

Content Trends

2024

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6 TRENDS YOU NEED TO KNOW ABOUT

Audio content will become necessary

GIFs will get a fresh start

Honest voices will slice through the noise

Humanized AI is the next big thing

Organic content communities are about to blossom

Analog content is making a comeback



Inside

1. HUMANIZED AI

In 2024, generic AI content won't cut it. Something that will necessitate a move to humanized AI content that is driven by human ingenuity.

2. HONESTY AND PERSONALIZATION

When conformity is a rule of thumb, communicating honestly is a rebellious act that will help brands stand out in 2024. The same thing goes for personalization, that will be key when trying to slice through the noise.

3. AUDIO CONTENT FOR A LIFE IN MOTION

People are on the move, consuming content on the go. To succeed in 2024, content people will need to create things that can be consumed in a state of motion.

4. SHORT VIDEOS & GIFS

Audiences have shorter attention spans than before. The answer? Shorter videos and quick GIFs that can be consumed in an instance.

5. ORGANIC & BI-DIRECTIONAL

Times are tough and they will remain like this for a while. This translates to content-marketing machines that are lean and mean, that focus on organic content and communities where their audience become content-creators.

6. THE RETURN OF ANALOG

As digital channels grow more cluttered, brands will go back in time and use a combination of digital and analog - to catch the attention of an audience that is tired of content.

Extra
credit

CONTENT PREDICTIONS FROM THE EXPERTS

I asked 5 experts to chime in with their own predictions for 2024. They have different roles across the marketing spectrum, offering different takes that have 1 thing in common: they all spring from proficiency, curiosity and hands-on experience.

From the Writer



The future of content is in jeopardy. AI is making it easier than ever to be a content creator, while audiences are getting tired of mediocre content that looks and feels like all the rest. Translation? It will be even harder to stand out, be noticed and actually get people to engage with our content - all while the economic situation means that many companies will have less resources to spend on content creation and distribution.

In such a world, there is only one thing to do: we need to create less but better content and think long and hard about content format and means of distribution.

My prediction is that we'll see a move to AI content that is humanized, that is edited by human beings to feel human, to reflect our brand values and voices. We will see a (partial) return to analog content formats and distribution channels - in combination with digital. We will see video that is adapted to a shorter attention span - and even the introduction of GIFS as an efficient alternative that is easier for people to consume.

All in all, 2024 will come with a lot of changes. It will be the year when we adjust our content to fit an audience that is sick and tired of content; an audience that wants us to speak to them and that consumes things on the go.

In 2024, content will be made to fit an audience that is sick and tired of content

*Rasmus
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HEAD OF CONTENT @ SP_CE

Trend #1 Humanized AI





AI has been the word on everyone's lips - and for good reason. It has allowed everyone to become a content-creator and helped them do more in less time. The problem is that a lot (like, almost everything) that is created with AI is mundane and

boring. It doesn't stand out. It's regurgitated content that is published as new content - and audiences are seeing through it. The result? People are glancing over content even more than before - or not seeing it at all. With that, brands will move away from

purely AI generated, written content in 2024. It will be a necessity; they will need something more to be noticed, read and engaged with. This, in turn, means that AI will be humanized in the coming year.

WHAT DOES IT MEAN TO HUMANIZE AI CONTENT?



When the world is overflowing with content, adding to the mess is a really bad idea.

One part of humanizing AI content (in written form) is to let a human being re-write it. This can help you make sure that the content produced is not just a combination of other content but actually something original, something good. On top of that, humanized AI content means that the content has to spring from a human mind.

A human has to make sure that your content actually provides value, that it tackles the issues that are really important for your audience - and that it gets to the bottom of things instead of just scratching the surface. In other words, a human being has to strategically set the AI in motion, and creatively mold the output into something good, something valuable, something that strikes a chord. In the same way, you need a human being to decide whether or not the content should even be created.

Why? Well, when the world is crowded with content, successful content marketers won't add to the mess. Instead, they will publish a few but amazing pieces of content that truly cut through the noise, using AI for the things AI is good at - and leaving the rest to the truly creative force of a human being. Even if it takes a little bit longer.

Now, you may be wondering how to actually make this happen in reality. So, I've gathered a few steps that can give you an idea.

How to create humanized AI content in 2024

- A human creates a content strategy that focuses on your customer and their needs - as a way to reach set goals.
- A human takes help from the AI to create a content plan with this in mind.

