

Agenda Overview for Emerging Marketing Technology and Trends, 2015

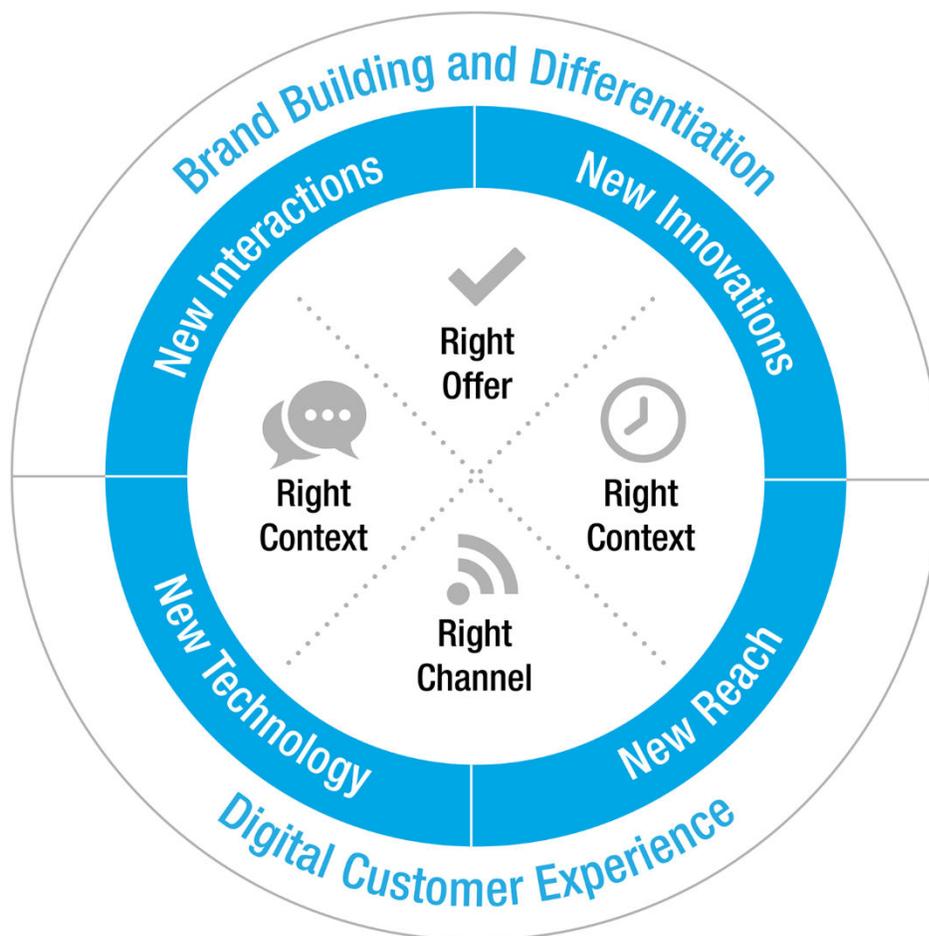
Published: 18 December 2014

Analyst(s): Andrew Frank

The best digital marketers exploit emerging trends and technologies to achieve transformative business outcomes. Gartner's 2015 research helps you evaluate and act on the trends that will have the most impact on your business.

Analysis

Figure 1. Emerging Marketing Technology and Trends Agenda Overview



Source: Gartner (December 2014)

New technologies and trends emerge continually, and many marketers focus tactically on choosing which to try and which to ignore. As a result, their digital marketing evolves gradually, with tomorrow looking much like today. However, technologies and trends that seem to emerge one by one periodically coalesce into a whole new set of scenarios for marketing. When this happens, brands that anticipate these transformational scenarios will thrive; incrementalists will lose out. Gartner's 2015 emerging trends research will sketch the high-impact scenarios we see emerging, showing you how to position your brand for success.

Our 2015 research will describe the most important emerging technologies and how digital marketers will have to use them to succeed in the era of digital business.

Key Issues

- What digital marketing trends and techniques on the horizon will change or disrupt current marketing practices?
- How should marketers evaluate the business potential of a new digital trend or technique?
- How are digital marketers acting on emerging trends and techniques for business advantage?

What digital marketing trends and techniques on the horizon will change or disrupt current marketing practices?

