

Gartner®

Digital Marketing

Conference 2015

Top Emerging Trends in Digital Marketing

**(And Which Will Have the Greatest
Impact for Digital Marketers)**

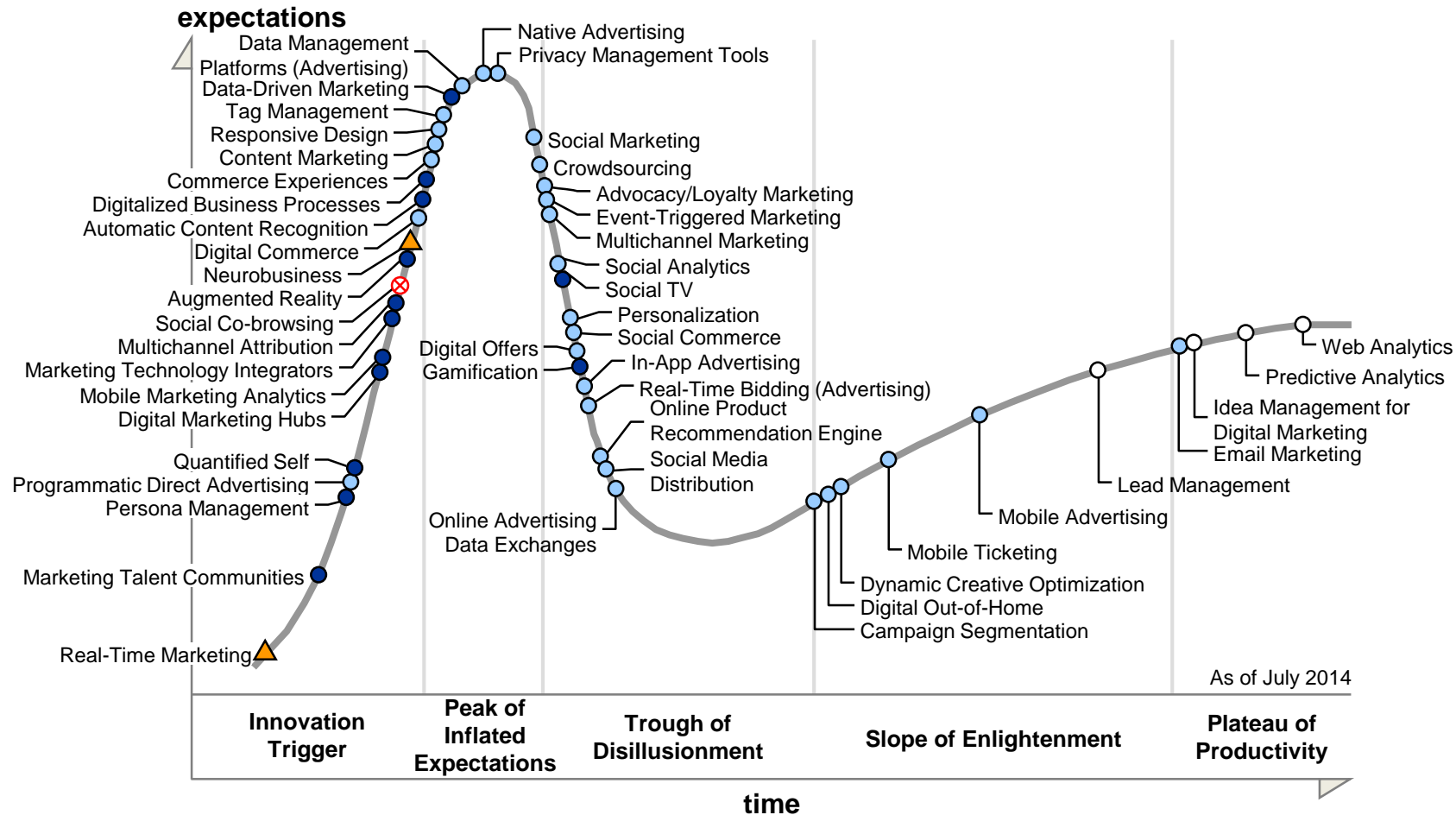
Adam Sarner

Michael McGuire

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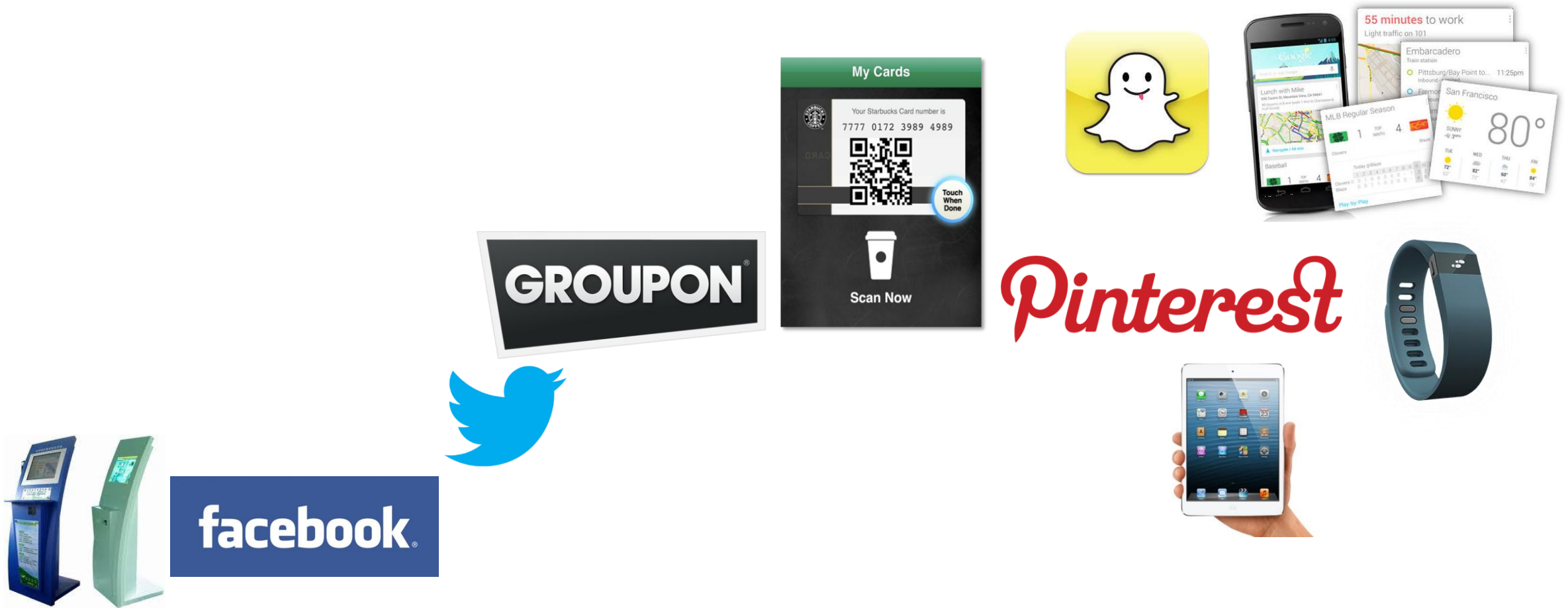
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The Digital Marketing Hype Cycle: Most Trends Will Plateau in Less Than 5 Years



From "Hype Cycle for Digital Marketing, 2014,"
02 July 2014, (G00262698)

Rapid Change Is Fueling Digital Marketing



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And Sometimes Change Doesn't Work



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Which Trends Will Be Most Impactful to Marketers?

5 Underlying Trends

New Emerging Trends

Prevailing Trends

The Purchase Funnel Is Blown to Bits	Real-Time Marketing	Social Marketing
CRM Is Dead	Quantified Self	Advocacy/Loyalty Marketing
The Rise of Big Data	Digital Marketing Hubs	Lead Management
The Rise of Big Content	Multichannel Attribution	Email Marketing
The Experience Economy	Content Marketing	
	Responsive Design	

Which Trends Will Be Most Impactful to Marketers?

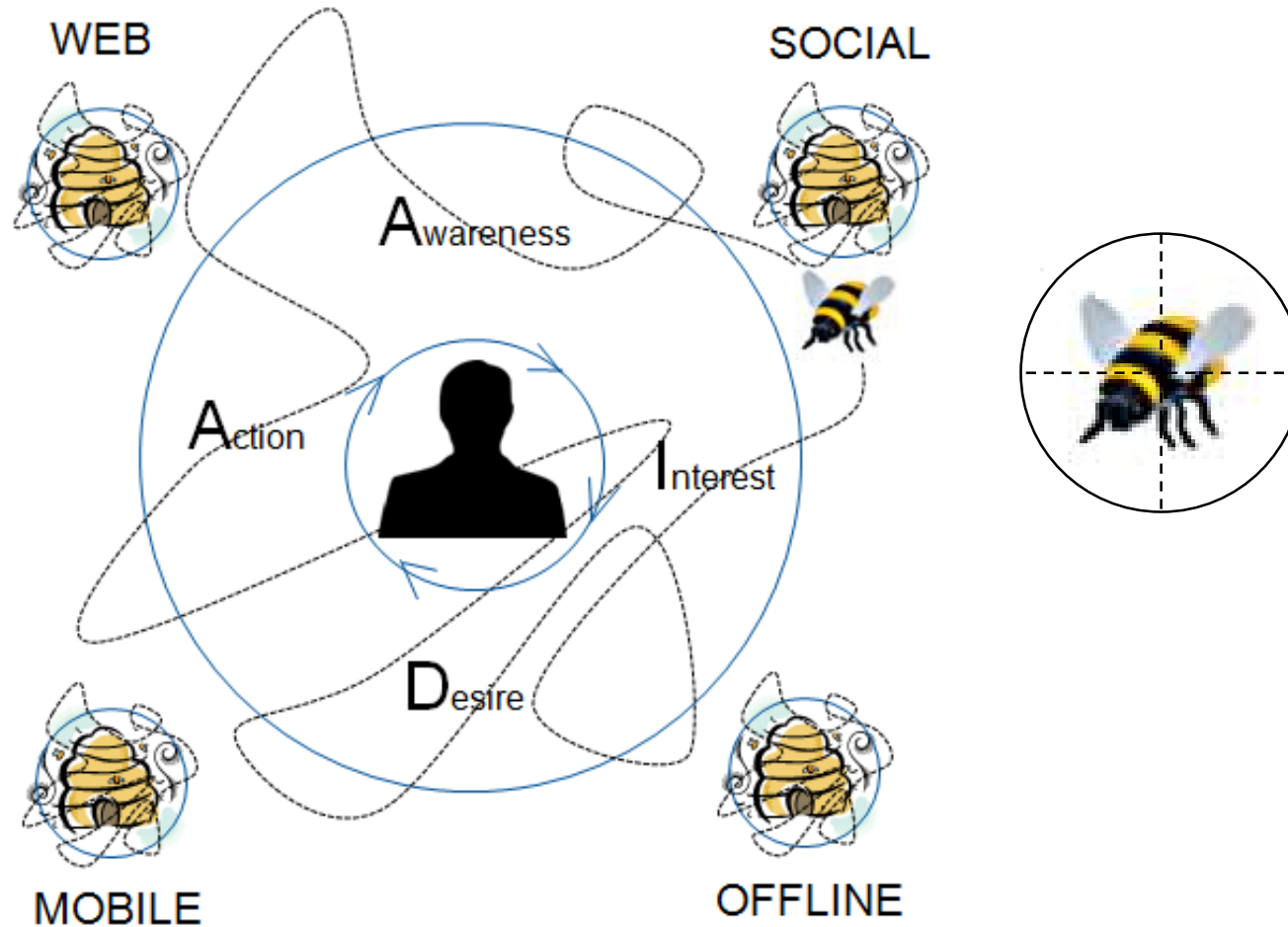
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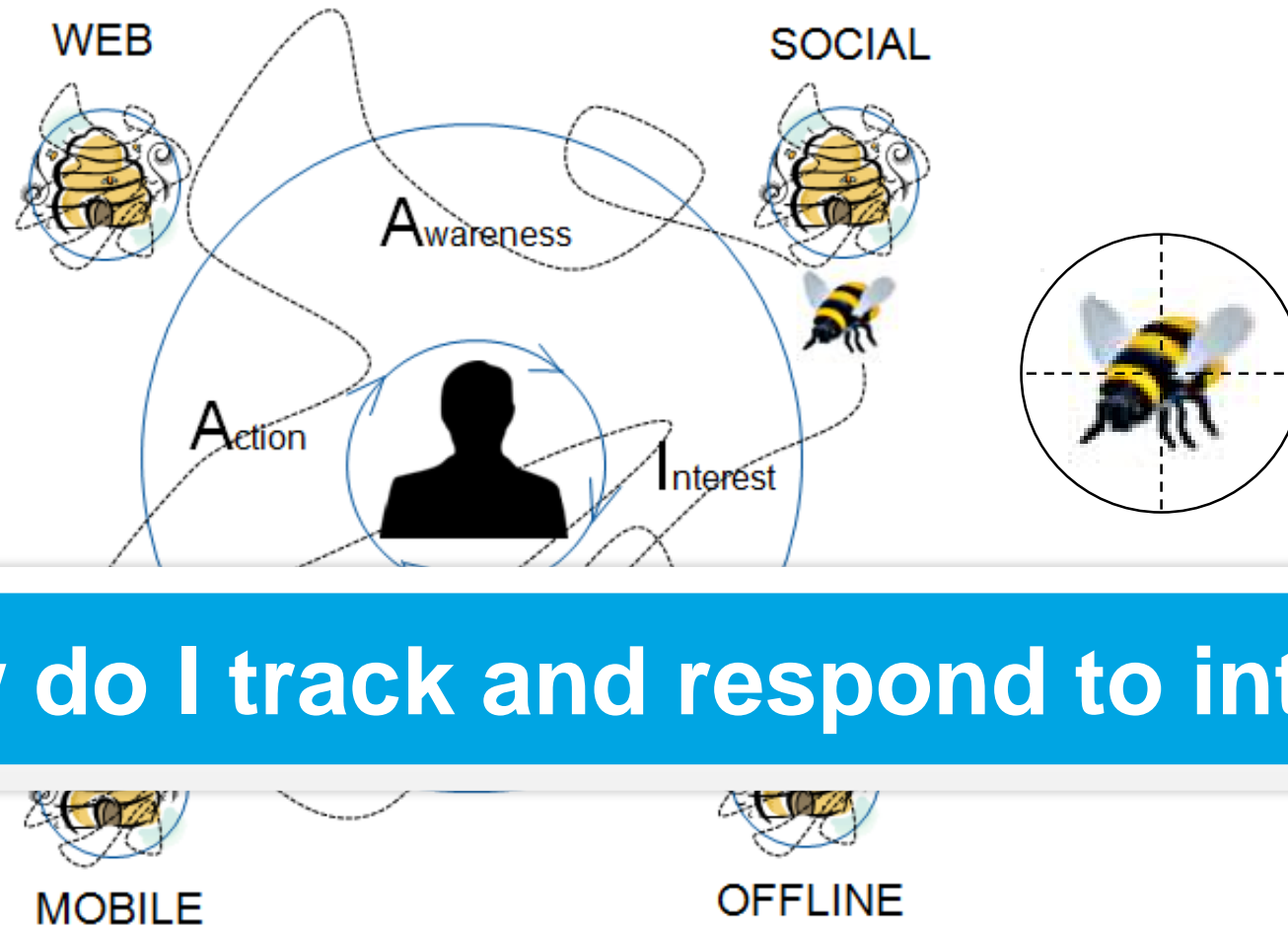
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No. 1: The Purchase Funnel Is Blown to Bits



