

# *What's Next: The Top PR & Marketing Trends for 2022*

---

Presented by  
Aquila Mendez-Valdez of @HauteInTexas



HAUTE  
IN TEXAS



# *About Me*

- Texan since 2010
- Blogger for over 10 years at [hauteintexas.com](https://hauteintexas.com)
- Launched Haute in Texas, an Award-Winning PR and Marketing Agency In 2014 ([hitpr.com](https://hitpr.com))
  - 2019 Texas Trailblazer Award
  - 2020 Stevie Award Winner
  - 2021 PRSA Del Oro Award Winner

Aquila Mendez-Valdez  
of @HauteInTexas



**HAUTE**  
IN TEXAS



# *What is your business and how is 2022 looking for you?*

LET'S TALK ABOUT IT!



How has COVID changed things?



What are your PR and marketing ?'s



Are you looking to make a change?



# *The most recent recommendations for BIG social media impact*

---

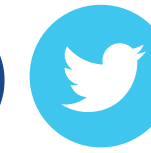
- Reactive Content vs. Proactive
- TikTok, TikTok, TikTok and Vertical Videos
- Livestream Shopping
- Inconspicuous Brand Activism
- Radio Silence?



# *How media pitching will evolve in 2022*

---

- Crypto and NFT story lines will dominate
- Are you connected to the metaverse?
- Podcasts, podcasts, podcasts
- Amp up your media kit for a stretched-thin newsroom
- LinkedIn outreach for reporters
- The rise of brand publications



# *The future of influencer marketing*

---

- Brands picking up the one-off viral Influencer
- Dropshipping merch and M-Commerce
- LTK Announces Investment by SoftBank Vision Fund
- UGC-only campaigns
- Diversity-first campaigns
- More efficient paid budgets - less creators, more value



# *How brands are successfully connecting with their audiences (even in continued turmoil)*

---

- Experiential marketing - even online
- Bring some humor and levity to the moment
- Show you're taking climate change seriously
- Hire a diverse team



*Thank you!*

---

HOW TO GET IN TOUCH

SOCIAL MEDIA

@HauteInTexas

WEBSITE

HITpr.com

EMAIL ADDRESS

aquila@hitpr.com

