



2023

Digital Trends Guide To Growing Brands Online

From branding and web design to content and email marketing, we've identified the top trends to integrate with your strategy in 2023

brand strategy \ brand design \ digital strategy \ ui & ux \ hosting & maintenance \ social media marketing

DIGITALSILK

IN A WORD, 2023 DIGITAL TRENDS ARE ALL ABOUT **INCLUSION.**

To survive and thrive in an era of recession, organizations will need to brand themselves as people-first both internally and externally.

Considerations for accessibility and true value must be taken into account in all areas from sourcing team talent to web design and marketing strategy.

HERE ARE THE TRENDS WE'VE IDENTIFIED

1. Humanized Branding
2. Employer Branding
3. Powerful Use of Color
4. Statement Typography
5. Benefits-Focused CTAs
6. Unique Content
7. Navigating Data Privacy

About Digital Silk.

DIGITAL SILK IS A FULL-SERVICE DIGITAL AGENCY FOCUSED ON GROWING BRANDS ONLINE.

We are a team of experts specialized in building **industry-leading digital experiences** through strategically delivered **branding, web design and development, and digital marketing services.**

For this report, our digital strategists and web design experts have used our in-house data, research, past reports, and expert observations to gauge the top trends for 2023 and provide actionable best practices you can apply to grow your brand online.

BE DIFFERENT



2023 TRENDS

Branding & Design

1. Humanized Branding
2. Employer Branding
3. Powerful Use of Color
4. Statement Typography
5. Benefits-Focused CTAs

Marketing

6. Unique Content
7. Navigating Data Privacy

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2023 BRANDING TRENDS

Humanized Branding
Employer Branding

HUMANIZED BRANDING

THE CURRENT FINANCIAL CLIMATE
HAS CONSUMERS WEIGHING PRICE
OVER FEATURES.

B2B and B2C brands alike are getting
more traction with humanized, emotional
messaging that builds brand familiarity
and trust.

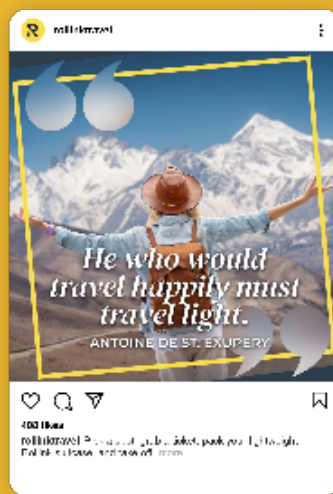
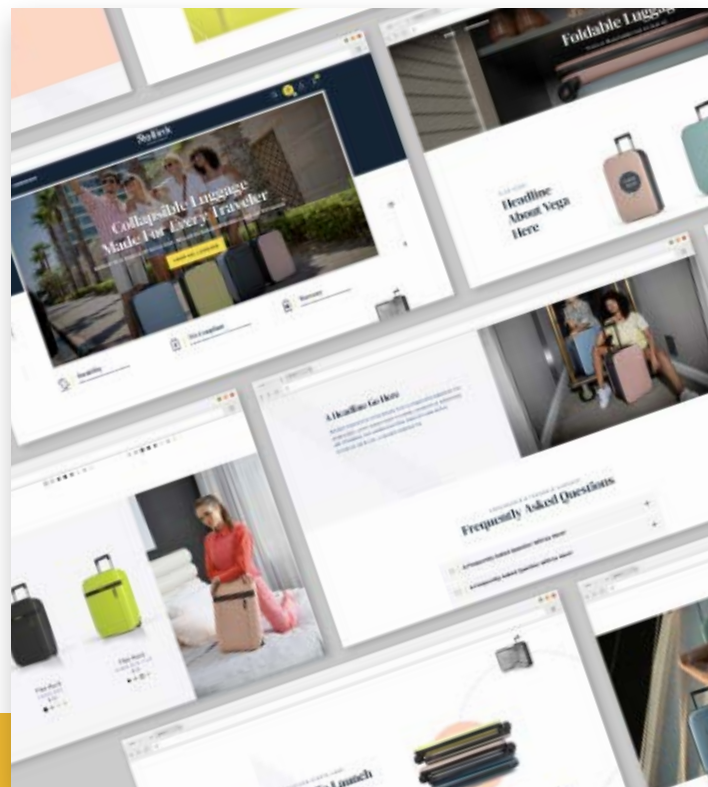


SPOTLIGHT ON: ROLLINK

ROLLINK PARTNERED WITH US TO INTRODUCE THEIR BRAND TO THE U.S. MARKET.

