

# MOOD MARKETING

*A newsletter thoughtfully curated to inspire innovation.*



## Discover This Week: 2022 Marketing Recap

Just like brands and businesses out there, marketing is constantly evolving. Throughout the course of 2022, new methods have shaped a new vision for the future of brand imagery. Read more about this below!

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*"I predict that the amount of commerce-enabled content that creators generate for brands is going to skyrocket." ~Keith Bendes*

Influencer marketing has helped businesses grow significantly in 2022, but there may be some new branding tactics on their way. Forbes tapped Keith Bendes, a marketing expert, for his thoughts on this. Check out the article below. for more.

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## 16 Effective Marketing Strategies For 2023

Each new year brings new customer trends and expectations, so wise business leaders will turn to a blend of well-established insights and fresh strategies to meet current and prospective customers where they are—and where they will be.

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