

# Resources for Digital Marketing 2022 Trends

## Conversational Marketing

- Blog - [How to Include the iOS 15 Update in Email Marketing Education](#)
- Blog - [The Beginner's Guide to Conversational Marketing](#)

## Short-Form Video

- Blog - [Incorporating TikTok Into Your Class: 3 Assignments to Consider](#)
- ["Essentials of Social Media Marketing" courseware chapter 11](#)

## Influencer Marketing

- Webinar Recording - [How to Teach Influencer Marketing and Create Engaging Projects for Students](#)
- Webinar Recording - [Embracing Our Inner Influencer: How Can Educators Use Social Media for Personal Branding?](#)
- [2021 State of Influencer Marketing Report](#)

## Freemium

- ["Content Marketing Strategies" courseware chapter 8](#)
- Blog - [10 SAAS Companies Who Rocked the Freemium Model](#)
- Blog - [How to make the Freemium model work](#)

## Touchless Payment

- Blog - [The top 5 advantages of contactless payments](#)

## Other Resources

- Blog - Stukent's monthly ["Digital Marketing News You Can Use"](#)
- [Google Trends 2021 Report](#)
- [Stukent Expert Sessions](#)
- ["SEO: Strategy & Skills" courseware chapter 15: The Future of Search](#)