Messaging and visuals on Rollink’s e-store embed their innovative luggage in travelers’ experiences to inspire adventure.

Unlike product-focused websites, Rollink centers the audience with user-generated copy and content created through the eyes of the user.



On social, we have the chance to explore Rollink’s distinctly human brand voice through engaging content. Here’s an example of a relatable post developed to put the user in the narrative.

BEST PRACTICES

HOW TO HUMANIZE YOUR BRAND

Check your tone: is it personable, accessible and engaging for customers and prospects?

Do you speak your audience's language?

Your brand strategy should identify your target customers.

Be sure you're using the right channels.

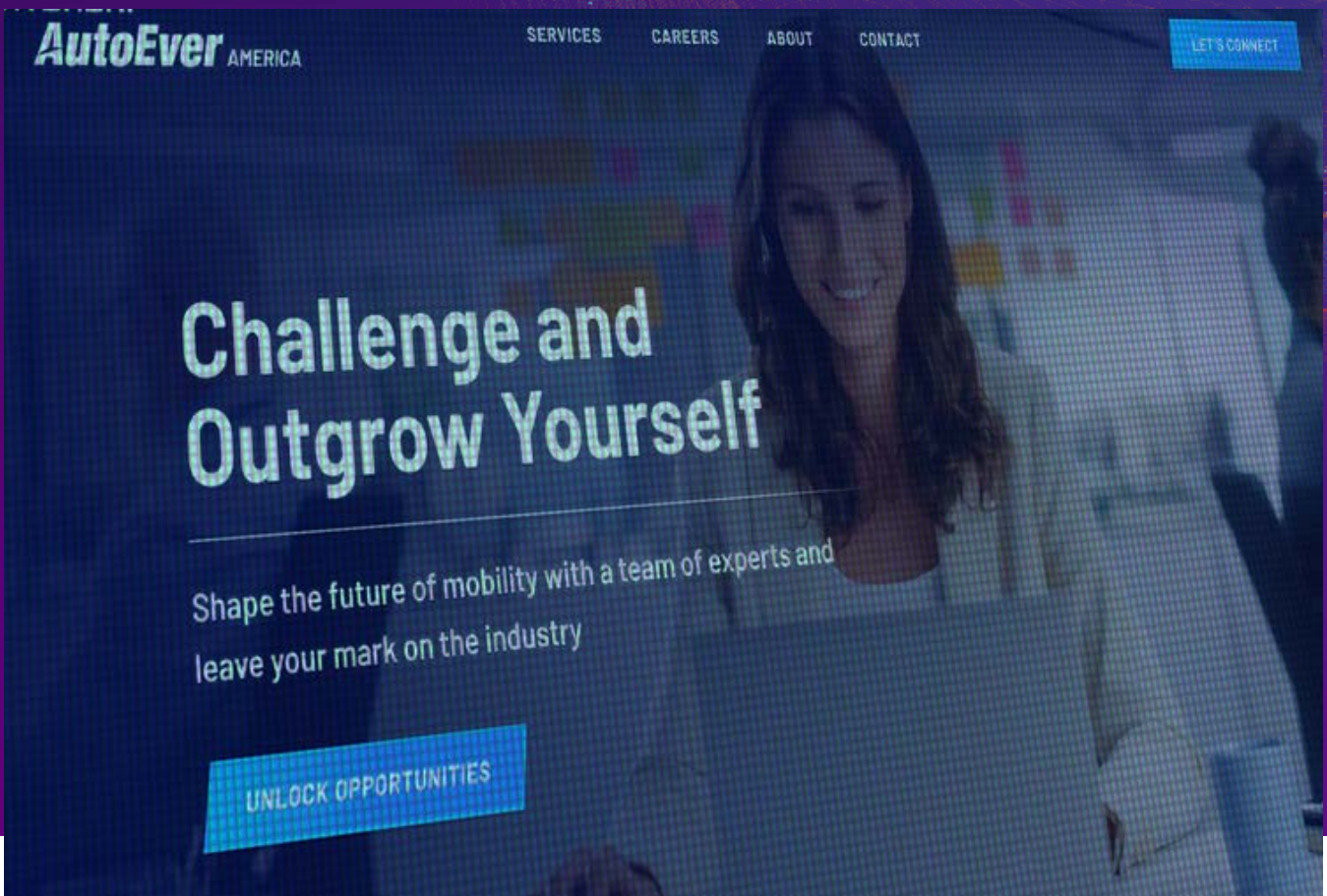
Where are you most likely to find your target customer?