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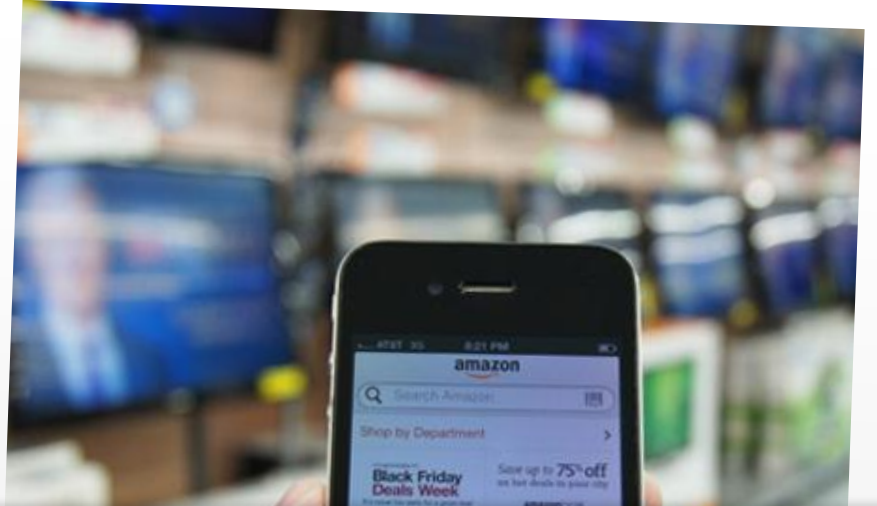


No. 2: CRM Is Dead The Customer Manages the Relationship



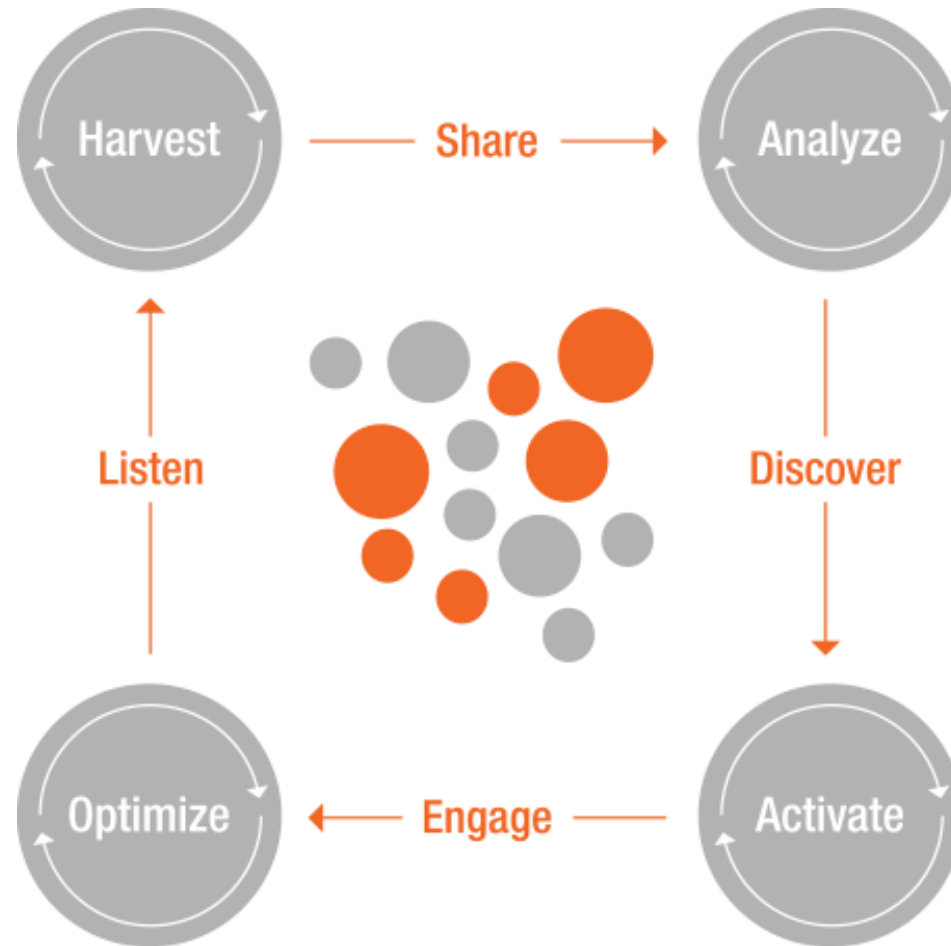
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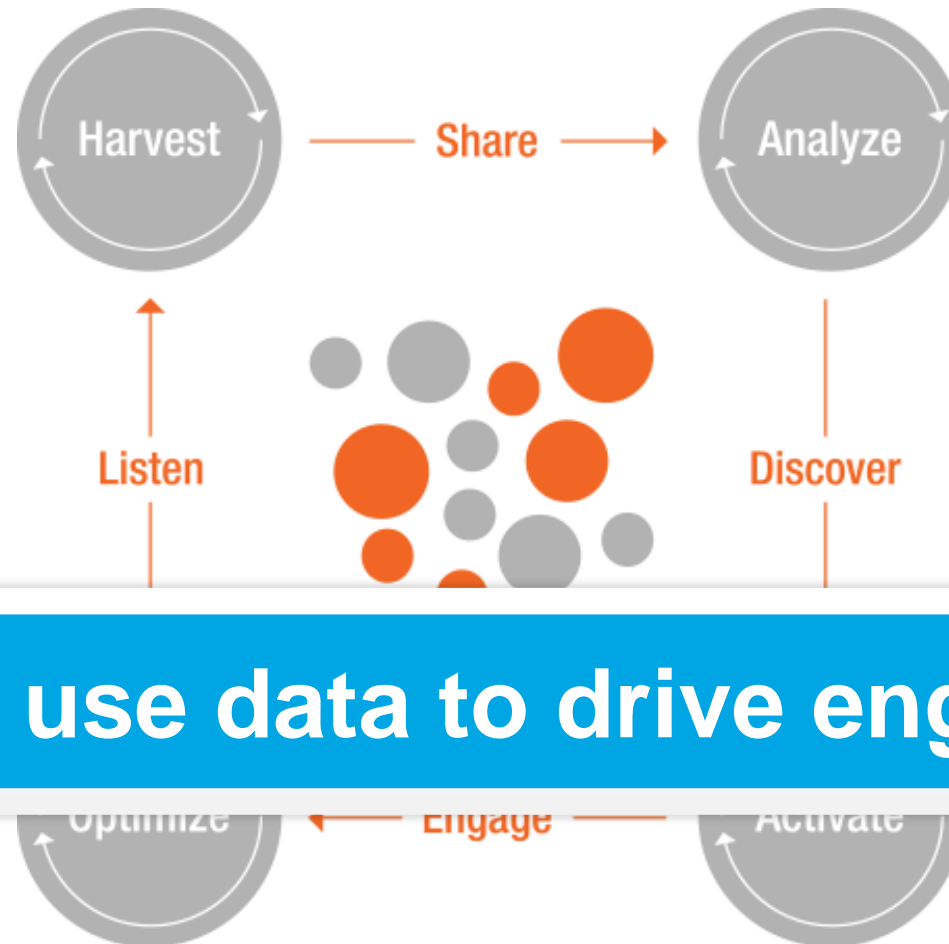


How do you meet customers on their terms?