Today, marketers address people's needs and intentions. In the future, marketers will more confidently anticipate people's needs. Under the current scenario, people and businesses interact via search, promotional content, social media and e-commerce. In emerging digital business scenarios, people, businesses and *things* will connect via location-based services, programmed triggers and intelligent agents (imagine an Apple Siri that acts on your behalf). For example, when a window in your house is broken by a storm at night, your smart home system may assess the damage and decide to notify your insurance company of the loss before you wake up. The insurance company, in turn, may work with your digital personal assistant to assign a glass repair contractor and schedule an appointment that morning.

Will your brand be a part of this transaction? Digital business scenarios require marketers to master a new set of disciplines, not simply install new technology:

- Identify scenarios in which your company's offerings could play a role, and work with other companies that might be part of the solution to create value networks.
- Gather data from internal and external sources about who the customer is, what they do, what they like. Use predictive analytics to anticipate their needs.
- Develop systems that can interact with your partners' systems in real time and generate offers programmatically.
- Work with your distribution team to make sure your company can deliver its product or service within the parameters required by the scenario — for example, is scheduled delivery feasible?

Planned Research

Our 2015 research will use "business moments" — scenarios composed of a cascade of interactions among people, businesses, and things — to elaborate new digital marketing opportunities and the emerging trends and technologies underpinning them. We will track such trends in news analysis, Impact Appraisals and Gartner Predicts research. We will track the maturity of emerging technologies in Hype Cycles and on the emerging technology track of Gartner's Digital Marketing Transit Map (see "Hype Cycle for Digital Marketing, 2014"). We will also cover new technology providers in Cool Vendors reports. Established providers also offer emerging technologies that we will cover in Magic Quadrants (focused on particular markets) and Vendor Ratings (focused on particular vendors).

How should marketers evaluate the business potential of a new digital trend or technique?

Marketers that excel in managing innovation for business advantage recognize that new technologies have three distinct levels of impact:

- First-order impacts deliver immediate value to customers and brands by offering more convenience and better experience to the former, and more data and sales opportunities to the latter. Examples include personalized store experiences (both physical and digital) that guide a mobile shopper directly to products of interest.
- Second-order impacts create new revenue streams from aggregated behaviors that can scale beyond the initial service or product. Examples include enhancing product-based digital services and/or making money from high-volume data feeds collected by sensors embedded in devices, products or environments.
- Third-order impacts occur when a technology-enabled trend becomes widespread enough to affect an entire industry or society as a whole, often in a disruptive way. Examples include the potential impact of 3D printing on manufacturing or drone delivery schemes on local retail.

Innovative marketers assess the impact of new technologies on each level and prioritize investments and timing accordingly. They recognize the technologies that are poised for third-order impact by creating new signals that anticipate customer demand and address them with long-term plans without losing sight of short-term opportunities.

Planned Research

Our 2015 research will review best practices for evaluating emerging trends and their relevance. We will expand and update the Gartner Digital Marketing Transit Map and the drill-down report "Travel the Emerging Technology Track in Gartner's Digital Marketing Transit Map." Also, we will provide examples of companies that exploit emerging trends well and offer some toolkits to help with the practical steps of setting up an evaluation program — for instance: "Toolkit: What's the New Black on the 2014 Digital Marketing Hype Cycle?" Finally, we will write about providers of emerging technologies as in "Innovative Tech Providers for Chief Marketing Technologists to Consider."

How are digital marketers acting on emerging trends and techniques for business advantage?

Skilled marketers make use of emerging technologies by applying revenue and savings accrued from first-order impact technology adoption to fund investment in second- and third-order endeavors. Higher-order impacts are likely to require collaboration with business units and strategic partners beyond the compass of marketing, but you can take a leadership role in these collaborations if you:

- Demonstrate capacity to adopt new technologies and experiences that deliver measurable business value.
- Identify and visualize trends and opportunities that will impact business in one to three years.

- Evaluate and prioritize investments by business value and risk.

You need to set up an explicit, regular process for finding and testing emerging trends and technologies (think agile marketing methodologies) that push your competitive edge higher, along with plans to exploit them at scale.

Planned Research

Our 2015 research promises to describe best practices for applying emerging trends and technologies to your critical marketing goals. For example, we recently published "Ensure Emerging Trends and Technologies Advance Your Marketing Strategy," "How Digital Marketers Will Take Advantage of the Internet of Things" and "How to Approach Customer-Focused Digital Transformation." We will base these best practices on what the leading companies are doing today and where they are headed tomorrow. Our continued survey analysis will provide clear pictures of what the innovators are doing to gain a competitive edge.

