal tool – can save a lot of time and frustration. User-first customer sites and apps can leave a lasting impression, and internal tools can save your company a lot of time and hassle.

TREND 5

Freelance on the rise

Businesses and nonprofits have always been able to seize the benefits of freelancing, but the last few years have helped the gig economy grow at light speed.

Working with freelancers can be especially attractive for smaller organizations. Have something you need but don't have enough work to hire a full-time employee? Chances are, there's a freelancer who can help.

The web has made it even easier to find a great resource for whatever work you want to complete. Online directories and platforms can help you find the perfect match – often at a more cost-efficient rate than hiring someone new for your team.

The gig economy can also help you add new services and benefits for your customers. Do you have a project with a piece outside of your company's comfort zone? A freelancer may help fill the gap. And online services can help you find a resource for everything from delivery of your products to cleaning and stocking.

When it comes to freelancing, sometimes thinking outside the box can go a long way. How would you grow if you had the perfect extra resource as part of your network?



Gig economy participation grew

33%

in 2020

([daVinci Payments](#))



Freelance on the rise

Ask your networks about freelancers

Looking for a freelancer is a great chance to put your existing networks to use for you. Someone you know may have a connection with a resource who's perfect for what you need. Working with a local freelancer can also be a great way to build and attract new people to your network!

Use the gig economy to your benefit

Online platforms specializing in gig workers can help you get work done. [Rev](#), for example, makes it easy to transcribe audio from recordings or add captions to videos. And plugging into a gig worker network can even help you expand your offerings – for example, by using [Instacart](#) or [DoorDash](#) to add a delivery option.

Look into funding programs

Government agencies and local economic development nonprofits may have programs that allow you to save money on projects through grants, matches, or other funding options. These programs often work particularly well for projects where freelancers would be a good fit.

Join local networking groups

Freelancers often use business or industry networking groups to connect with new opportunities. Try attending an event or two – there's a chance you'll meet someone who can help take some of the work off your plate or help you level up!

Create partnerships with related freelancers

If you want to expand your offerings to clients, consider an arrangement with a freelancer to supplement your existing services. If you're a carpenter, for instance, think about a relationship with a painter to create a full-service experience for your customers.

We want to see your company succeed.

Thanks again for downloading **5 Trends for Success in 2023**. We hope you discovered something you can use to help your company thrive.

We also hope this introduced you to the world of possibilities the web and mobile can open – often with simple steps that don't require a huge investment.

Every company is different, and there's no single solution that will help everyone. If you're ready to take the next step, or if you'd just like a little bit of help in a time when your plate is full, we'd be happy to talk with you about which options are the best match for your business.

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