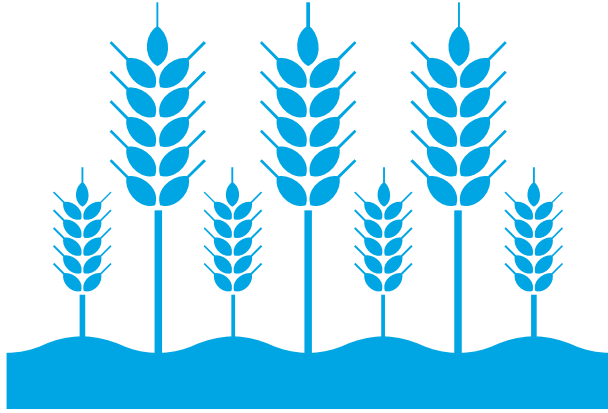
No. 3: The Rise of Big Data



No. 3: The Rise of Big Data

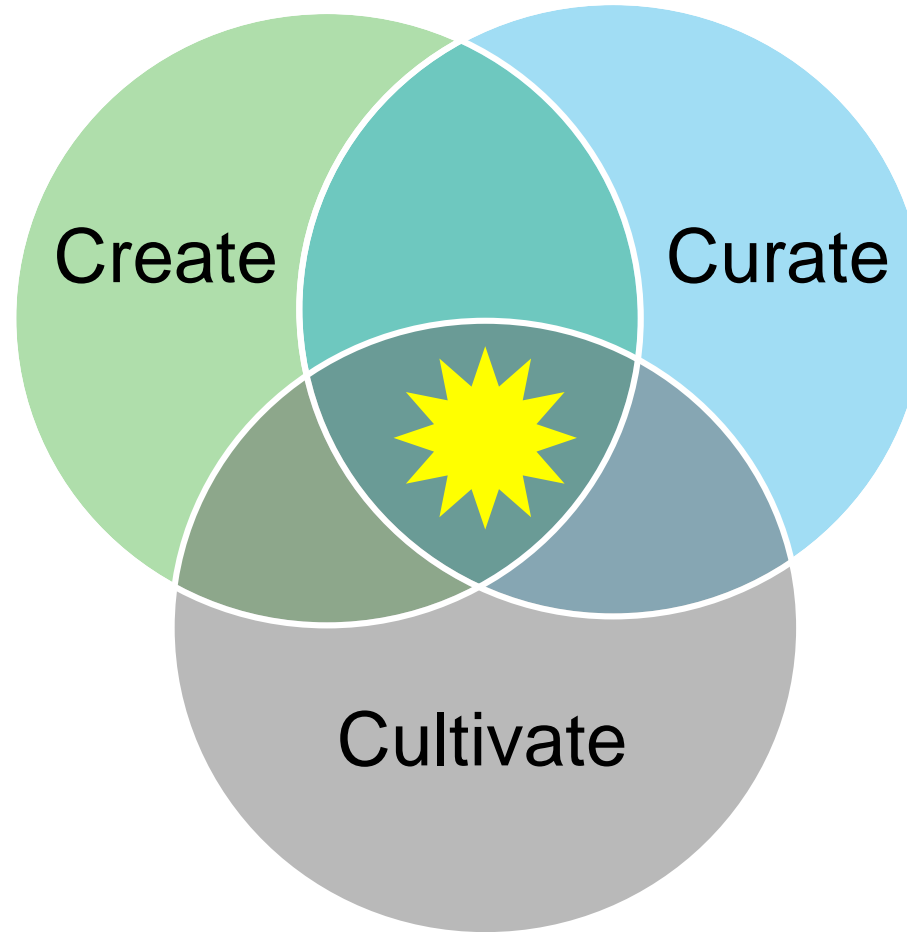


No. 4: The Rise of Big Content

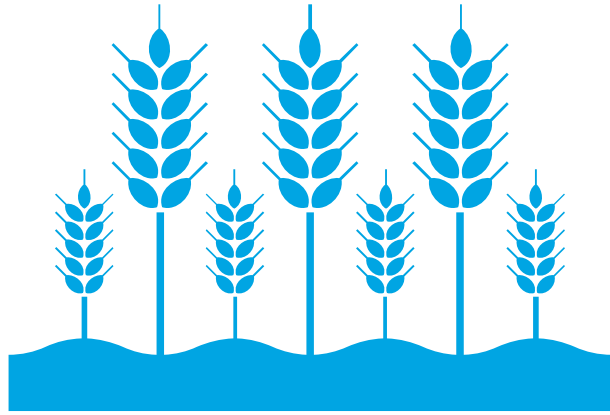


Sourcing:

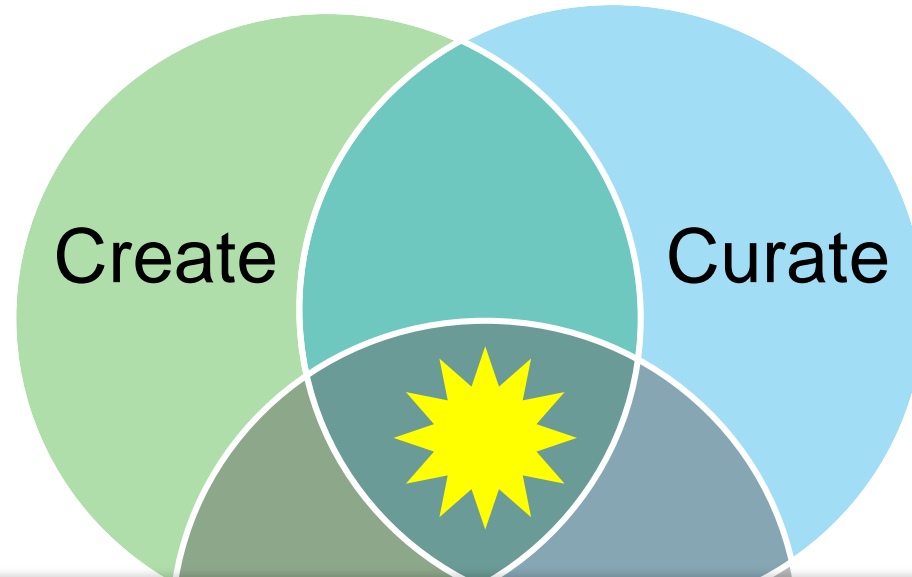
- Creation
- Curation
- Cultivation



No. 4: The Rise of Big Content



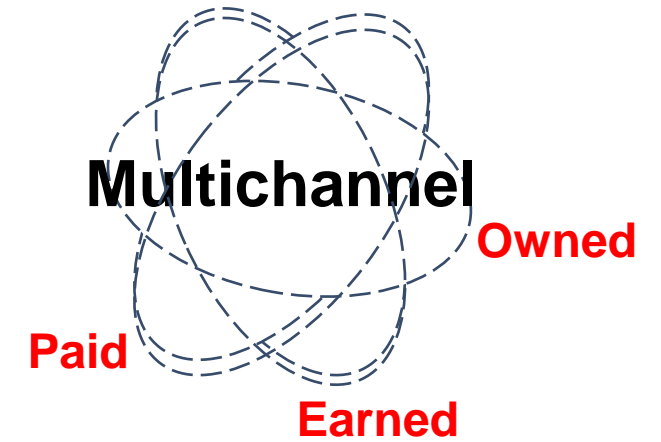
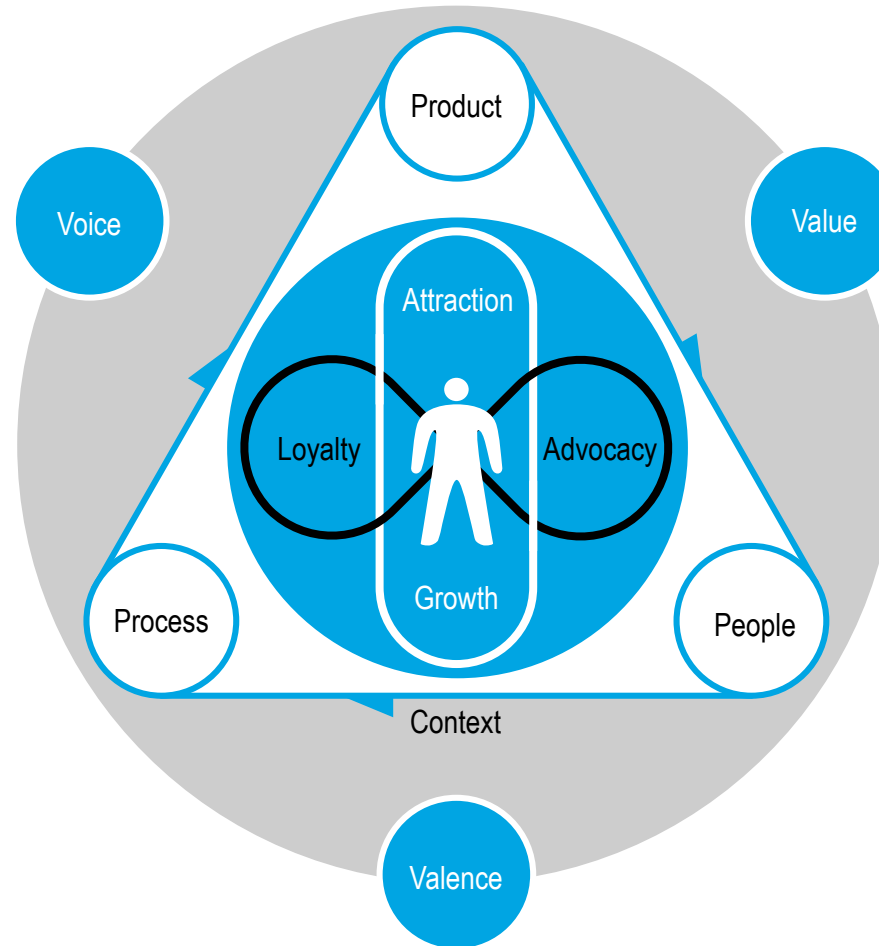
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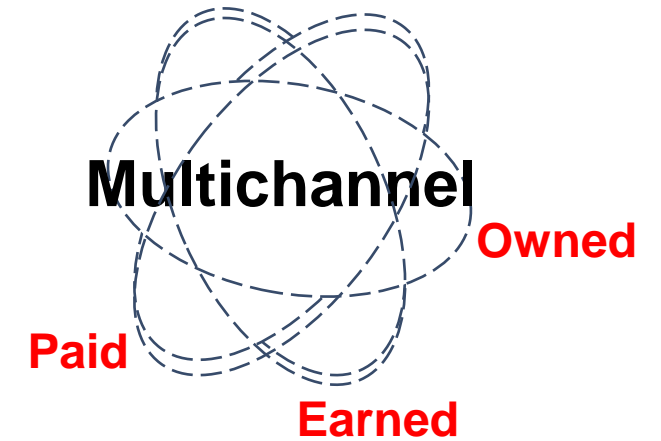
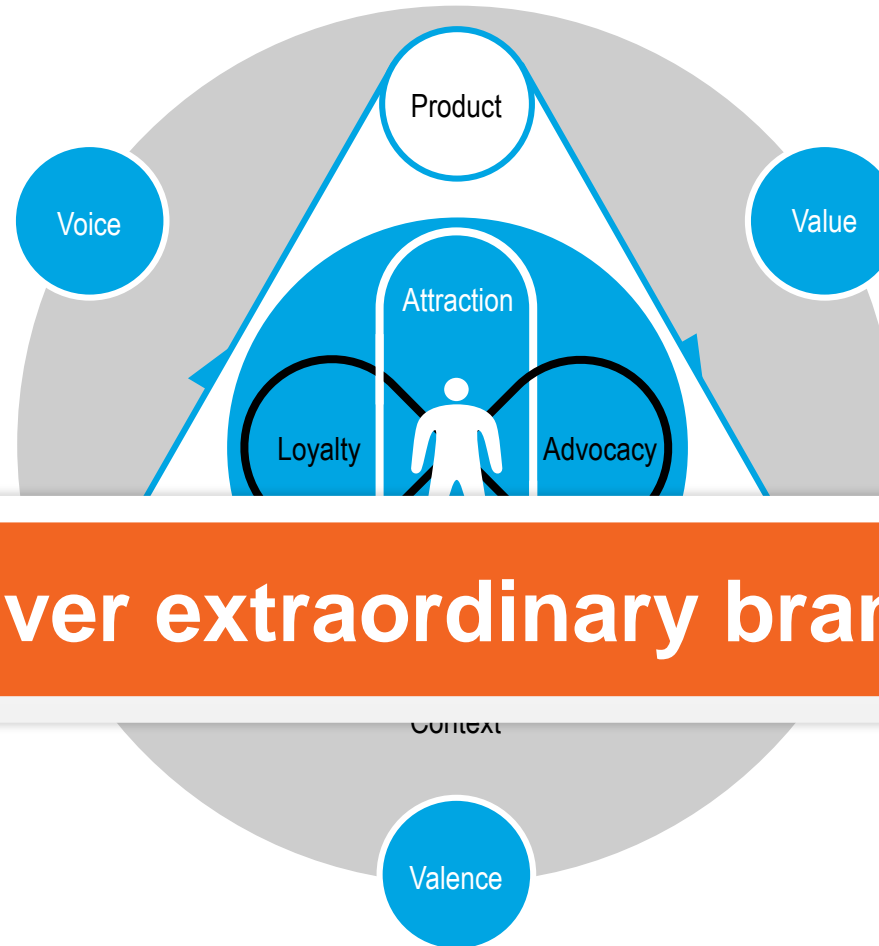
How do I rise above the noise?

