

Monthly  
**Marketing**  
Morsels

October 2023



## NEVER STOP LEARNING

Heed the words of Dorothy,  
*“Toto, we are not in Kansas anymore.”*  
Neither are we.

In terms of marketing, where do we go from here? I would be very rich if I knew the exact answer to that one. But I can offer some simple advice, based on doing this for many years.

Follow your own yellow brick road...in other words, follow the trends that have risen to the top since we went through our COVID-19 journey. Learn as you plan for 2024.

The SkyLimit Marketing Research Department (also known as Google) did some digging and identified some trends to note as you try to make sense of the world and market to it. Much of it is because we are *“at home”* a lot more than we used to be. That will continue. Here is some of what I found out:

- More video content ahead. Increase your skills with a video camera. Or partner with someone who is good at it. Be a better digital marketer.
- Improve your SEO. People are on the lookout for *“stuff”* by searching out websites. Think like a visitor. Anticipate why they check in to your site and do your best to offer what they are looking for.
- Learn about AI. It's here. Learn and be prepared.
- Familiar with marketing channels like WhatsApp, Messenger, and WeChat? Do your homework. They are players in the marketing arena.
- If you are good at something, keep doing it and keep challenging yourself to do it better. Do not ever be completely satisfied. Never stop learning.

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EXPRESSED  
IN  
**25**  
WORDS  
OR LESS

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JACK  
CANTWELL

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