



Top Upcoming Trends to Follow for Web Design & Social Media Marketing in Dubai



You cannot possibly think of creating an online identity for your business without a website. It's your business virtual address; the starting point of your digital marketing initiatives. We might as well add that not just any website would be enough. Your online business platform should have a captivating design backed by a clear layout and user-friendly interface to make it appealing to the targeted audience. In case your website is lacking either of these, a web design company in Dubai can fix it for you.

If the website is the foundation of your brand's identity, then social media marketing is how you spread the word about it. Facebook, Twitter, Instagram, TikTok, Pinterest, LinkedIn, YouTube, and likewise are the most effective tools you have at your disposal to raise brand awareness. Social media marketing in Dubai completes your digital marketing agenda, which ultimately leads you to business growth and success.

The most fascinating aspect of web design and social media marketing is that the strategies employed are far from static. They keep developing and evolving over time. So, what was effective in 2021, might not work out as well in 2022 and a digital marketer needs to be aware of these trends and changes.

On that note, this blog will shed some light on the upcoming trends in social media marketing and web design for businesses to follow.

Upcoming Web Design Trends

- **Colorful Optimism:** Businesses are already going through a down phase of constant market fluctuations post-COVID. A weak website is the last thing you need. So, as per predictions, bright colors, fun shapes, and optimistic designs are the trends of 2022.
- **Black and White Elegance:** Want to keep it simple and elegant? One can never go wrong with the timeless elegance of black and white. There are lots of creative areas to explore with just those two colors.
- **Bold Typography:** Keep the words to a minimum and go bold with the typography.

Upcoming Social Media Marketing Trends

- 2022 is the year of TikTok. *In 2021, it received the highest downloads of 3 million worldwide, with a 61% increase in mentions. Do take that into account when planning your social media marketing.* (SOURCE: https://offers.hubspot.com/social-media-trends-report-2022?hubs_post=blog.hubspot.com/marketing/social-media-predictions-2017&hubs_post-cta=3%20million%20global%20downloads)
- If you own an ecommerce business, you might want to start a social media store, allowing your potential customers to buy directly from the social media platforms. Invest more in social selling.
- Do not ignore influencer marketing; it should still be one of your top priorities in 2022.

Conclusion

On a concluding note, before you start planning your digital marketing for 2022, discuss the use of the above-mentioned tactics with your social media marketing and web design company. Still don't have a website or a professional to take care of your online marketing? There was never a better time to invest more in that direction. Start by hiring a reputed company specializing in [web development](#), digital marketing, and [social media marketing in Dubai](#).

Take a look at the services offered by [Sociallight Digital Marketing](#). It is known for its innovative solutions. Book a consultation today and take one step forward towards the digital success of your business.

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