- Cultivation

No. 5: The Experience Economy

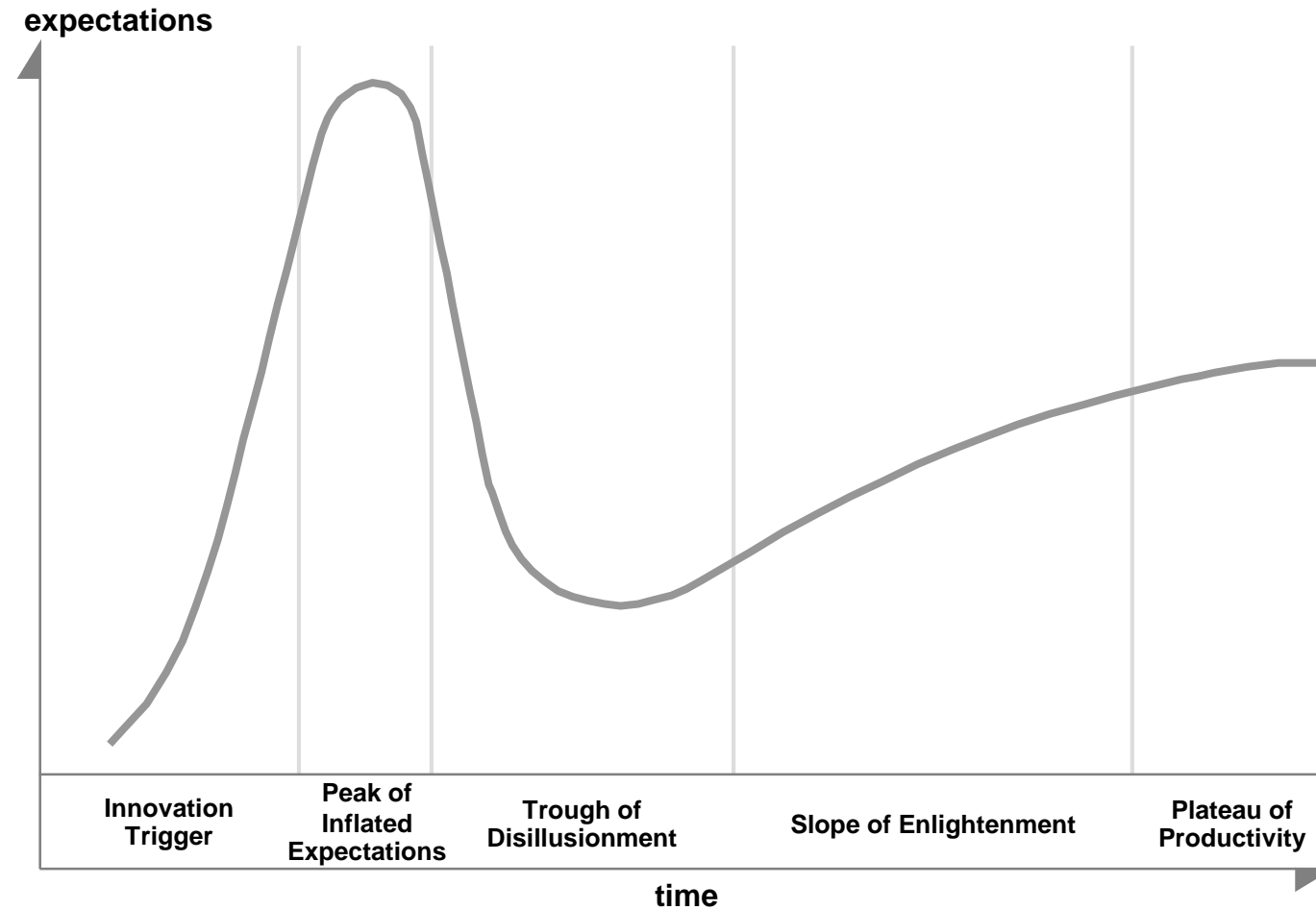


No. 5: The Experience Economy



How do I deliver extraordinary branded moments?

Five Phases of the Hype Cycle



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Which Trends Will Be Most Impactful to Marketers?

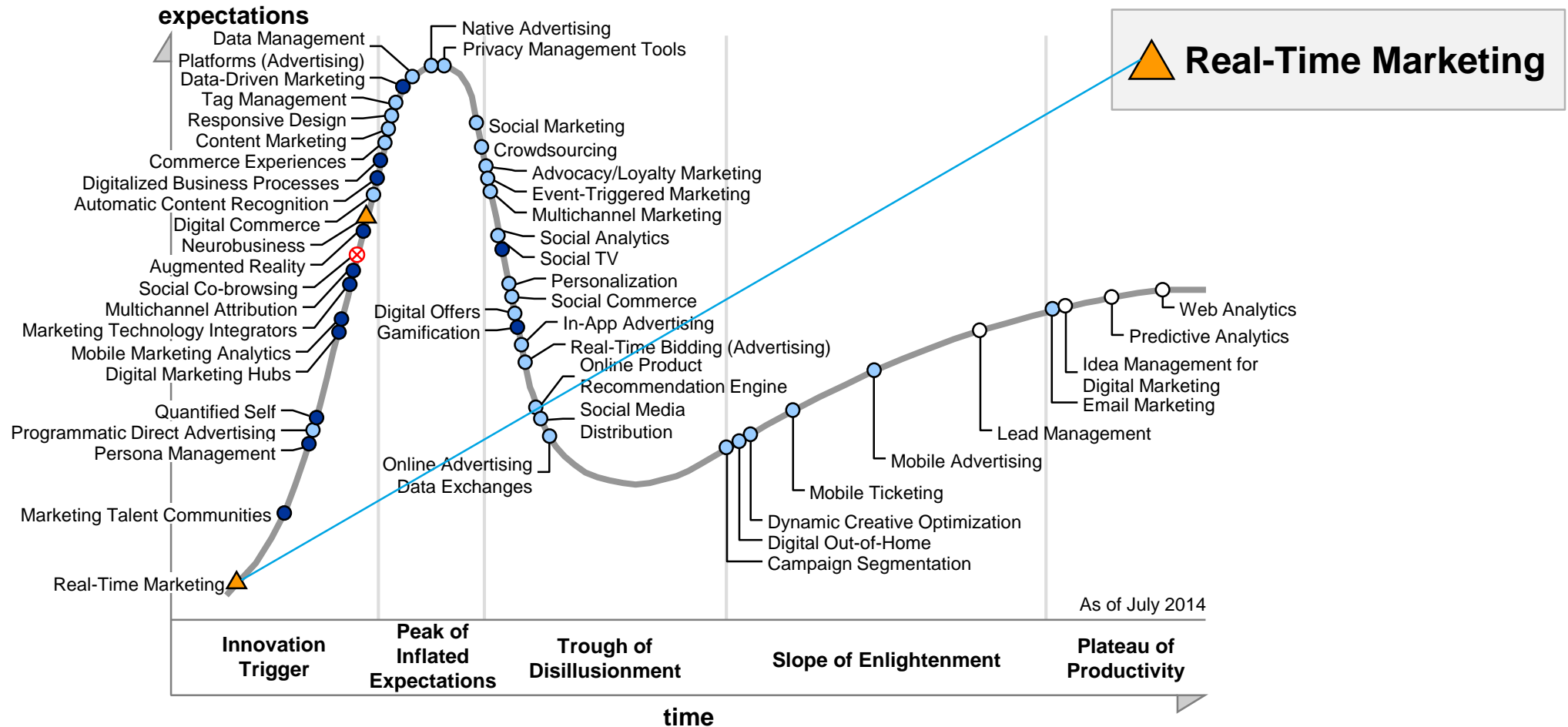
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Hype Cycle for Digital Marketing



From "Hype Cycle for Digital Marketing, 2014,"
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Marketing Moves in Real-Time

Real-Time Communications

Spreading and Recycling Thought Leadership in Response to Breaking News

Real-Time Product Management

Using Social Techniques to Generate Quality Ideas in Less Time

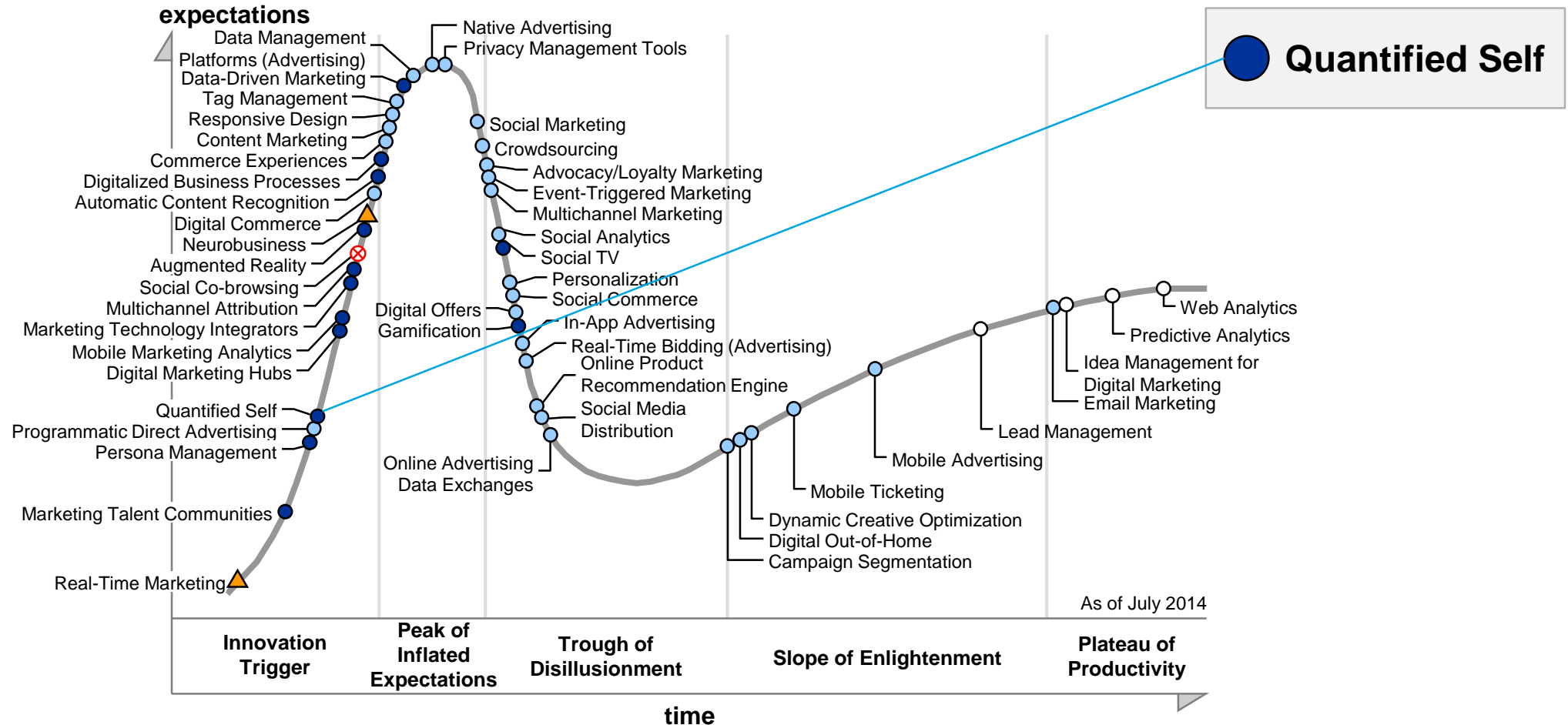
Real-Time Engagement

Understand and Respond to Customers Who Reach Out to You

Real-Time Distribution

Get Products to Customers at Greater Speed, Ahead of Competition

Hype Cycle for Digital Marketing



Plateau will be reached in:

○ less than 2 years ● 2 to 5 years ● 5 to 10 years ▲ more than 10 years ⊗ obsolete before plateau