- A human chooses what content pieces are actually valuable for you and your audience.
- A human prompts the AI to create drafts of the chosen pieces.
- A human re-writes the drafts to be in line with your unique voice, to feel real and be as well-written as they're engaging.
- A human being makes the pieces of content pop with honest, original imagery that works for your audience and your brand - or AI imagery that is edited to be truly great.

If you want a closer look at what to use AI for and where a human being should be more closely involved, you can get some more quick tips on the next page.

HUMANIZED AI CONTENT IN 2024

Use AI to...

Brainstorm content ideas

Create content drafts & outlines

Spellcheck and SEO optimize

Analyze data & structure result

Personalize content at scale

Have a human...

Research & choose content to create

Re-write content to feel real

Review content with audience in mind

Make decisions on what to do next

Make ethical content decisions

PRO TIP #1

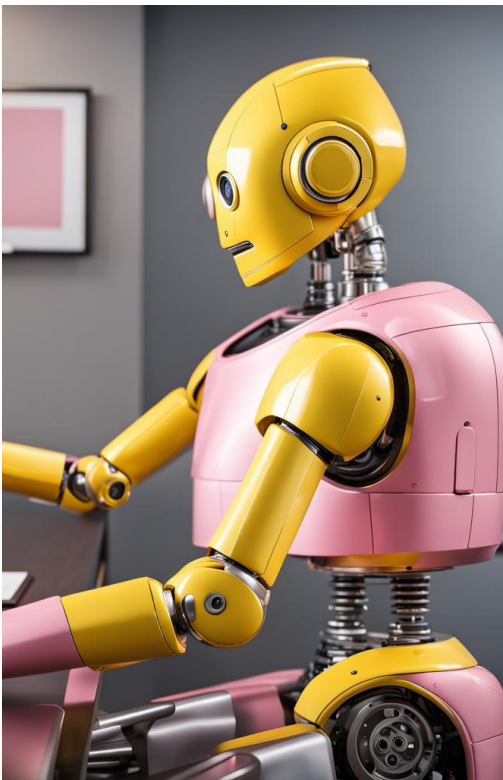
Use AI for all the things that spark creativity, that help you sort your thoughts and structure your content, let a human being do all that is strategic and creative. Remember, the human being can know and understand your unique business and customer base and make decisions based on their human experience. The machine can only make an educated guess based on what other people experienced years ago.

PRO TIP #2

Ethical content creation and distribution will be a key sub-trend in 2024. It will also be even more important in 2025, driven by developments like the global unrest we're living through, as well as a growing focus on inclusivity and diversity. To make it happen, a human being is absolutely necessary - after all, the machine is not ethical by nature and can't truly understand what may be offensive or a bad fit for a certain context at a certain time. This is why AI content will need to be humanized in order to be truly ethical - as ethics and a moral compass are truly human traits.

TREND #2 PERSONALIZATION & HONESTY

DON'T BE DIFFERENT JUST TO BE DIFFERENT. BE DIFFERENT BECAUSE YOU REALLY ARE DIFFERENT.



Think about it. When more and more content is created and most about everything looks the same, it is only natural that the honest and personal stands out (it is also why it will be so important not to settle for generic AI content). With that, authentic content; content that is real, human and tightly connected to your brand and business, stands to make a huge splash in 2024. It is, quite simply, a natural way to stand out from a row of identical competitors - and content that is cloned from other content.

As a result, brands will work harder to define and use a unique voice, use more tricks like behind-

the-scenes views and personal posts and try to truly make their content an extension of who they are. This will require a substantial content style guide that is easy to use and tightly connected with brand purpose and organizational culture. After all, your content style is to be honest, and then it needs to be a reflection of you.

Remember, don't be different just to be different, be different because you are different. In other words, don't be edgy just because you've seen Wendy's do it, and don't use provocative imagery to be noticed. Be you. Nothing more, nothing less.

WHEN CONFORMITY IS A RULE OF THUMB, HONEST CONTENT IS A REBELLIOUS ACT THAT IS INSTANTLY RECOGNIZABLE.



Now, another reaction to a flood of generic content is the focus on personalization. This is both a way of getting your content noticed - and getting it to actually be engaged with. Which is getting harder and harder as audiences are sick and tired of content - and even more sick of generic content that isn't for them. In such a world, things like ABM will become a larger marketing trend that helps companies reach through the ether - and personalized content will become key to drive content results.

The good news is that AI can help you create personalized content at scale - and make it ready to be edited by a human being. The bad news is that you better do your own research, persona creation and segmentation. The AI simply cannot know you and your audience like you do. I.e. you should choose what the AI should do and what it shouldn't do - just like you should when creating humanized AI content.