Related Priorities

Key Initiatives address significant business opportunities and threats, and typically have defined objectives, substantial financial implications, and high organizational visibility. They are normally implemented by a designated team with clear roles and responsibilities, as well as defined performance objectives.

Table 1. Related Priorities for Emerging Marketing Technology and Trends

Key Initiative	Focus
Customer Experience	Customer experience encompasses the sum of all brand interactions across customer-facing touchpoints in sales, marketing and support, across a brand's products, processes — and even people.
Multichannel Marketing	Multichannel marketing represents a coordinated program across digital and traditional media to acquire and retain customers, extend the brand, condition the market and engage communities.
Data-Driven Marketing	Data-driven marketing refers to acquiring, analyzing and applying all information about customer and consumer wants, needs and motivations.
Mobile Marketing	Mobile marketing involves using information about people's context (location, identity, relationships and intentions) to tailor information and products that will increase customer engagement and sales.
Digital Commerce	Digital commerce uses the Internet, mobile networks and commerce infrastructure to execute transactions with consumers or businesses and to support marketing and other activities around these transactions.
Social Marketing	Social marketing is a strategy that uses social media to listen to and engage customers, and cultivate brand advocates. It can shorten product development cycles, boost innovation and increase conversion rates.

Source: Gartner (December 2014)

Suggested Next Steps

- Use cross-functional innovation centers to evaluate new trends and technologies from multiple perspectives; provide measurable incentives for innovation and cooperation.
- Develop a prioritization framework to prioritize research and development investment based on alignment with business goals and risks. Have marketing take the lead in assessing top-line growth potential for emerging scenarios.
- Establish a culture that values learning and insights at least as highly as conditional success; design controlled experiments to test hypotheses and resolve key questions as part of a systematic process of discovery.

Gartner Recommended Reading

Some documents may not be available as part of your current Gartner subscription.

"Toolkit: Digital Marketing Hype Cycle — Engagement on Overdrive"

"Survey Shows CEOs See Leading Role for Marketing in Digital Business"

"Cool Vendors in Data-Driven Marketing, 2014"

"Understand Marketing's Role in Digital Business"

"Realize the Marketing Impact of New Technology"

Agenda Manager Profile



As VP Distinguished Analyst with Gartner for Marketing Leaders, Andrew Frank specializes in best practices for data-driven marketing, including how organizations can use data to drive sales, loyalty, innovation, brand value and other business goals.

Mr. Frank has spent more than 28 years focusing on technology-driven innovation for major media companies, ad agencies, and startups, and the last 15 focused on interactive marketing and Internet development, providing him with knowledge not only of the technologies, but also of the business goals and practices of media and advertising companies.

More on This Topic

This is part of an in-depth collection of research. See the collection:

- Agenda Overviews for Gartner for Marketing Leaders, 2015

GARTNER HEADQUARTERS**Corporate Headquarters**

56 Top Gallant Road
Stamford, CT 06902-7700
USA
+1 203 964 0096

Regional Headquarters

AUSTRALIA
BRAZIL
JAPAN
UNITED KINGDOM

For a complete list of worldwide locations,
visit <http://www.gartner.com/technology/about.jsp>

© 2014 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. or its affiliates. This publication may not be reproduced or distributed in any form without Gartner's prior written permission. If you are authorized to access this publication, your use of it is subject to the [Usage Guidelines for Gartner Services](#) posted on gartner.com. The information contained in this publication has been obtained from sources believed to be reliable. Gartner disclaims all warranties as to the accuracy, completeness or adequacy of such information and shall have no liability for errors, omissions or inadequacies in such information. This publication consists of the opinions of Gartner's research organization and should not be construed as statements of fact. The opinions expressed herein are subject to change without notice. Although Gartner research may include a discussion of related legal issues, Gartner does not provide legal advice or services and its research should not be construed or used as such. Gartner is a public company, and its shareholders may include firms and funds that have financial interests in entities covered in Gartner research. Gartner's Board of Directors may include senior managers of these firms or funds. Gartner research is produced independently by its research organization without input or influence from these firms, funds or their managers. For further information on the independence and integrity of Gartner research, see "[Guiding Principles on Independence and Objectivity](#)."