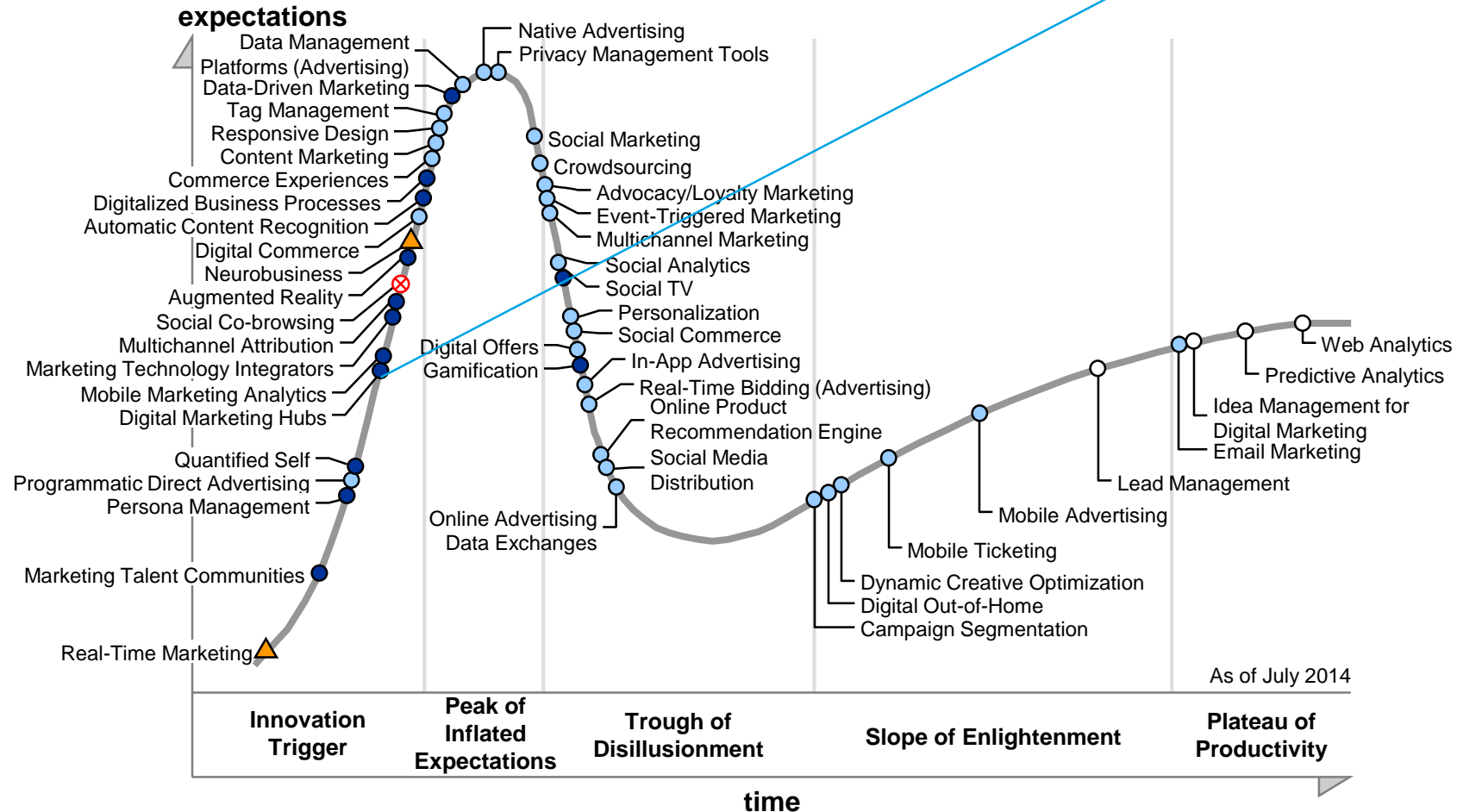
From "Hype Cycle for Digital Marketing, 2014,"
02 July 2014, (G00262698)

Quantified Self: Gateway to IOT and Emerging Real-Time Touch Point for Marketers



Hype Cycle for Digital Marketing

● Digital Marketing Hubs



Plateau will be reached in:

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● 5 to 10 years

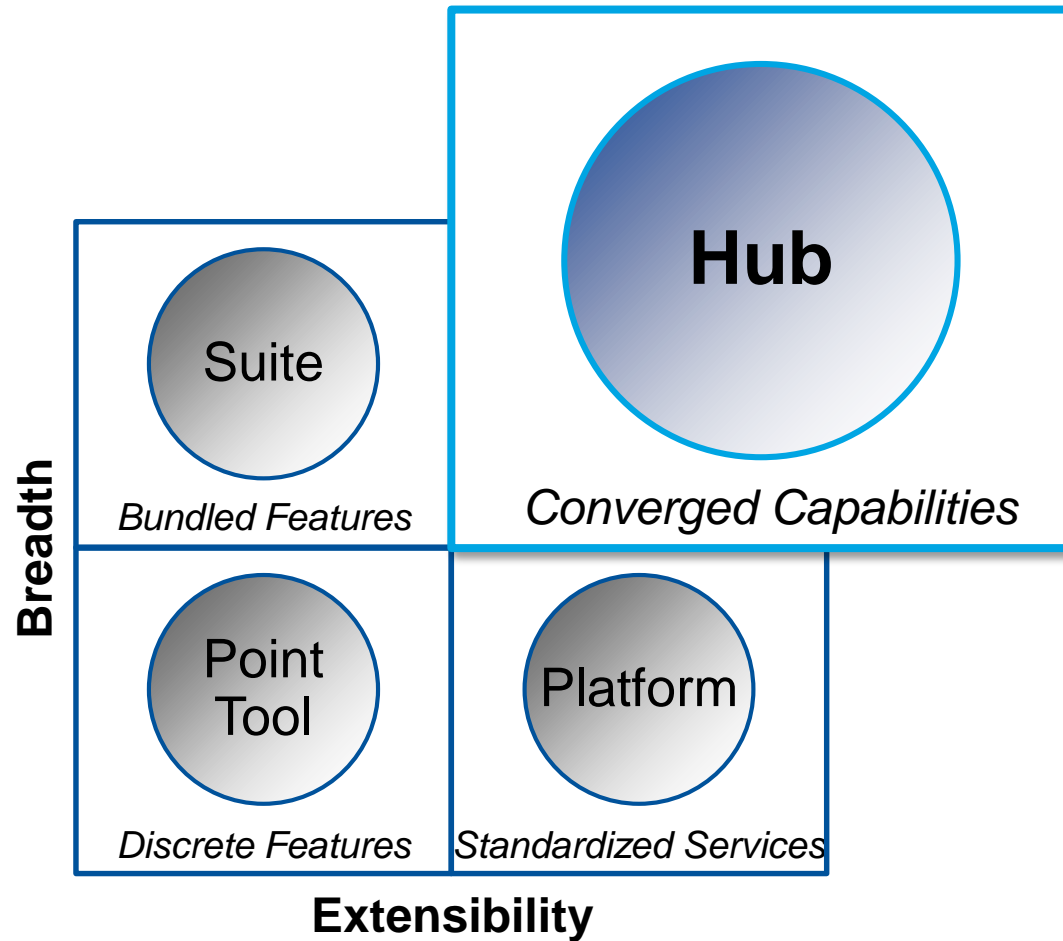
▲ more than 10 years

obsolete

⊗ before plateau

From "Hype Cycle for Digital Marketing, 2014,"
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The Case for Emerging Digital Marketing Hubs

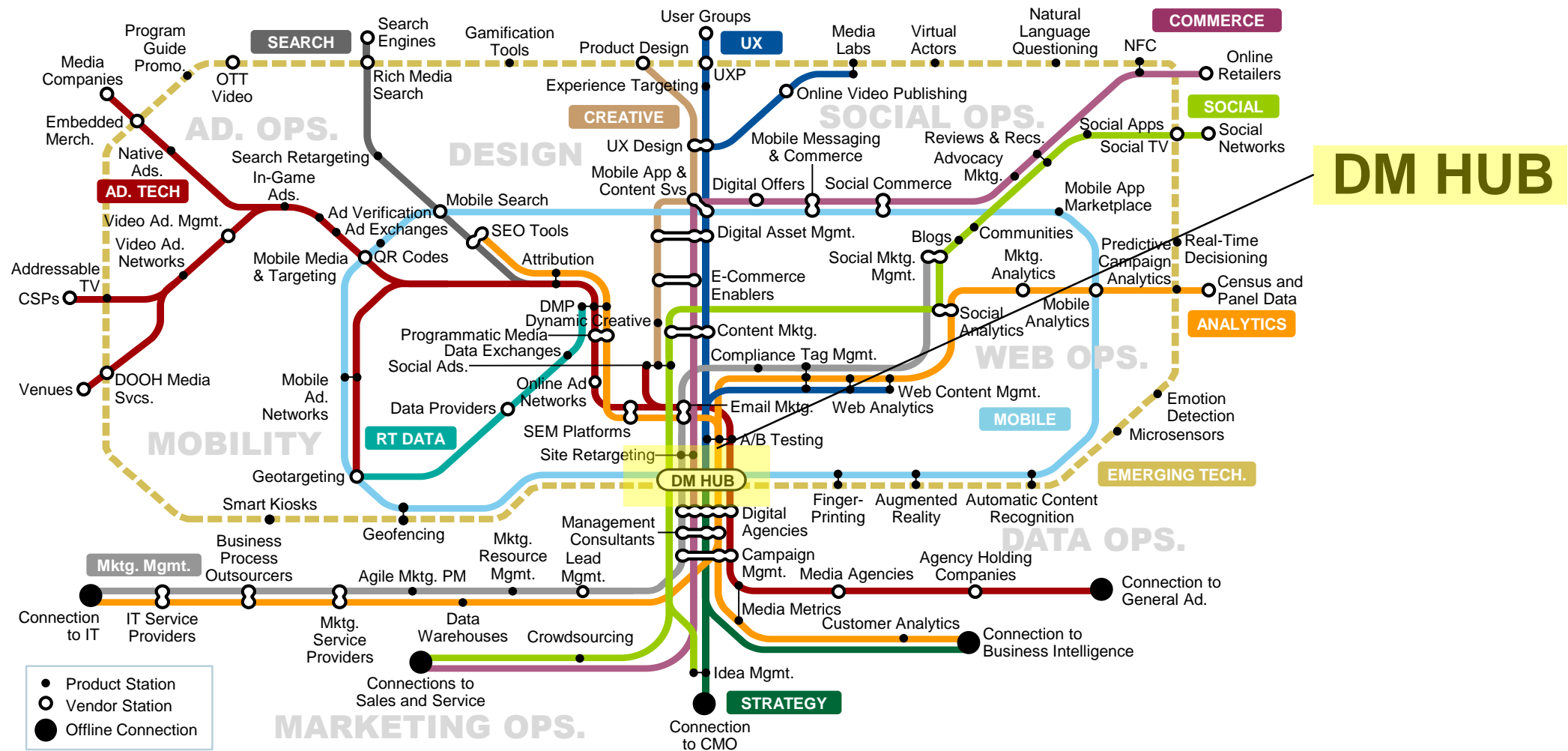


- ① Data
- ② Content
- ③ Orchestration
- ④ Analytics

Source: Gartner for Marketing Leaders

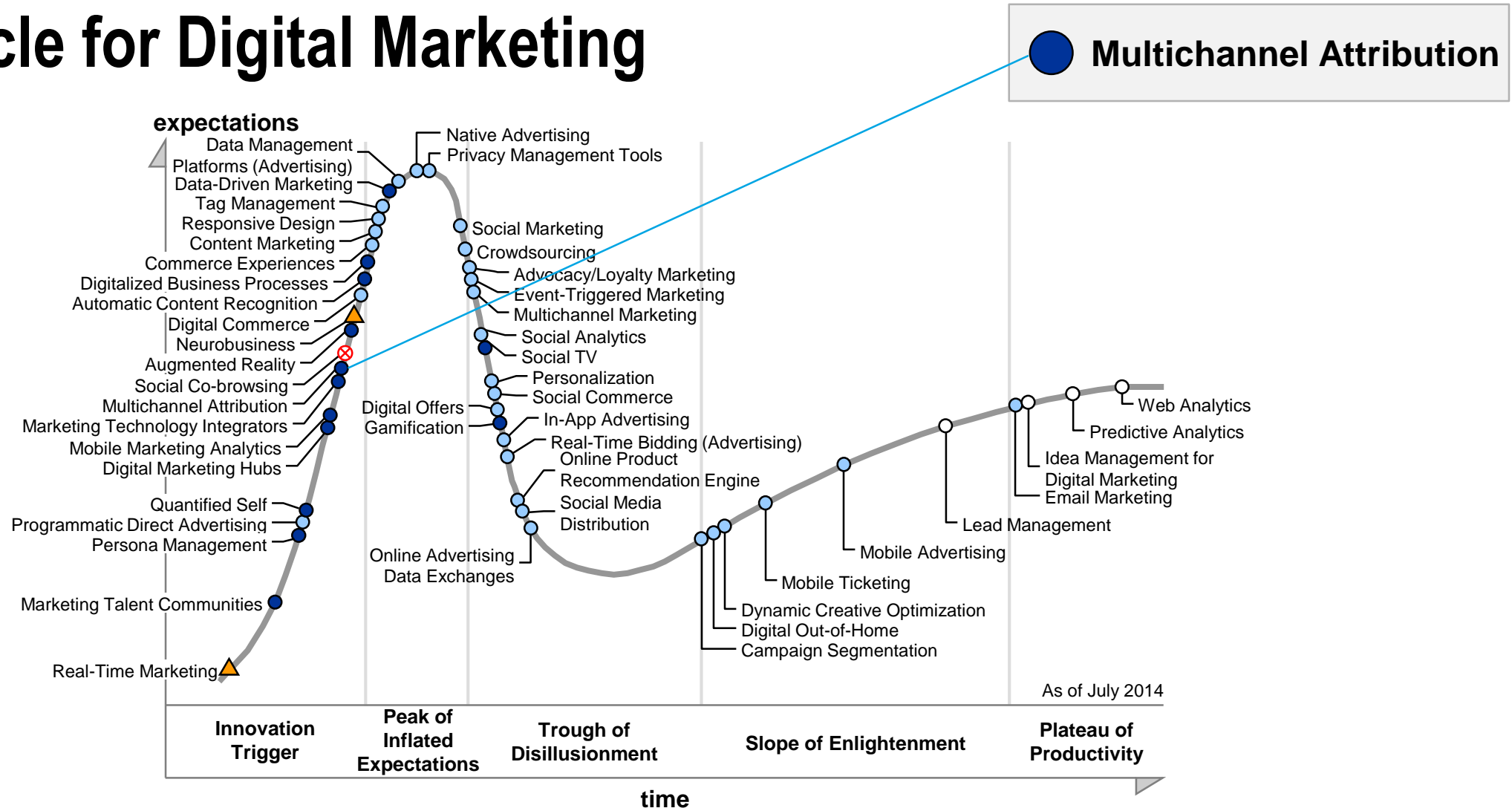
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Gartner Digital Marketing Transit Map