3 ways to give your audience a personalized experience

1: Offer a personalized web experience

Websites tend to be generic, made to work for most about everyone who visits them. The problem with that is that something that tries to attract everyone tends to be bland and unnoticeable - it is made for everyone and attractive to no one. Now, a generic web may still have a place, but it should be complemented by a personalized web experience that is tailored for specific audiences. Something that can either be done with modern AI tools like Rek.ai, tailored, digital rooms from SP_CE - or other smart tools that help you present exactly what a specific audience needs.

2. Content, made for target accounts

By going with a strategy like

Account Based Marketing, and creating and sharing personalized campaigns and content pieces made for specific industries or potential customers, you can slice right through the noise of bland, generic content pieces. It takes a little bit longer and requires a laser focus, but in 2024 it can also be made easier than ever - with AI.

3: Predict future needs and trends

By using predictive analysis and forecasting what will be talked about; what will be needed, you can have an easier time positioning yourself as a relevant thought leader. Just be mindful of the fact that predictions are probably based on existing trends and will not be 100 % accurate.

In other words, use predictive analysis to get a forecast, an idea of what will be needed or talked about by a certain segment or customer cluster, but don't trust it blindly.

TREND #3

AUDIO

CONTENT



WHEN YOUR AUDIENCE IS ON THE MOVE, YOUR CONTENT NEEDS TO ACT
ACCORDINGLY

MAKE. CONTENT. AUDIBLE.



Your audience don't engage with content like they used to. Just like everyone is drinking coffee, kombucha or ginger shots on the go, they are consuming content while doing other things, moving from one place to another. This trend will only grow, and we're bound to see more and more audio content being produced and used. After all, audio like podcasts are perfect for professionals who consume content while driving to work or running on a treadmill.

To your right you can see 3 ways to start using audio in your content machine right now.

3 ways to start using audio content

1: Podcasts for thought leadership

Everyone has a podcast these days - and for good reason. It lets you focus on a problem area or topic that your audience is interested in, provide valuable insights and invite other people in your community to participate (another trend we'll get to in a little while).

You can even slice your podcast in short snippets of value, to make your content even more suitable for a time when attention spans have shrunk significantly.

2: Make audiograms

Take your podcast or other audio content and make an audiogram to share on social. It will combine the power of audio with the pull of a moving image.

3: Audio articles and blog posts

Make your brand story or blog posts into a piece of audio. It won't just help make your content available to more people, but will also mirror the feeling of hearing someone tell a story. Just be mindful of using AI voices. They tend to SOUND like an AI, which can make your content feel distinctively NON-human.

TREND #4 SHORT CONTENT FOR SHORT ATTENTION SPANS

WHEN YOUR AUDIENCE HAVE A SHORTER ATTENTION SPAN AND DON'T WANT TO INVEST AS MUCH TIME, VIDEOS WILL NEED TO BE SHORTER AND MORE VALUABLE.

Video has reigned supreme in the content world for quite some time. It still does, in a way: people are still drawn to movement and it's easier to get people to watch a short video than read something like a longer blog post.

The issue is that it's getting harder and harder to get people to invest their time in longer videos. People are stressed and have a harder time focusing for long stretches of time. They also tend to consume things on the go, while doing other things, which makes it difficult to get them to watch, say, a 3 minute video in one sitting. The answer to this problem is shorter videos that can be consumed in mere seconds.

This move to short video will also be fuelled by AI advancements: AI can't quite create long-form videos, but there are already tools that can create short videos.

Meaning that we won't just need to make out videos shorter - but will also be able to make them at scale, with AI.

Now, as this becomes more and more common, another format will also serve as a viable alternative - the GIF, a format that has largely been ignored for everything more serious than showing loops from Seinfeld.

The reason? Well, gifs tend to play instantly. They can be consumed

in mere seconds and automatically start over - letting your audience see it a second time without having to do anything.

Wondering where to start? You can try AI tools like Runway or take one of your longer videos and slice it into short snippets made to be shared on social media. You can even create gif versions of them or share highly personalized gifs made for specific audiences.

That way, you get a chance to not just make your content suited for your audience's attention span - you also get something personal that will catch their attention and be relevant to their needs and pains.

3 REASONS TO USE GIFS IN 2024

A GIF IS INSTANT

A gif requires that you show value right away, that you pull your audience into an engaging world that they're actually interested in. Combine this with the instant nature of a gif; the fact that it plays immediately and loops to infinity, and you have a good chance of getting your audience to watch and understand your content.

