

Marketing for small businesses: 23 trends to focus on in 2023 for fast business growth

Global outsourced agency BBSA has created an expert guide to break down the new and emerging marketing trends that are set to take business performance to the next level in 2023.



Los Angeles, California Dec 19, 2022 ([Issuewire.com](https://www.issuewire.com)) - Global outsourced agency [BBSA](#) has created an expert guide to break down the new and emerging marketing trends set to take business performance to the next level in 2023.

As marketing is becoming increasingly complex, small businesses need expert support in elevating their marketing activities and making the most of their efforts. Although marketing tools are becoming increasingly accessible for small businesses, the growing complexity can make marketing confusing and difficult to navigate.

The trends we have seen emerging in 2022 will continue to increase in popularity throughout 2023, and so small business owners need to keep up to date with constantly changing user expectations, so identifying and understanding the key trends ahead of the new year is crucial to creating an impactful marketing strategy for 2023.

BBSA's extensive guide, **Marketing for Small Businesses: 23 Trends to Drive Fast Business Growth**, explores and explains these emerging marketing trends to help small businesses make the most of their marketing strategies. It covers a breadth of key marketing activities to implement next year, including The Rise of Social Commerce, Outsourcing, User Generated Content, Reduced Third Party

Cookies, The Metaverse, Increased Personalisation, and The AI Advantage.

With [70%](#) of small business owners believing that rising costs will be their biggest challenge in 2023, marketing budgets are likely to come under scrutiny. These ongoing financial pressures mean it is essential that businesses focus their efforts and budgets on the most appropriate and effective areas of marketing, explains Anna Stella, CEO of BBSA.

“New and emerging marketing trends are set to take business performance to the next level in 2023. Upcoming marketing trends include increased outsourcing, social commerce, and using AI and more trusted, user-generated dynamic content to achieve a personalized, targeted user experience.”

“We will see an even larger number of companies investing more in creating user-friendly online interfaces and designing websites with bold colors and interactive content that is sure to grab users’ attention. Investing in integrating systems, such as CRMs, for capturing first-party data through website interactions will also be vital to website development in the coming year,” says Anna.

Marketing for Small Businesses: 23 Trends to Drive Fast Business Growth is [available to download now from the BBSA Marketing website here](#).

For more information, visit <https://bbsa-marketing.com>

About BBSA

BBSA was founded in 2012 by [Anna Stella](#), a multi-award-winning professional and academic with global marketing experience. With a strong background in services marketing, B2C, B2B, and nonprofit, Anna has a proven ability to lead marketing, business development, and product initiatives that deliver major revenue growth. Anna started her career at Volkswagen AG in Germany and has worked on over 2,100 marketing projects to date.

BBSA has been helping businesses grow and expand since 2012. Their legacy continues to thrive through innovative marketing – constantly creating new ways for clients to develop their business activities. Their experts in marketing work fluidly across eight offices in 7 countries.

With over 2,100 clients to date, they work equally well with small businesses and larger organizations. They have experience working with many key market sectors across the United States, Australia, and Europe, and we are specialized in delivering a full range of [marketing services](#).

For more information, download the [guide here](#), or visit www.bbsa-marketing.com

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