EMPLOYER BRANDING

INTERNALLY, ORGANIZATIONS MUST REEVALUATE THEIR BENEFITS AND DIFFERENTIATORS IN TIMES OF RECESSION TO POSITION THEMSELVES FOR GROWTH.

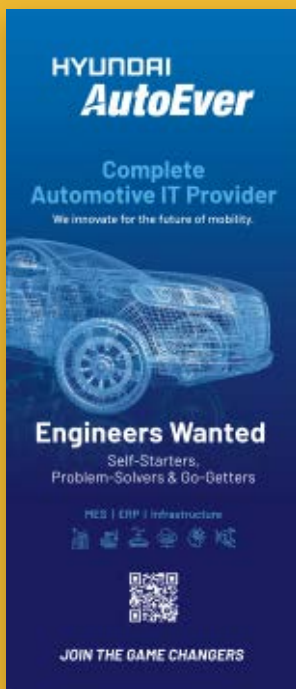
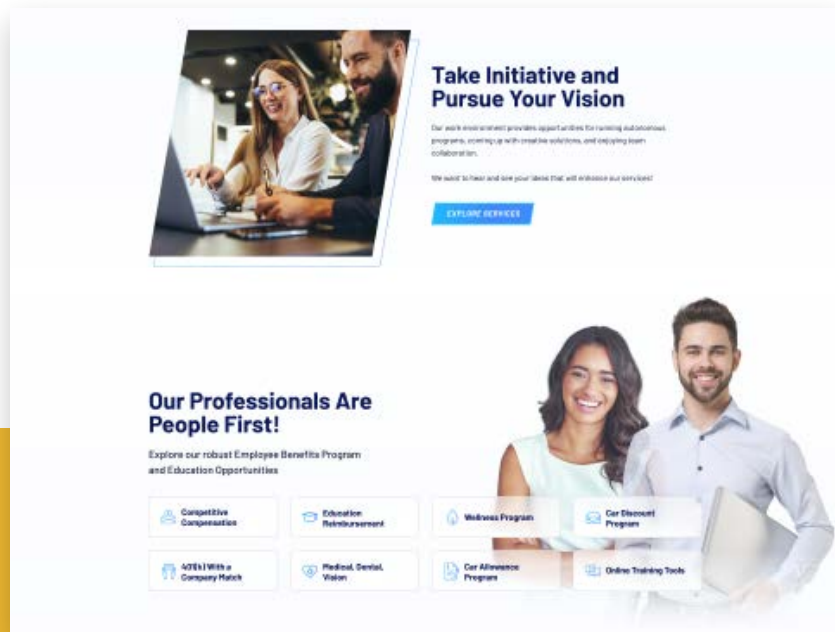
Recession-era layoffs are an opportunity to source team talent. Appeal to jobseekers by positioning your organization as resilient and people-focused.



SPOTLIGHT ON: HYUNDAI AUTOEVER AMERICA

A GLOBAL INFORMATION TECHNOLOGY SERVICES COMPANY SERVING HYUNDAI KIA MOTOR GROUP AFFILIATES IN AMERICA.

We created a new website and brand strategy that positions the brand as the Employer-Of-Choice with a “people-first” company culture.