A GIF CAN COMPLEMENT LONGER CONTENT

Content marketing is as much about providing value as it is about catching your audience's attention - something that will be so much harder to do in 2024. With that, you can try and create gif previews of longer content pieces, like product videos, blog posts or whitepapers, and use them when sharing your content in emails or on social media. That way, you have short-form content that complements your long-form, and that increases the chance that your content is actually consumed.

A GIF IS UNEXPECTED

Gifs are severely under-utilized for more serious content pieces and b2b marketing. With that, you get the element of surprise and can get your audience to stop for a second - which is all you need to pull them into your world and make an impact.

TREND #5 ORGANIC CONTENT AND COMMUNITIES



Make your audience part of the conversation - and keep them hooked on your content.

Times are tough and they will remain like this for a while. This translates to content-marketing machines that are lean and mean; that get as much as they can for every dollar they spend.

The big guys will still be able to afford a high-cost marketing apparatus with a lot of sponsored posts, pricey lead forms on LinkedIn and a substantial PPC machine. The smaller/mid-sized companies, on the other hand, will move to an organic-first approach that includes a focus on value-driving blog posts, organic social pushes and communities.

The latter could mean building an audience of engaged readers who interact around your content, that transform from their previous

state as an "audience" and become active "community members".

3 ways to work with content communities

1: Hold interactive webinars and podcasts

Invite members of your audience to a panel for your next webinar and let other members of the community ask questions - either beforehand or during. The same thing can be done with the previously mentioned podcasts to drive community engagement.

2: Encourage audience-created content

The dream is to have your audience create content for you - and about you. Even if you're not Adobe and have users create tutorials for you, you can encourage your audience to contribute to the conversation, writing guest posts, doing joint podcasts etc.

3: Create a content network

Create a digital network in some format, where you can share content, experiences and questions with the community. That way, you can create a community where people interact, share knowledge and talk about the areas your content focuses on (SP_CE is one way to get that kind of environment)

Trend #6 The return of analog

A yellow humanoid robot with blue eyes is sitting at a desk, reading a newspaper. The robot is positioned in the center of the frame, with its body angled towards the right. The background is a blurred office setting with a framed picture on the wall.

Digital is amazing. The problem is that the digital world is flooded with content and people have such an easier time ignoring things on a screen than in real life. Because of that, content marketers will need to be creative in 2024 - and use a combination of digital and good old-fashion analog content marketing to get through to them.



I am not saying you should do only analog. Digital is here for a reason and tends to be a great way to distribute a lot of content to a lot of people - and actually have them read it. The issue is that it's too much of it - and that it's expected. By combining digital efforts with analog stuff like sending physical magazines to mailboxes, hand-writing postcards, creating creative

stories for newspapers etc., you can cut through the noise in 2024 and beyond. Getting your audience to actually see your content - even when they're sick and tired of content.

The trick? Make it better than it was. Create a personal connection with the hand-written letter (that's next-level personalization), sent to key people at select

accounts (that's next level ABM). Create and share beautiful magazines, stand on trade fairs with literal books, use huge signs - whatever gets your content consumed without intruding on your audience's privacy.

It may be a little bit pricier, but combined with a cost-efficient ABM approach it can be truly successful in 2024.

Content trends in 2024

Predictions from the **experts**



"DESPITE BEING A MORALLY POLARIZING TOPIC, GENAI CONTENT TOOLS WILL BECOME MORE AND MORE COMMON. THE BALANCING ACT OF INCORPORATING AI IN YOUR CONTENT STRATEGY TO ACCELERATE AND AUTOMATE CREATION AND DISTRIBUTION WITHOUT COMPROMISING ON QUALITY WILL BE A CORE FOCUS FOR MANY CONTENT TEAMS IN 2024. AND CONSEQUENTLY, IT WILL HAVE A HUGE IMPACT ON AGENCIES AND FREELANCERS. MEDIOCRITY WON'T BE ACCEPTED ANYMORE SINCE THERE IS A CHEAPER AND FASTER ALTERNATIVE."

THOMAS IGOU, HEAD OF CONTENT MARKETING
DIGITALROUTE



"I THINK PERSONAL BRANDING WILL BECOME MORE IMPORTANT"

ANDERS HERMANSSON, CEO
BUSINESS REFLEX

Content trends in 2024

Predictions from the **experts**



IN TIMES WHEN WE ARE GETTING SPAMMED BY AI IN ALL SORTS OF WAYS, MY PREDICTION FOR 2024 IS THAT MARKETERS HAVING FIRST-PARTY DATA IN THEIR STRATEGY WILL CUT THROUGH THE NOISE. THINK TAILORED MESSAGES, A CUSTOM-MADE WEBSITE EXPERIENCE, AND APPLYING ANALYTICS TO ANTICIPATE FUTURE CUSTOMER BEHAVIORS AND TRENDS.