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Hype Cycle for Digital Marketing



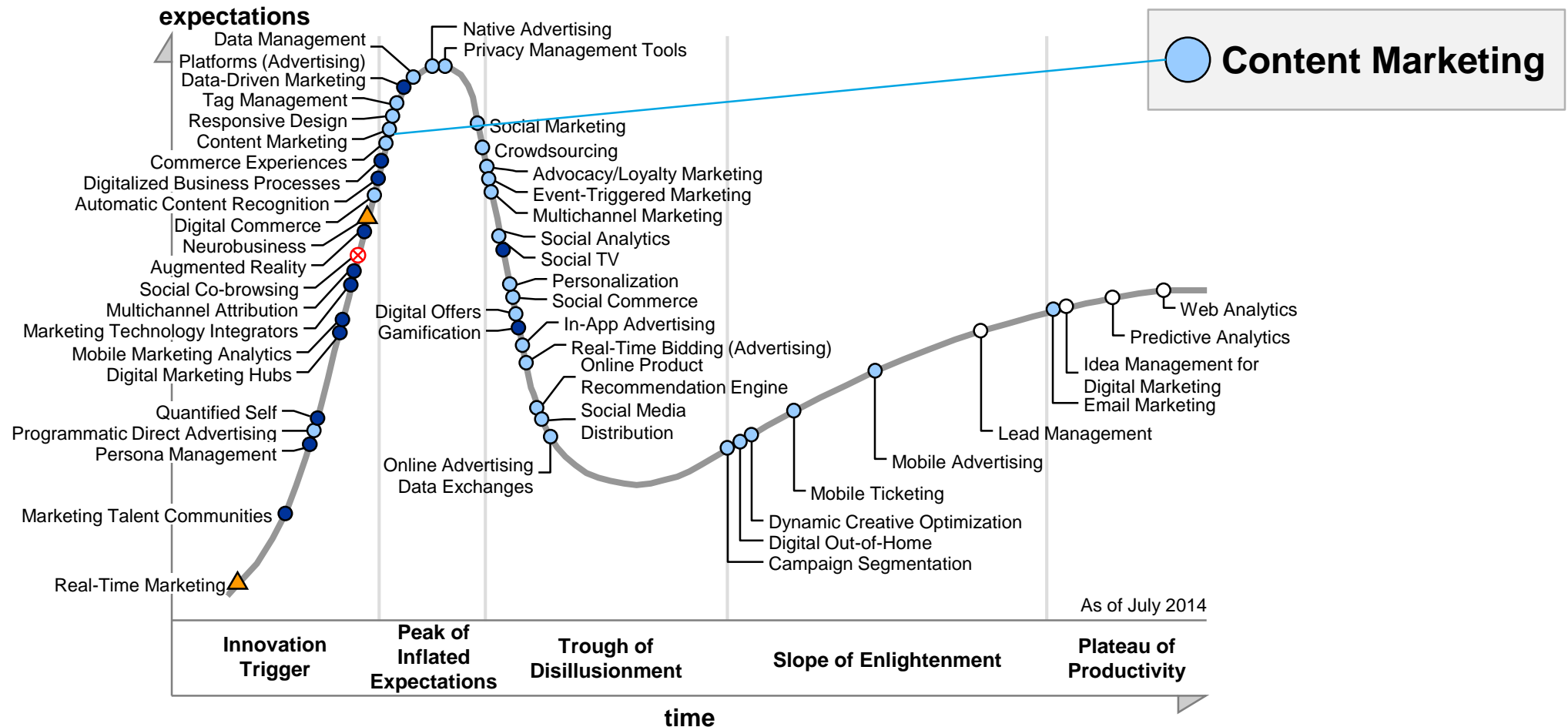
From "Hype Cycle for Digital Marketing, 2014,"
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Multichannel Attribution: A Holy Grail for Marketing

		Econometrics	Business rules	Algorithmic	Causal
<i>Method</i>		Precision			
<i>Scope</i>					
Marketing mix		(Advertising, direct marketing, trade promo., sales force, pricing)			
Allocation of marketing budgets		✓			
Media mix		(Broadcasting, print, digital, out-of-home)			
Allocation of media budgets		✓			
Multichannel (hybrid)		(Offline, digital combinations)			
Optimization of media budgets		✓	✓	✓	
Digital multichannel		(Search, display, programmatic, email, social, mobile, video)			
Allocation of digital media budgets			✓	✓	✓
Digital in-channel		(Keywords) (websites) (audience segments)			
Optimization of digital media budgets			✓	✓	✓
User level					
Optimization of user experience					

Complexity ↑

Hype Cycle for Digital Marketing



From "Hype Cycle for Digital Marketing, 2014,"
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Content Marketing: Building a Content Marketing Supply Chain



Sourcing

- Creation
- Curation
- Cultivation



Manufacturing

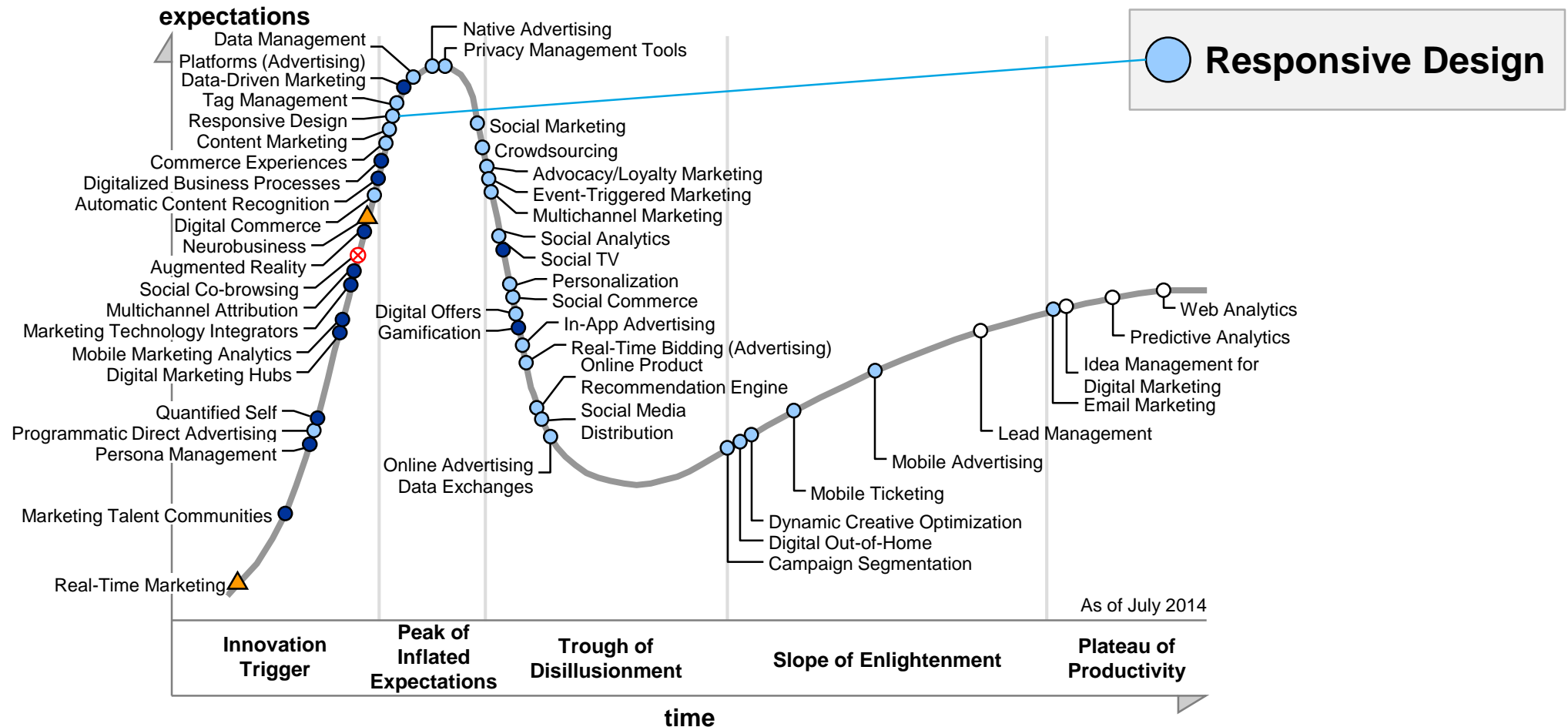
- In-House
- Agencies
- Talent Communities



Distribution

- Ambient
- Responsive
- Calendar-driven

Hype Cycle for Digital Marketing

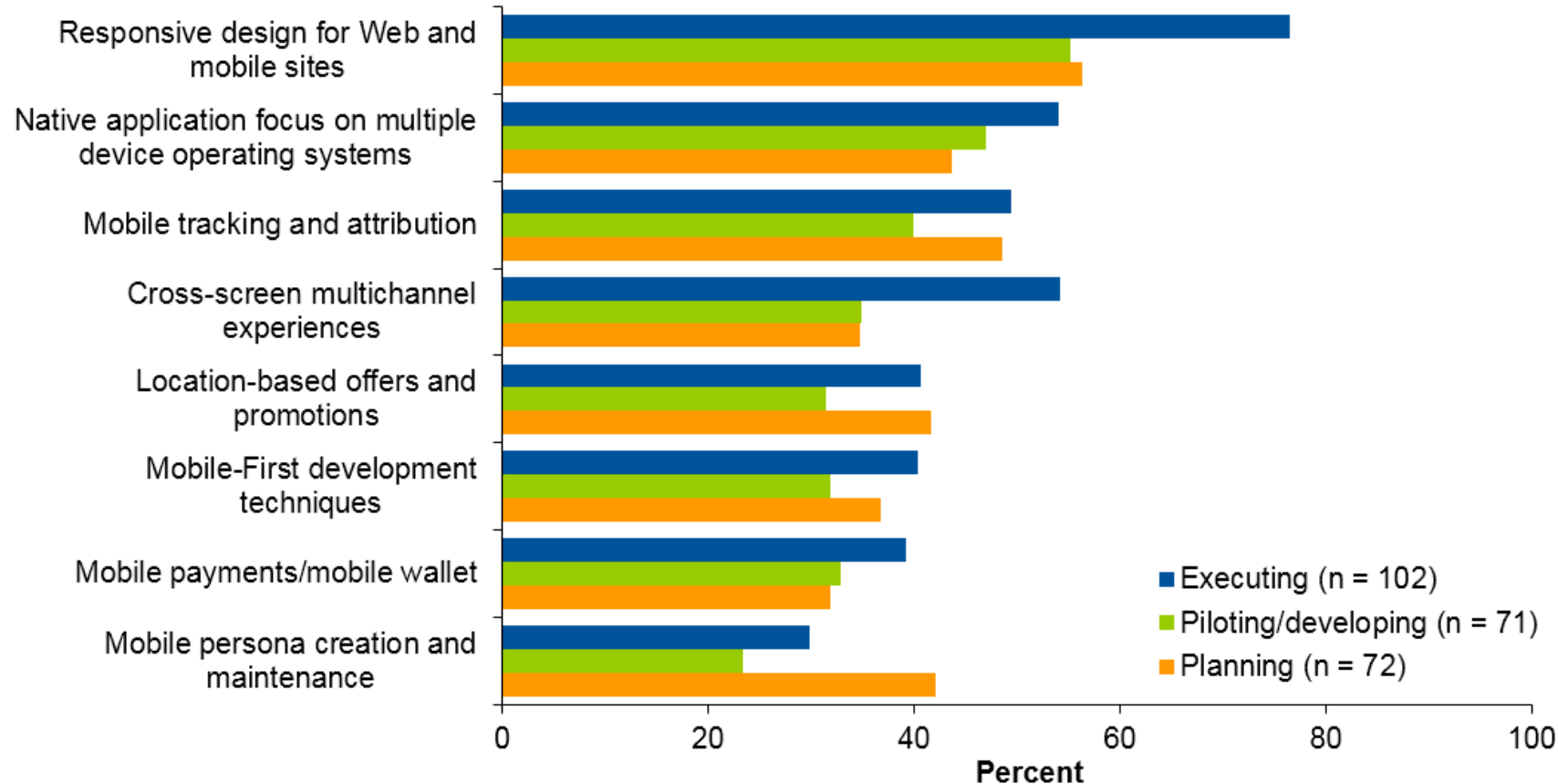


From "Hype Cycle for Digital Marketing, 2014,"
02 July 2014, (G00262698)

Responsive Design

Building Foundations for Mobile Experiences

Trends Rated Critical by Mobile Marketers



Source: Gartner (November 2013)

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Which Trends Will Be Most Impactful to Marketers?