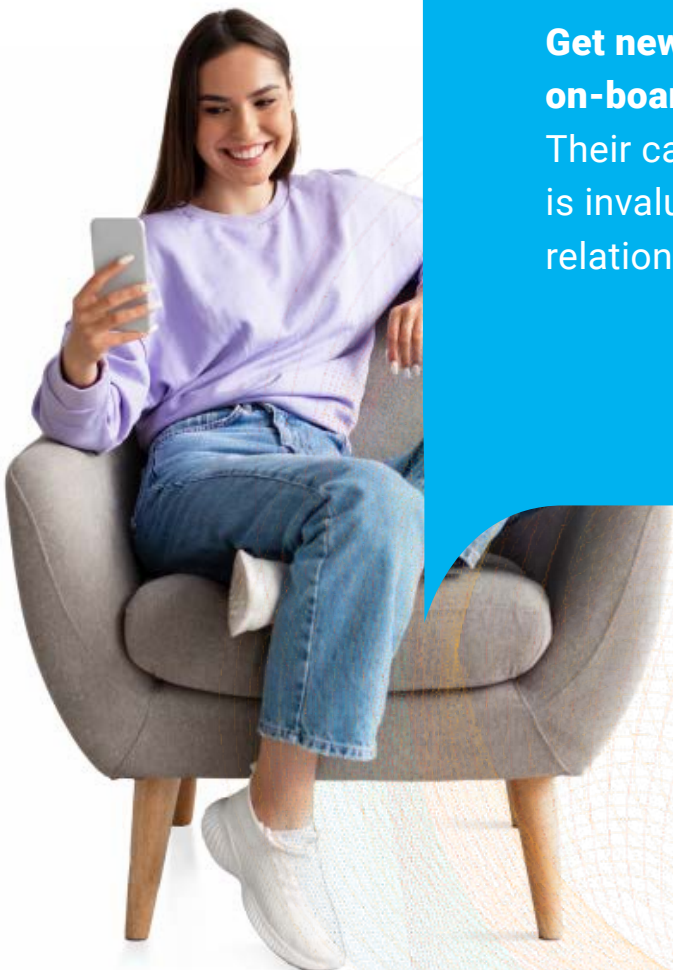
We developed messaging that presents HAEA as the ideal organization for prospective employees of all skill levels to have their voice heard, create meaningful change, and pursue the work they're passionate about.

BEST PRACTICES

HOW TO BRAND AS AN EMPLOYER

Tailoring your onboarding process to match every role shows new hires their needs are being met and boosts engagement, motivation and enthusiasm.

Get new and existing team members on-board with your branding strategy. Their capacity as “brand champions” is invaluable to client and partner relationships.



2023 WEB DESIGN TRENDS

Powerful Use of Color
Statement Typography
Benefits-Focused CTAs

POWERFUL USE OF COLOR

YOUR BRAND'S COLOR PALETTE
CAN INFLUENCE 60% TO 80% OF A
CUSTOMER'S PURCHASING DECISION¹.

Choosing the right colors can
strengthen brand association and drive
conversion and revenue.