JOHANNA PIHL, DIGITAL STRATEGIST
BUSINESS REFLEX



"I THINK WE'LL SEE A NEW TYPE OF CONTENT EMERGE AS BRANDS BUILD THEIR AI-PERSONALITIES AND MAKE THEM AVAILABLE, NOT JUST IN THEIR PRODUCT, BUT ALSO AS MARKETING PIECES"

PER CLINGWELD, HEAD OF GROWTH
ZAPLIFY

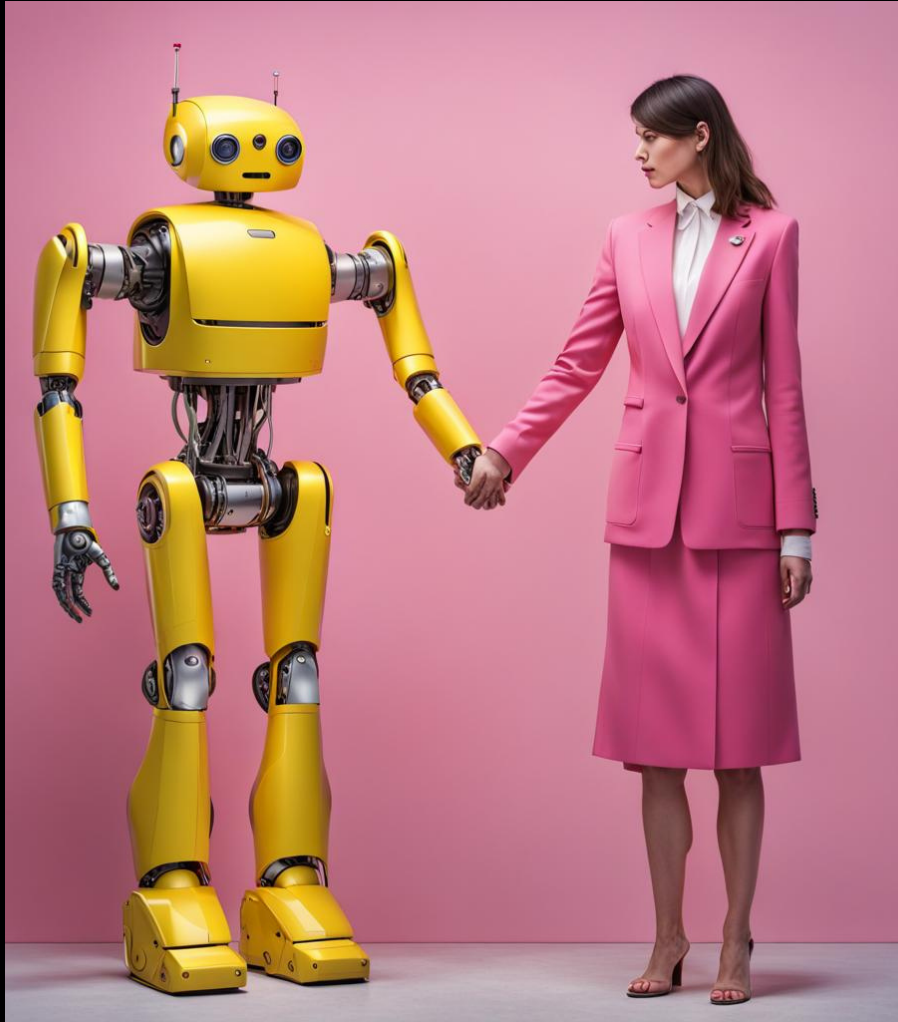
Content trends in 2024

Predictions from the **experts**



"I'M QUITE SURE WE'LL SEE A LOT MORE ABOUT AI, BUT HOPEFULLY WE WILL SEE A TRANSFORMATION WHERE WE TALK MORE ABOUT THOSE WHO ARE GREAT AT WRITING PROMPTS TO GENERATE QUALITATIVE CONTENT AND LESS ABOUT ALL THE TOOLS AND NEW FEATURES. I DON'T THINK AI WILL TAKE ANY JOBS, I RATHER THINK THAT THOSE WHO WORK WITH CONTENT TODAY NEEDS TO ADAPT FOR A NEW KIND OF ERA."

TERRY TRÄFF, DIGITAL STRATEGIST
TRIBION AGENCY



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