**Major 2022 Marketing Trends Worth Monitoring**

Marketing experts predict changes ahead for the new year, including a need to provide pandemic-weary consumers with tangible value and practical solutions with campaigns adjusted in real-time. Expect to see metaverse marketing challenge first movers, numerous solutions to the ad targeting quandary, the continued shift toward short-form video and the rise of microinfluencers.

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[*https://www.marketingdive.com/news/looking-ahead-9-trends-that-will-steer-marketing-in-2022/616935/*](https://www.marketingdive.com/news/looking-ahead-9-trends-that-will-steer-marketing-in-2022/616935/)

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