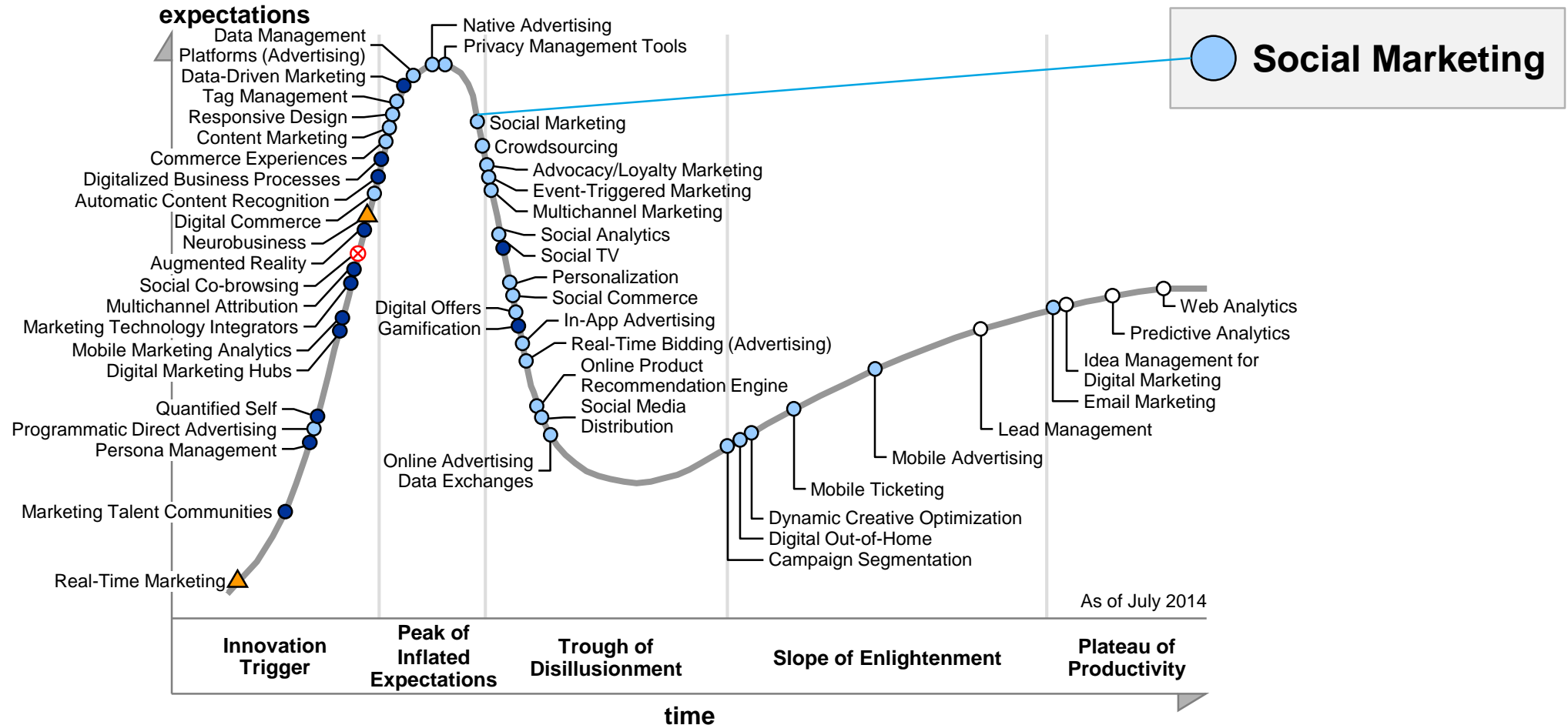
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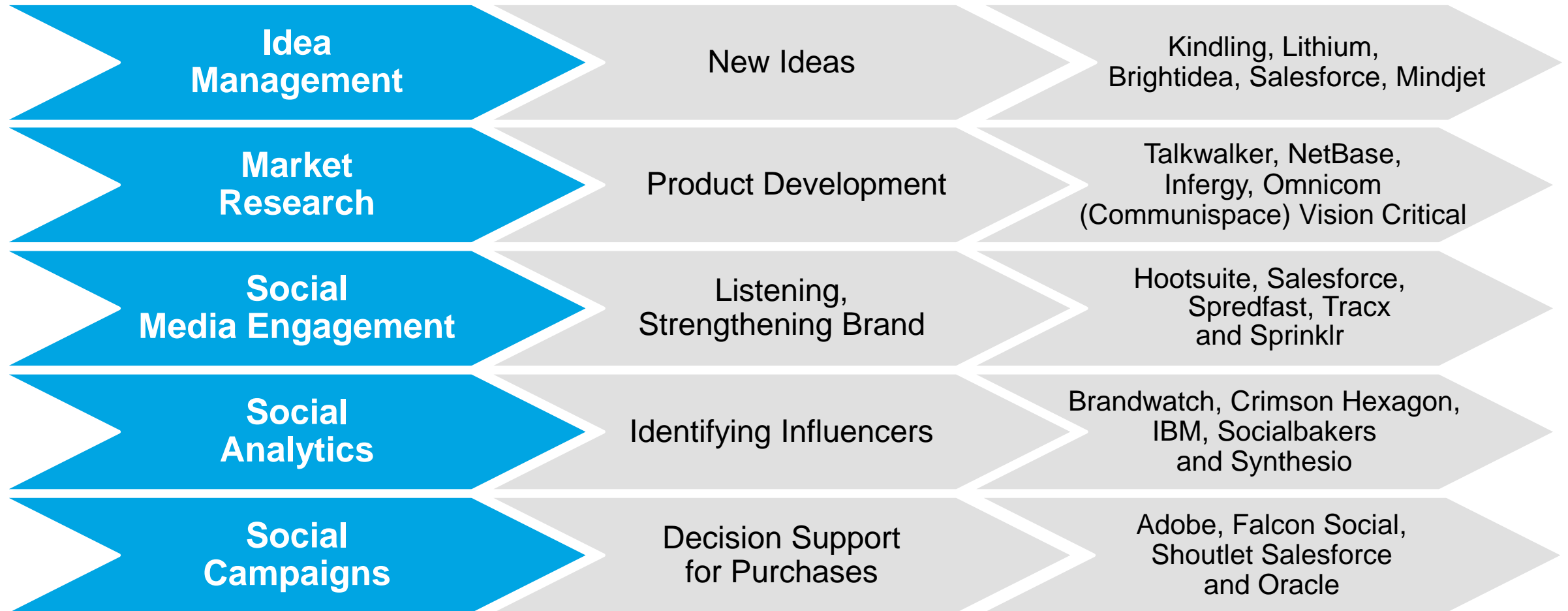
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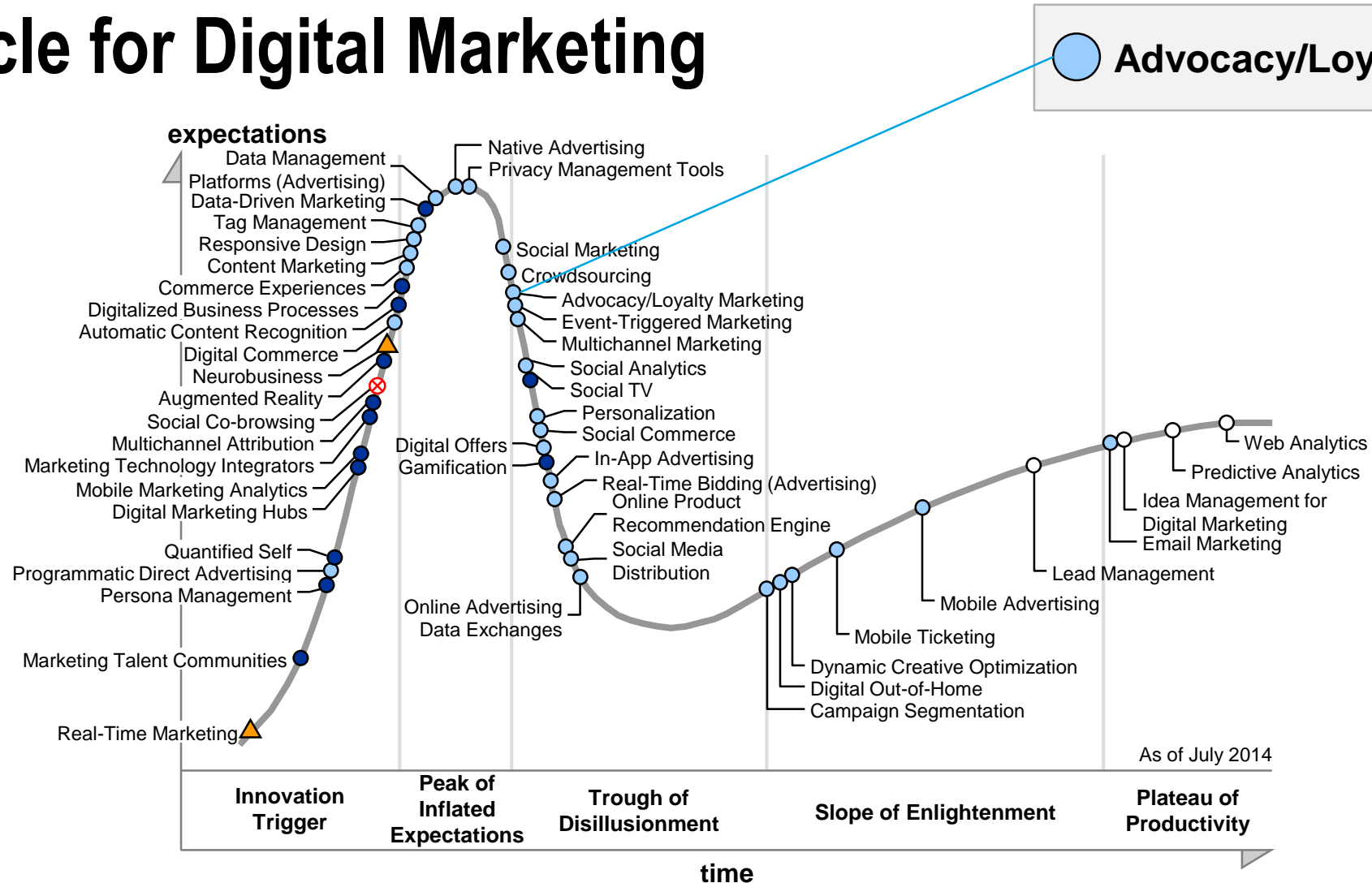


From "Hype Cycle for Digital Marketing, 2014,"
02 July 2014, (G00262698)

Sourcing Technology for Social Marketing: Align With Purpose



Hype Cycle for Digital Marketing



From "Hype Cycle for Digital Marketing, 2014,"
02 July 2014, (G00262698)

Advocacy/Loyalty Marketing

In the U.S. alone, loyalty membership is approaching the 3 billion mark.

Gartner surveyed 8,000 buyers enrolled in multiple loyalty programs. A third of those admit to never using them.

Enter Advocacy Marketing

Brand advocates are 50% more likely to influence a purchase; are four times more active in blogs and forums.

Customers referred by other customers have 37% higher retention rate.