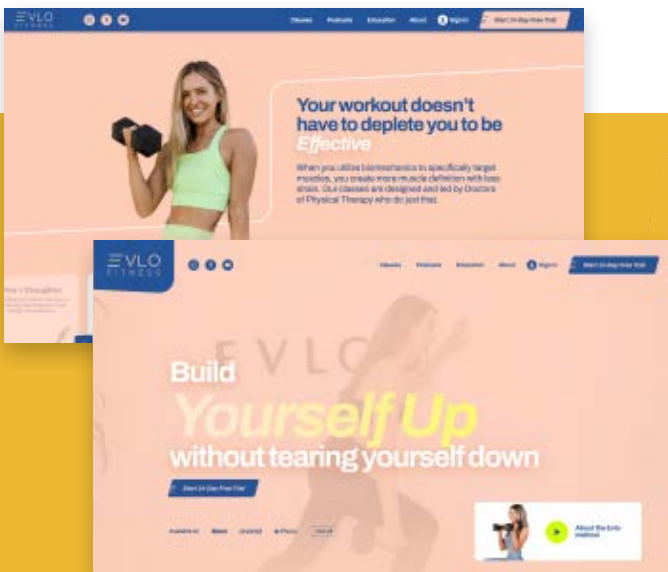
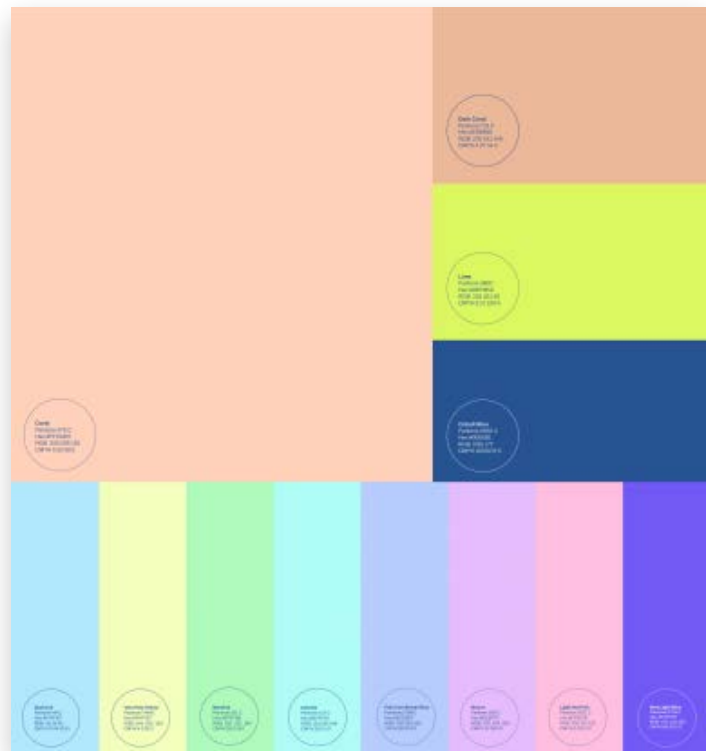


SPOTLIGHT ON: EVLO FITNESS

AN ONLINE PROGRAM OF JOINT-FRIENDLY FITNESS CLASSES

Evlo Fitness partnered with us to create a brand strategy that positions them as a convenient, accessible, body- and mind-friendly part of the lifelong fitness journey.

Through a strategic rebranding and brand redesign exercise, we identified a palette that feels authentic, distinctive and engaging to the target audience.



The coral and cobalt blue colors and the way they are used communicate qualities like energy, wellness, trust, and positivity.

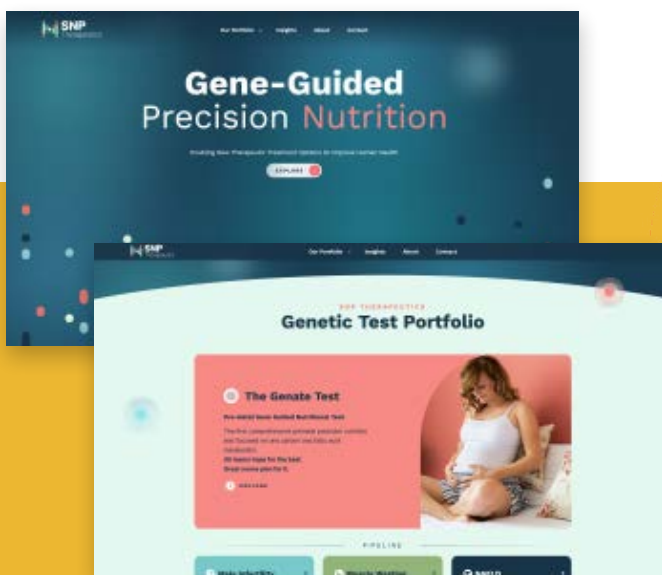
By using a consistent color scheme across all marketing materials, we created a recognizable and memorable visual identity that helps stand out and connect with their customers on an emotional level.

SPOTLIGHT ON: SNP THERAPEUTICS

FROM FITNESS TO BIOTECH,
COLOR MATTERS

Let's look at our clients, SNP Therapeutics and their new product Genate, a line of prenatal testing.

Our color palette for their Genate is suggestive of learning, logic and focus while also containing calming colors suggestive of comfort and caregiving.



