Top Emerging Trends in Digital Marketing

And Which Will Have the Greatest Impact for Digital Marketers

Adam Sarner
Michael McGuire
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
And Sometimes Change Doesn't Work
### Which Trends Will Be Most Impactful to Marketers?

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How do I track and respond to intent?
No. 2: CRM Is Dead The Customer Manages the Relationship
No. 2: CRM Is Dead The Customer Manages the Relationship

How do you meet customers on their terms?
No. 3: The Rise of Big Data

Harvest → Share → Analyze

Listen → Discover

Optimize ← Engage ← Activate

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No. 3: The Rise of Big Data

How do I use data to drive engagement?
No. 4: The Rise of Big Content

Sourcing:
• Creation
• Curation
• Cultivation
No. 4: The Rise of Big Content

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

- Innovation Trigger
- Peak of Inflated Expectations
- Trough of Disillusionment
- Slope of Enlightenment
- Plateau of Productivity
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Hype Cycle for Digital Marketing

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

- **Innovation Trigger**: Real-Time Marketing
- **Peak of Inflated Expectations**: Digital Offers Gamification
- **Trough of Disillusionment**: Online Advertising Data Exchanges
- **Slope of Enlightenment**: Read-Time Bidding (Advertising)
- **Plateau of Productivity**: Pre-Campaign Technology

**Plateau will be reached in:**
- ○ less than 2 years
- ● 2 to 5 years
- ▲ 5 to 10 years
- △ more than 10 years
- ❌ before plateau

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

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

- Lifelogging
- Personal Sensors
- Internet of Things
- Quantified Self
- Wearable Computing
- Sousveillance
- Mobile Apps
- Biohacking

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Hype Cycle for Digital Marketing

From "Hype Cycle for Digital Marketing, 2014," 02 July 2014, (G00262698)
The Case for Emerging Digital Marketing Hubs

- **Breadth**
  - Suite: Bundled Features
  - Point Tool: Discrete Features

- **Extensibility**
  - Platform: Standardized Services

**Converged Capabilities**

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

Source: Gartner for Marketing Leaders

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Gartner Digital Marketing Transit Map
Hype Cycle for Digital Marketing

From "Hype Cycle for Digital Marketing, 2014," 02 July 2014, (G00262698)
## Multichannel Attribution: A Holy Grail for Marketing

### Scope

<table>
<thead>
<tr>
<th>Method</th>
<th>Marketing mix</th>
<th>Media mix</th>
<th>Multichannel (hybrid)</th>
<th>Digital multichannel</th>
<th>Digital in-channel</th>
<th>User level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allocation of media budgets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Optimization of media budgets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Method

<table>
<thead>
<tr>
<th></th>
<th>Econometrics</th>
<th>Business rules</th>
<th>Algorithmic</th>
<th>Causal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scope</td>
<td>(Advertising, direct marketing, trade promo., sales force, pricing)</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Broadcasting, print, digital, out-of-home)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>(Offline, digital combinations)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>(Search, display, programmatic, email, social, mobile, video)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>(Keywords) (websites) (audience segments)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>Optimization of user experience</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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Hype Cycle for Digital Marketing

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

- Responsive design for Web and mobile sites
- Native application focus on multiple device operating systems
- Mobile tracking and attribution
- Cross-screen multichannel experiences
- Location-based offers and promotions
- Mobile-First development techniques
- Mobile payments/mobile wallet
- Mobile persona creation and maintenance

Source: Gartner (November 2013)

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Hype Cycle for Digital Marketing

![Hype Cycle for Digital Marketing](image)

*From "Hype Cycle for Digital Marketing, 2014," 02 July 2014, (G00262698)*
# Sourcing Technology for Social Marketing: Align With Purpose

<table>
<thead>
<tr>
<th>Idea Management</th>
<th>New Ideas</th>
<th>Kindling, Lithium, Brightidea, Salesforce, Mindjet</th>
</tr>
</thead>
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<tr>
<td>Market Research</td>
<td>Product Development</td>
<td>Talkwalker, NetBase, Infergy, Omnicom (Communispace) Vision Critical</td>
</tr>
<tr>
<td>Social Media Engagement</td>
<td>Listening, Strengthening Brand</td>
<td>Hootsuite, Salesforce, Spredfast, Tracx and Sprinklr</td>
</tr>
<tr>
<td>Social Analytics</td>
<td>Identifying Influencers</td>
<td>Brandwatch, Crimson Hexagon, IBM, Socialbakers and Synthesio</td>
</tr>
<tr>
<td>Social Campaigns</td>
<td>Decision Support for Purchases</td>
<td>Adobe, Falcon Social, Shoutlet Salesforce and Oracle</td>
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Hype Cycle for Digital Marketing

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

Lead Management

As of July 2014

Lead Management

From “Hype Cycle for Digital Marketing, 2014,” 02 July 2014, (G00262698)
B2B Marketers Are Investing in B2C Technology

Users Demanding

• Data Mining
• Customer Segmentation
• Behavioral Analytics
• Multichannel Campaigns
• Real-time Marketing

Vendors Developing

• Lead Management
• Event Management
• Webinar Applications
• Pricing Optimization
• Contract Management
Hype Cycle for Digital Marketing

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage of Respondents</th>
<th>Currently linked to business outcomes</th>
<th>In the process of linking to business outcomes</th>
</tr>
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<tbody>
<tr>
<td>E-commerce</td>
<td>68%</td>
<td>26%</td>
<td>42%</td>
</tr>
<tr>
<td>Search engine advertising</td>
<td>66%</td>
<td>26%</td>
<td>40%</td>
</tr>
<tr>
<td>Email marketing</td>
<td>65%</td>
<td>24%</td>
<td>41%</td>
</tr>
<tr>
<td>Content marketing</td>
<td>63%</td>
<td>28%</td>
<td>35%</td>
</tr>
<tr>
<td>Display ads.</td>
<td>57%</td>
<td>25%</td>
<td>32%</td>
</tr>
<tr>
<td>Mobile marketing</td>
<td>55%</td>
<td>34%</td>
<td>21%</td>
</tr>
<tr>
<td>Corporate website activity</td>
<td>55%</td>
<td>28%</td>
<td>27%</td>
</tr>
<tr>
<td>Funnel/pipeline metrics</td>
<td>54%</td>
<td>33%</td>
<td>21%</td>
</tr>
<tr>
<td>Search engine optimization</td>
<td>52%</td>
<td>33%</td>
<td>19%</td>
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<td>Social marketing</td>
<td>42%</td>
<td>39%</td>
<td>23%</td>
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Sum = 94%

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.

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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!