



Fellow Marketer,

In a recent Gartner study, nearly 90% of B2B customers surveyed agreed that the information they encountered as part of a purchase was high quality. However, where they struggled in the process before buying was making sense of all the information.

The marketing leaders I speak with on a weekly basis are struggling with the same feeling. There's an overwhelming amount of information, options, and ideas – *where should they focus? Which marketing channels are the most successful for their business? What's the opportunity cost? How can they help their own prospective customers make sense of it all?*

There are tons of trends, mountains of data, endless messages, loads of feedback, and innovative ideas clawing for our attention. And we're all victims of shiny object syndrome (who else got addicted to Wordle this month?) so it's easy for us to get distracted and feel as if we're focusing on the right areas, when in fact, we're getting further and further from making progress.

So as you're creating your marketing strategy and plans for 2022, prioritize simplicity and consistency. You can do this by focusing on [the sensemaking approach](#).

Actively seek out relevant resources and information. Then clarify the information by asking questions and taking a critical look at the information you're consuming in comparison to your goals. From there, you'll be able to take a focused approach to deciding where to focus.

For example, you may want to invest in YouTube and video production this year. And you also want to create your own, monthly email newsletter. So if you're prioritizing simplicity and consistency, your course of action could look like this:

You'll create your email newsletter in Q1, build your list for a few months through consistent publishing until you have a large enough audience who will be interested in the videos you start to create in Q3.

By taking this approach to your information gathering and decision-making, it's easier for you to organize, analyze, and prioritize. Prioritizing simplicity and consistency will lead you to making the right decision for you, your business, and your customers.

So, what will you focus on this year? How will you apply sensemaking to your marketing strategy and tactics?

Respond to this email and let me know what you come up with! Looking forward to hearing what decisive actions you're taking for 2022.



*Janet*

**Janet Mesh**  
CEO + Co-founder of Aimal

## News You Can Use

- From a cookieless future to the metaverse, here are [9 trends that will steer marketing in 2022](#).
- It's time to refresh your product review pages. [Google's December 2021 Product Reviews Update](#) is making moves to rank high-quality content on often-overlooked content. [This article by SEMrush](#) shares a ton of insights on what this means for your website.
- Keep an eye on Capitol Hill. [The Banning Surveillance Advertising Act](#) could affect how tech companies serve ads to their users.
- Breaking down the bias — Social media has more influence on buying decisions than you may think. This report by Sprout Social reveals that [80% of consumers agree](#) brand awareness makes them more likely to buy on social media.
- YouTube may jump onto [the NFT bandwagon](#), giving creators more opportunities to explore emerging technologies and different revenue streams.

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## Take Action: Invest in Yourself in 2022

*Each month, we'll challenge you to take one action to improve your marketing skills.*

It's one of my goals to improve my public speaking skills so I can apply this skill into Aimal's marketing. And I've been wanting to apply for this public speaking course for over two years. **Two**

**years!**

It was easier to come up with excuses instead of making the commitment:

*I don't have enough time.*

*It's not worth the cost and energy.*

*You're better at writing... stay in your comfort zone.*

*Who wants to listen to me talk anyway?*

So a few weeks ago, the organization that offers this training sent their annual email encouraging their audience to step up and join their 8-week course. Instead of letting my excuses take control, I made the decision to sign up right then and there.

**As you think of your personal and professional goals, how will you invest in developing your marketing skills this year?**

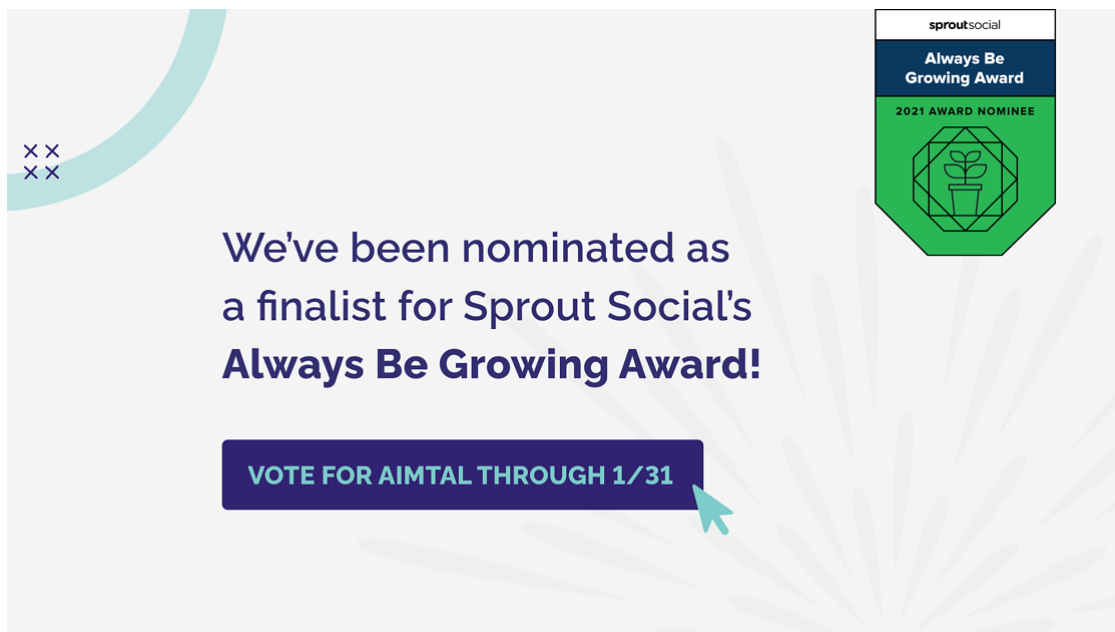
Here are some ideas to get your gears turning:

- Sign up for a creative writing course
- Take [a HubSpot Marketing course](#) and get certified
- Commit to reading at least one marketing book (or listening to an audiobook!) per quarter

What matters is that you make the commitment, take the action, and invest in yourself.

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**Hot Off The Press: We're a finalist in the Sprout Social Partner Value Awards 🎉**



We're honored and humbled that Sprout Social selected Aimalt as a finalist for its [Always Be Growing' 2022 Partner Value Award](#) 🏆

2021 was our biggest year yet — we achieved all of our high-growth goals by growing a remote-first team, developing new speciality areas and services (especially for social advertising, demand generation, and video production) and expanding our client base. In order to win, we need your vote.

**Please take 10 seconds to vote for Aimalt by Monday, January 31st.**

**Vote Here**

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This is the first 2022 issue of the Aimalt newsletter! We're planning a ton of great content for this year and would love to hear what you're interested in learning more about. Reply to this email and let us know what we can consider exploring and researching for you.

In the meantime, connect with us on social media for weekly updates and insights:



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