Intentional use of color helps brands create a unique and recognizable identity, evoke emotions, and communicate their brand values.

STATEMENT TYPOGRAPHY

OTHER VISUAL BRANDING ELEMENTS LIKE
TYPOGRAPHY PLAY A CRITICAL ROLE IN THE
WAY YOUR TARGET AUDIENCE PERCEIVES
YOUR BRAND'S VALUES AND TONE.

RUBIK. bold

A
bcdefd
efghijklmn
typography

RUBIK. medium, regular & light

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

SPOTLIGHT ON: DOGNOMICS

OUR AWARD-WINNING DESIGNERS
WORKED WITH DOG DNA TEST KIT BRAND
DOGNOMICS TO CREATE THEIR BRAND
VISUAL IDENTITY FROM SCRATCH.

The logomark and logotype work in
service with each other to communicate
core elements of the brand's DNA:
Scientific expertise backed by heart.



The typeface in the logomark was
designed to convey authority and
trust with an approachable and
relatable feel.

We've revamped their brand
book with a font that supports
that image: clear, readable, and
accessible to users.



BENEFITS-DRIVEN CTA'S

THE RIGHT CTA'S ENCOURAGE YOUR AUDIENCE TO TAKE ACTION.

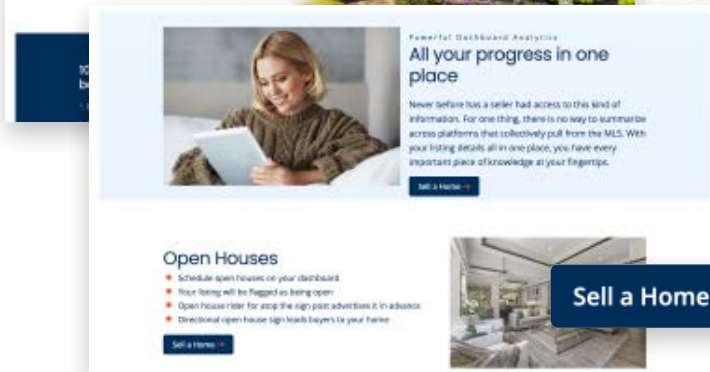
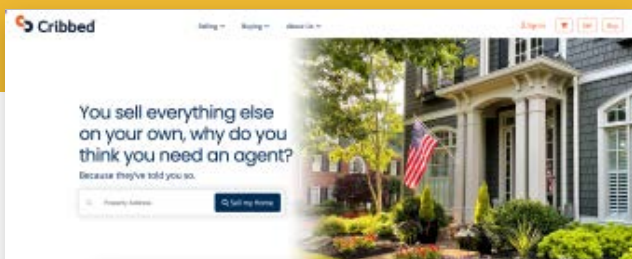
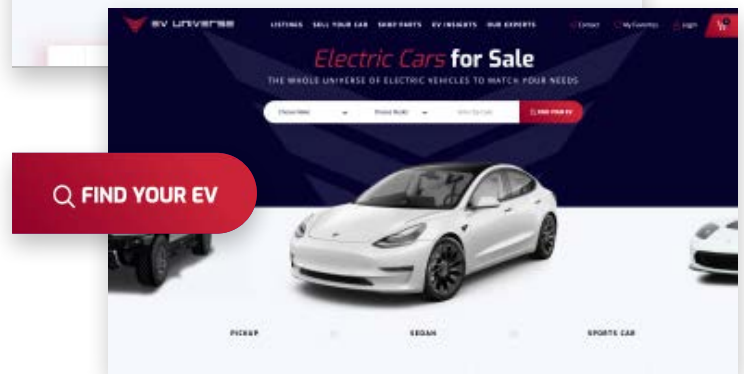
Leading with salient benefits speaks to your users' search intent and allows you to create a better user experience and drive engagement on-site.



SEE THE CTA'S IN ACTION

OUR CLIENT EV UNIVERSE PROVIDES A TRANSPARENT, SECURE MARKETPLACE FOR BUYING AND SELLING VEHICLES.

We opted for clear CTAs like "Find Your EV" to target an audience who desires to be on the forefront of EV trends while still enjoying an easy, convenient experience.