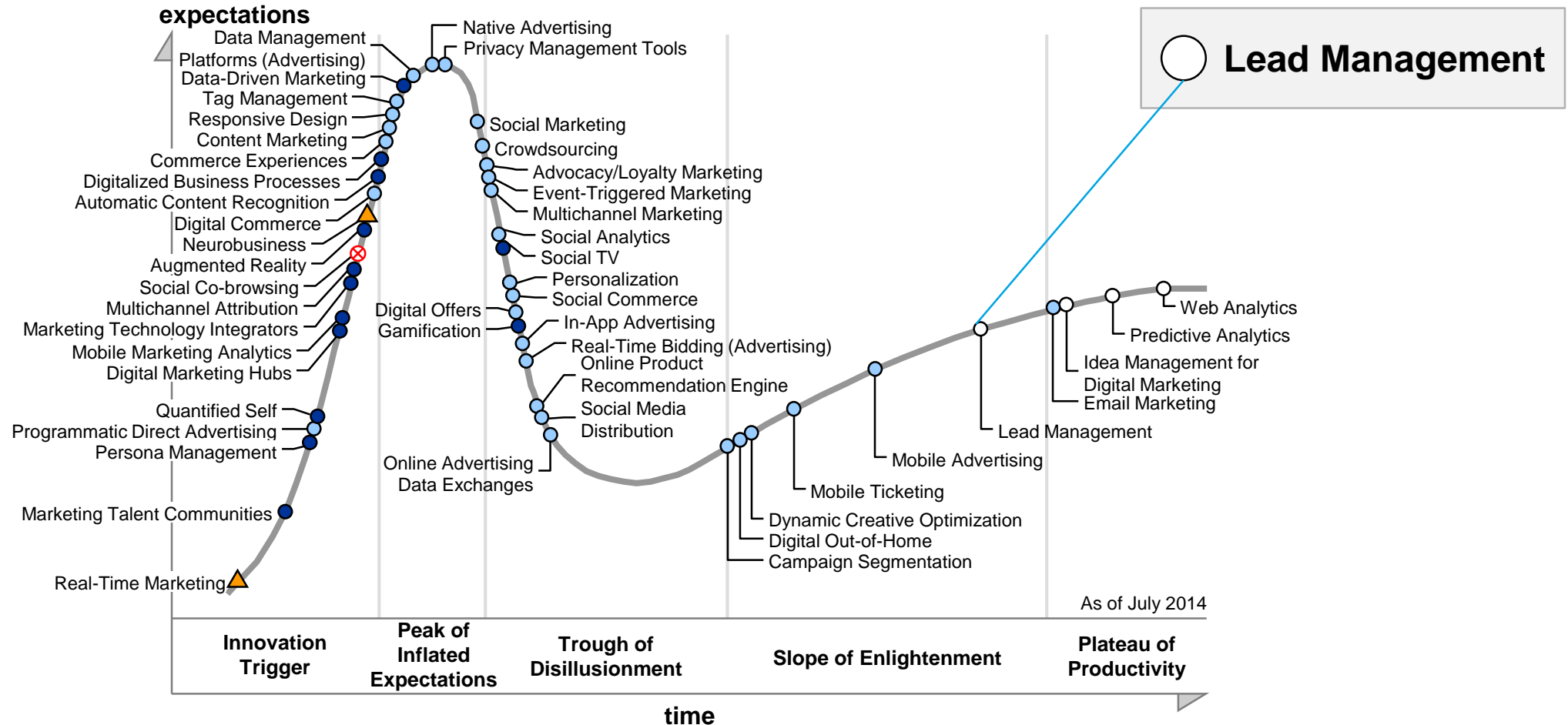
Brand advocates in B2B 33% to 50% more likely to renew.

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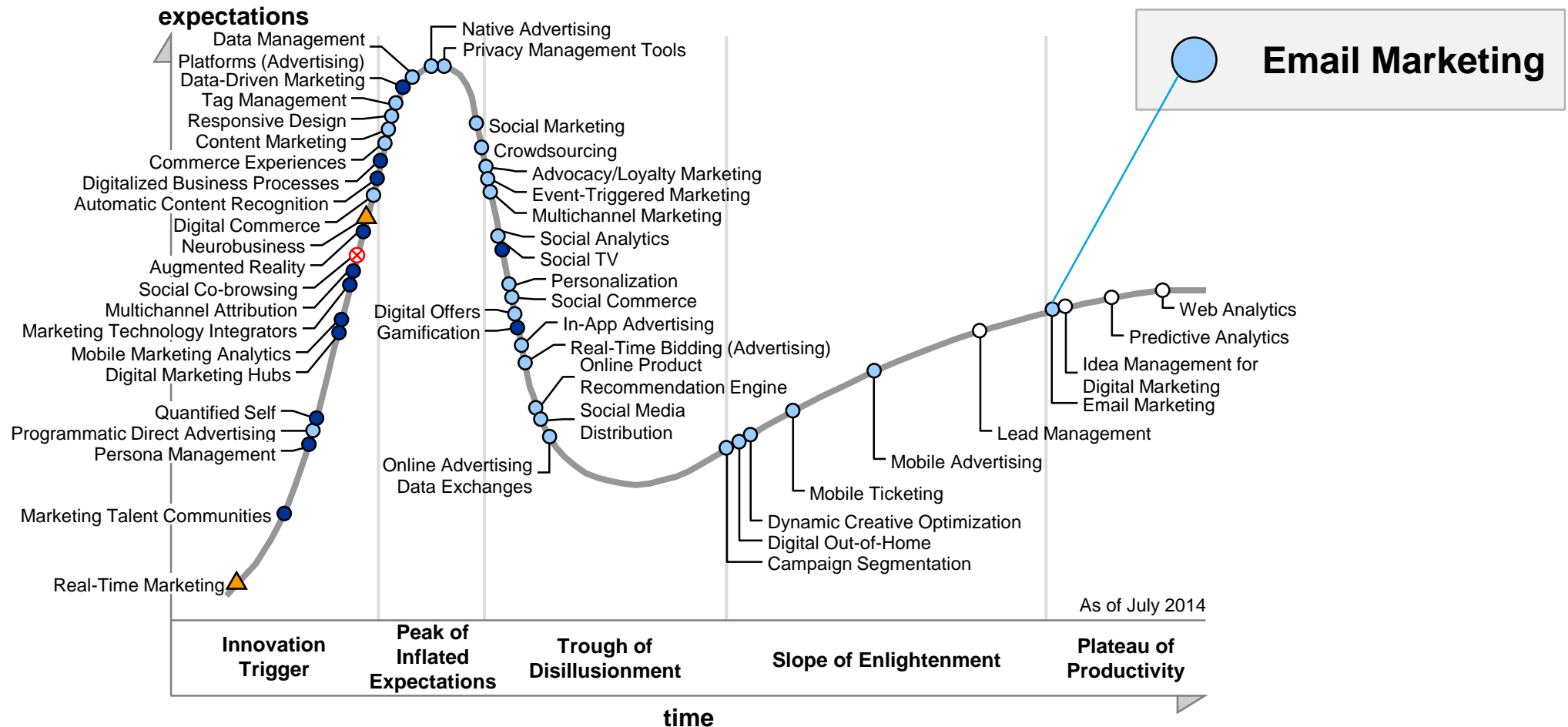


From "Hype Cycle for Digital Marketing, 2014,"
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B2B Marketers Are Investing in B2C Technology



Hype Cycle for Digital Marketing



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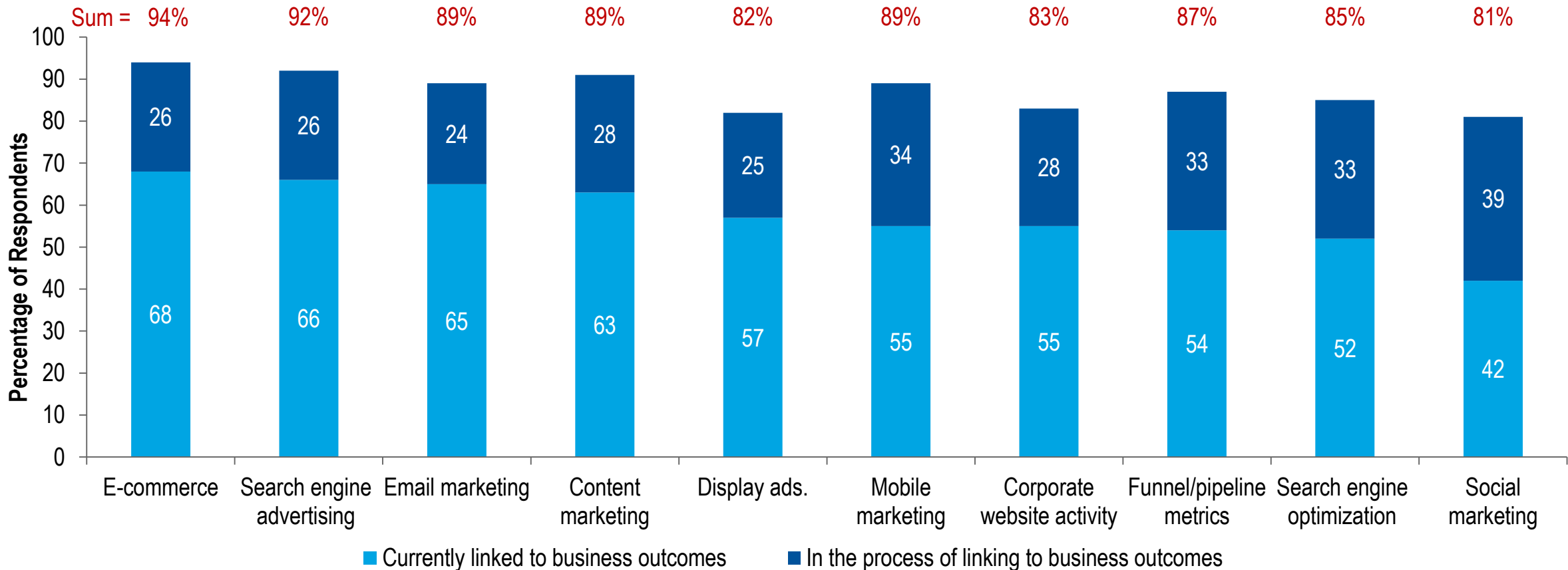
More Email Is Experienced On-the-Go

More email is being consumed on the go, through multiple devices:

- * Half of marketing emails are opened on a mobile device
- * BUT, over half of marketers do not have a strategy to address mobile email
- * Mobile opens must lead to a good mobile experience to yield results
- * The shift to mobile consumption also changes ideal delivery time (depending on call-to-action), though few are testing to understand impacts

Email Marketing Is Valued Because It's Measurable

Through the metrics collected, is your organization able to attribute each activity to a measurable business outcome?



Base = Those who measure each activity (varies by activity)

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What to Do Next

- **Resist** the temptation to chase shiny objects ... for the most part.
- **Prepare** for speed, agility and rapid customer response — most hyped trends will reach the plateau in less than five years, erasing competitive advantage.
- **Investigate** quantified self and see it as an emerging category to extend the brand and become a major touch point in the customer experience.
- **Focus** on hubs: Tight coordination of marketing activities around a common view of the customer.
- **Tie** social to the corporate vision. Show how specific social marketing activities will support it. This is the path to ROI.
- **Align** loyalty programs with advocacy techniques.
- **Expand** B2B lead management investments to take advantage of B2C tech.
- **Re-think** email. It's mobile, serves as "connected tissue" for other channels and is more measurable.

Recommended Gartner Research

- ▶ [Hype Cycle for Digital Marketing, 2014](#)
Adam Sarner and Jake Sorofman (G00262698)
- ▶ [Leading Change in the Digital Marketing Transformation](#)
Jake Sorofman (G00255282)
- ▶ [How to Evaluate Multichannel Campaign Management Applications](#)
Adam Sarner, Jennifer S. Beck and Others (G00261701)
- ▶ [Content Marketing Pushes Digital Marketers to Adopt Newsroom Habits](#)
Jake Sorofman and Allen Weiner (G00250220)
- ▶ [Ensure Emerging Trends and Technologies Advance Your Marketing Strategy](#)
Jackie Fenn and Richard Fouts (G00237993)
- ▶ [Designing the Marketing Organization](#)
Richard Fouts (G00252354)

For more information, stop by Gartner Research Zone.

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Questions?

THANK YOU!

Two blue curved lines, resembling a stylized smile or a flourish, positioned below the 'THANK YOU!' text.