TRENDS CHANGING THE MARKETING LANDSCAPE

Over the years, the marketing landscape has continued to evolve with every technological advancement – presenting businesses with more opportunities to impactfully reach their target audiences. Much of the rewards are reaped by the early adopters, while those who fail to keep up can lag behind their competition.

Here are 4 marketing technology trends you should be aware of as you work to stay ahead of the competition:

Marketing Automation [1-4]

Marketing automation is the practice of utilizing software to automate repetitive and menial tasks.

60% of professions can automate at least 30% of their day to day activities with the right platform.

60%

Marketing automation increases sales productivity by 14.5%, while reducing marketing overhead by 12.2%.

14.5%

45%

Research shows that 45% of tasks done by paid professionals can be automated.

63%

Among companies that improve their competitors, 63% are using marketing automation.

Marketing Automation at Work

MULTICHANNEL PROGRAMS

Multichannel marketing can automatically take advantage of different digital touchpoints to reach consumers. With marketing automation platforms, you can design workflows based on important customer interactions that trigger branded messaging. This can include, but is not limited to, SMS, social ads, and emails, and even phone calls. Here are a few examples:

REMARKETING & CART ABANDONMENT EMAILS

Many email marketing platforms allow marketers to send automated remarketing emails that can squeeze conversions from "lost" leads.

ONBOARDING EMAILS

Upon obtaining new leads, sending an automated onboarding email is a great way to kickstart their journey and accelerate the nurturing process.

SOCIAL MEDIA

Marketing automation has an interdependent relationship with social media. With analytics data obtained from social networks, marketers can schedule branded messages that can reach customers at the most opportune time.

SMS

The benefit of SMS as a marketing touchpoint is the high viewability and immediacy of text messages. In multichannel marketing, these can be follow-up messages, order acknowledgments, special offers, or mobile ads.

DATA MANAGEMENT

Some marketers continually track customer interactions to allow for proper lead segmentation or scoring. This can be done with the help of lead management platforms with integrated automation features:

Lead Segmentation in Email Campaigns

Robust email marketing platforms like GetResponse or MailChimp can move leads to a different campaign based on specific actions, such as clicking a link, changing their city, or opening an email.

Lead and Customer Relationship Management

Automation ensures human error and time constraints doesn't impede with customer relationship management. A CRM software like Zoho can be used to track customer conversations through emails, social media, website actions, and so on.

This data is then used to determine the most relevant marketing content that will push them down the sales funnel – all the way to the point when they are ready to make a purchase.

Artificial Intelligence [5-10]

Today, technologies that implement machine learning and "natural language processing" (NLP) make it possible for marketers to automate customer interactions in a more dynamic manner. Sentiment Analysis, for example, is the process of using NLP to better understand customer journeys based on the tone of their sentences. One way to conduct sentiment analysis is to mine the internet for brand mentions and collect the general opinion of users on a particular content or ad.

According to the 2017 Economist Intelligence Unit Report, **79%** of business executives believe their work will be made easier with AI.

According to Forrester Predictions 2017, businesses that utilize AI-powered insights will steal up to **$1.2 trillion per annum** from their competitors.

30% of all companies will integrate AI in at least one of their main sales processes by 2020.

Gartner predicts that, by 2020, **85%** of digital customer interactions will not be handled by humans.

A.I. at Work

PREDICTIVE SEARCH

Search engine results usually serve as a starting point for customers on a company's sales cycle. Today, search engines like Google use AI to process behavioral data and offer predictive search results to users.

CHATBOTS

Another way for brands to leverage AI is to develop chatbots that can replace live agents for customer service. Programmable chatbots are now available through third-party vendors or online messaging apps like Facebook Messenger.

PERSONALIZED RECOMMENDATIONS

Aside from predictive search, personalized recommendations also utilize machine learning to process usage patterns. You can observe this feature being implemented in services like Netflix, Amazon, and YouTube.

PASSIVE USER INTERFACE

Customer experiences can now be optimized in real time with the help of Passive User Interface (PUI). The Spotify app, for example, acquires PUI data from fitness trackers to create customized playlists on the fly.

Experiential Marketing [11-15]

Experiential campaigns aim to engage customers through immersive, real-world events or interactions. They are referred to as "event marketing," "on-ground marketing," or "live marketing." A popular, non-expensive example would be a live product demonstration in a public location.

of attendees agree that an experiential campaign improved their opinion about the company.

74%

of event attendees are more compelled to make a purchase.

70%

of event attendees become regular customers after a successful experiential marketing program.

98%

of all U.S. marketers using experiential marketing, 79% generate more sales.

79%

EXPERIENTIAL MARKETING AT WORK

USING STARS TO BOOST ATTENDANCE

A great strategy to drive up attendance to your experiential campaign is to invite niche influencers or key brand ambassadors. For example, in the Adidas *"D Rose Jump Store"* pop-up store, attendees were asked to win a playful challenge with NBA player Derrick Rose.

TOURING

If your goal is to maximize brand awareness, you can go on tour to bring your experiential campaign to multiple locations. Mountain Dew did something similar with their 43-day "Guerrilla Tour," wherein they drove around the UK, hosted contests, and gave out freebies.

AUGMENTING THE EXPERIENCE WITH TECHNOLOGY

Kiosks, VR stations, and other pieces of hardware can be used as attractions in your event. With the capabilities that these technologies offer, companies can explore out-of-the-box ideas that are also reusable for future campaigns.

LEVERAGE PARTNER LOCATIONS

Planning the best location for your experiential marketing campaign is crucial to success. Back in 2007, *7-Eleven* partnered with *20th Century Fox* to transform 12 branches into *"Kwik-E-Marts"* – a store run by one of the characters in *The Simpsons Movie*.

Executive Branding [16-21]

In the age of online content distribution channels like blogs, social media networks, and publications, authority makes sure your voice is heard among the digital content noise. This is where executive branding steps in – not just for the creation of new thought-leaders, but also for the motivation of a company's workforce.

54% of online users don't trust branded content

81% of them trust blogs

92% trust peer recommendations

- ☑ 65% of online users believe that being searchable is a reliable indication of trustworthiness.
- ☑ Personal branding makes employees 27% more optimistic about the company, while 40% believes in the company's competitiveness.
- ☑ Surveys show that customers are 85% more likely to buy from a brand that supports charity.

EXECUTIVE BRANDING AT WORK

MASSIVE ONLINE PRESENCE

Neil Patel is one of the most iconic marketing thought leaders of our time. To build his online presence, he maintains his own blog, host webinars, and guest posts in multiple sites that align with his niche.

QUOTES

Richard Branson, founder of the *Virgin Group*, keeps his brand alive by establishing his influence and using it to share lessons in entrepreneurship. Some of his memorable quotes today continue to get shared on social media, and cited on different types of content.

CHARITY

Bill Gates is, without a doubt, one of the most influential personalities in the current generation. Apart from *Microsoft*, he is also responsible for the *Bill & Melinda Gates Foundation*, which aims to uplift the lives of the less fortunate across the globe.

Successful marketing requires a combination of brand-building, efficiency, visibility, and user engagement. Understanding the trends above can help you acquire all four. Just remember that the points above are catch-all terms for more specific strategies like email marketing, blogging, event marketing, and providing customer service.

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