ALL-IN-ONE REAL ESTATE PLATFORM CRIBBED PRESENTS THE USER WITH A WAY TO MAKE BUYING AND SELLING A HOME SIMPLE WITHOUT AN AGENT.

For their site design, we used CTAs that speak to their audience's core desires for freedom, autonomy, ease and simplicity.

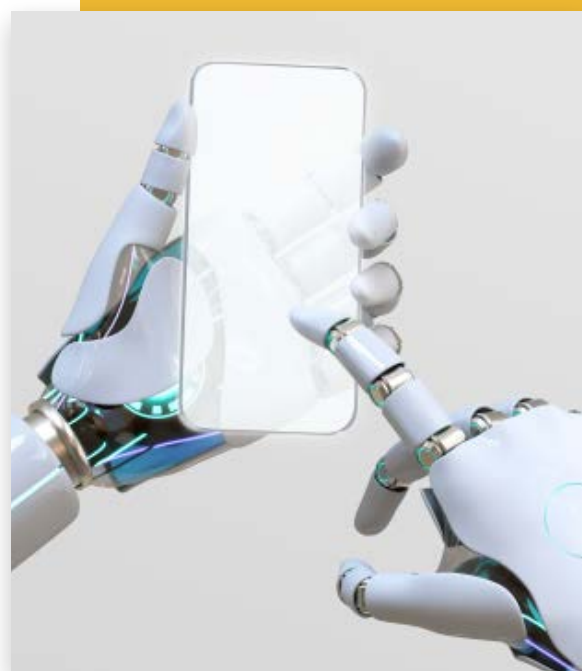
2023 MARKETING TRENDS

Unique Content
Navigating Data Privacy

SPOTLIGHT ON: AI COPY TOOLS

GOOGLE'S ALGORITHM PRIORITIZES ORIGINAL, VALUABLE CONTENT AND PENALIZES UNHELPFUL CONTENT. WHILE AI COPY TOOLS ARE ON THE RISE, KNOWING HOW TO USE THEM EFFECTIVELY IS VITAL.

Google's December 2022 helpful content update² detects low-quality content likely to have been created for search engines rather than people.



Duplicated content is often a byproduct of AI copywriting tools that use machine learning, which scrapes existing content from the web to build its copy.

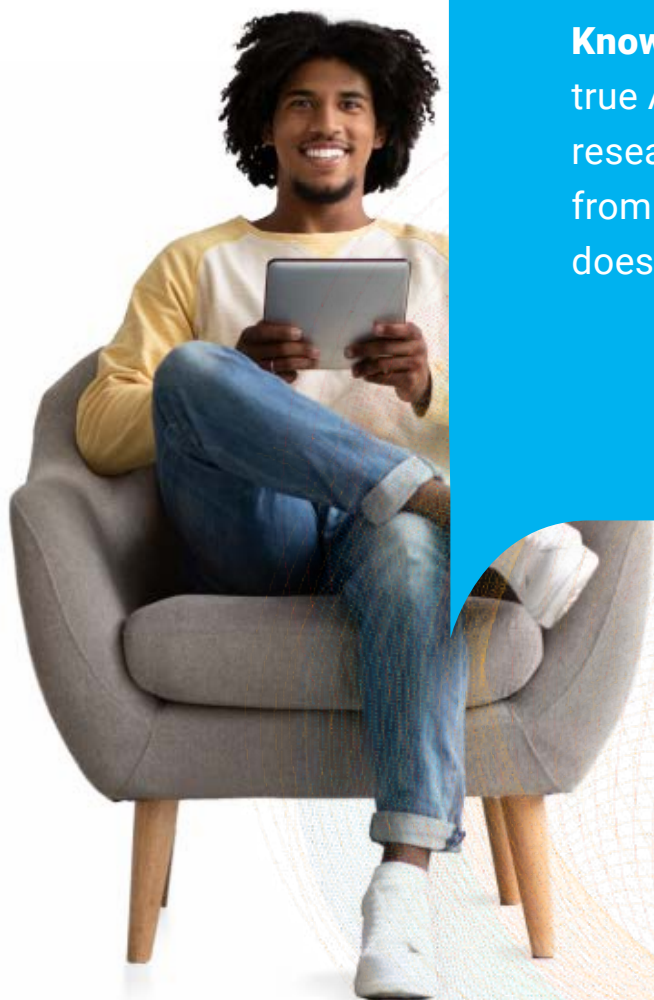
This copy offers only a reiteration of what's already out there. It isn't unique or helpful; users are likely to bounce, and the page is less likely to rank well.

BEST PRACTICES

HOW TO CREATE UNIQUE CONTENT

Prioritize value over volume. Innovative content that speaks to the user's search intent signals to Google's crawlers that your site is of superior value.

Know which tool to use and how. Treat true AI tools like ChatGPT as "junior researchers" who provide raw material from which you craft valuable copy. AI doesn't deliver content, you do.



SPOTLIGHT ON: DATA PRIVACY

ALONG WITH IOS15 CAME APPLE'S MAIL PRIVACY PROTECTION³, A FEATURE THAT ALLOWS USERS TO MASK INFORMATION LIKE IF, WHEN, AND WHERE THEY OPENED AN EMAIL, WHAT DEVICE THEY USED, AND MORE.

As the default email application for Apple device users, Apple Mail is one of the top email clients in use today.

Since email data is limited, so are some of the open rate-powered email marketing features that use that data.

Features that rely on knowing whether a user opened an email (like follow-ups to non-openers, A/B testing and automated email series) are no longer as reliable.



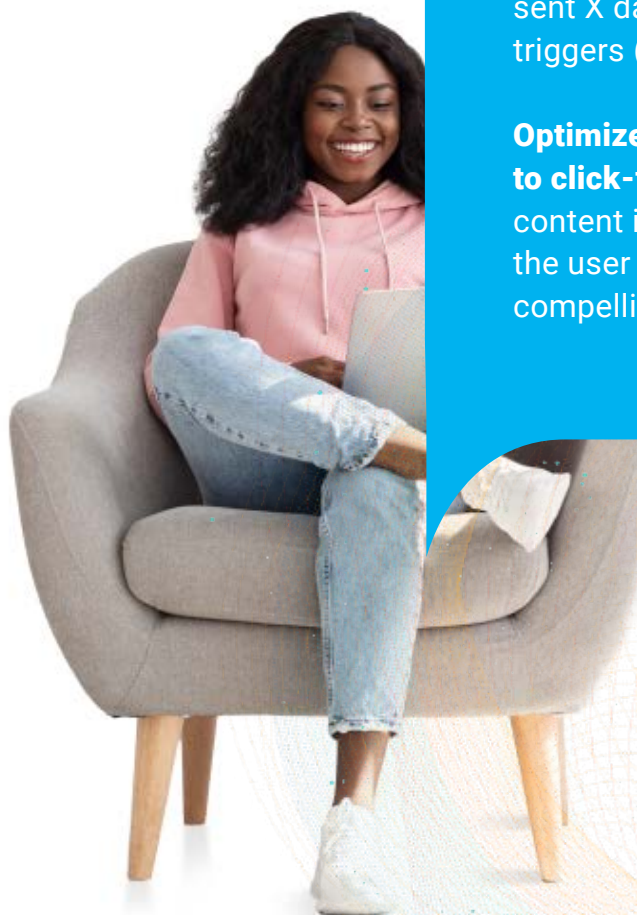
BEST PRACTICES

HOW TO OPTIMIZE EMAIL MARKETING

Use metrics other than open rate. Identify and segment your least- and most-engaged subscribers by how often they click links, and gauge campaign success by metrics like sharing, conversion rate, list growth rate and overall ROI.

Automate by time and clicks. Rather than triggering a follow-up in an automated series by open rate, use time-based (for example, email two sent X days after email one) or behavior-based triggers (like cart or browse abandonment).

Optimize your emails to motivate your subscribers to click-through. Don't plug your most valuable content in the body of the email; instead, entice the user with teaser content and craft simple, compelling CTAs to guide them through.



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LET'S CREATE SOMETHING AMAZING TOGETHER

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