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

- **Innovation Trigger**
- **Peak of Inflated Expectations**
- **Trough of Disillusionment**
- **Slope of Enlightenment**
- **Plateau of Productivity**

<table>
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<th>Expectations</th>
<th>Time to Plateau</th>
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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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No. 1: The Purchase Funnel Is Blown to Bits

WEB

SOCIAL

Awareness

Action

Interest

Desire

MOBILE

OFFLINE
No. 1: The Purchase Funnel Is Blown to Bits

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
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

- Product
- Value
- Process
- People
- Context
- Voice
- Valence
- Attraction
- Advocacy
- Loyalty
- Growth

Multichannel
- Owned
- Earned

Paid
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**

Graph representing the phases over time:

- Expectations increase dramatically from Innovation Trigger to Peak of Inflated Expectations.
- Expectations peak and then rapidly decrease to Trough of Disillusionment.
- Expectations start to increase again from Trough of Disillusionment to Slope of Enlightenment.
- Expectations continue to increase until Plateau of Productivity is reached.

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#GartnerDMC
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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

As of July 2014

- Real-Time Marketing
- Marketing Talent Communities
- Quantified Self
- Programmatic Direct Advertising
- Persona Management
- Digital Marketing Hubs
- Marketing Technology Integrators
- Multichannel Attribution
- Social Co-browsing
- Augmented Reality
- Digital Commerce Neurobusiness
- Digital Commerce
- Automatic Content Recognition
- Digitalized Business Processes
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- Data-Driven Marketing
- Data Management Platforms (Advertising)

- Native Advertising
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- Social TV
- Personalization
- Social Commerce
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- Real-Time Bidding (Advertising)
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- Social Media Distribution
- Mobile Ticketing
- Dynamic Creative Optimization
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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

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

Quantified Self
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- before plateau

As of July 2014

Digital Marketing Hubs
The Case for Emerging Digital Marketing Hubs

- **Breadth**
  - Suite
  - Bundled Features
  - Converged Capabilities
- **Extensibility**
  - Point Tool
  - Discrete Features
  - Platform
  - Standardized Services

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

Source: Gartner for Marketing Leaders

#GartnerDMC

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Hype Cycle for Digital Marketing

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- Programmatic Direct Advertising
- Persona Management
- Marketing Talent Communities
- Real-Time Marketing

Peak of Inflated Expectations
- Native Advertising
- Privacy Management Tools
- Social Marketing
- Crowdsourcing
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- Digital Out-of-Home
- Campaign Segmentation

Trough of Disillusionment
- Online Advertising
- Data Exchanges
- Campaign Segmentation
- Digital Out-of-Home
- Online Product Recommendation Engine
- Social Media Distribution

Slope of Enlightenment
- Idea Management for Digital Marketing
- Email Marketing
- Web Analytics
- Predictive Analytics
- Mobile Advertising
- Lead Management

Plateau of Productivity
- Mobile Ticketing
- Digital Offers
- Social TV
- In-App Advertising
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- Mobile Advertising
- Mobile Ticketing

As of July 2014

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

<table>
<thead>
<tr>
<th>Scope</th>
<th>Method</th>
<th>Econometrics</th>
<th>Business rules</th>
<th>Algorithmic</th>
<th>Causal</th>
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</thead>
<tbody>
<tr>
<td>Marketing mix</td>
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<td>Allocation of marketing budgets</td>
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<td>Multichannel (hybrid)</td>
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<td>Optimization of media budgets</td>
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<tr>
<td>User level</td>
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**Precision**

- **Econometrics**
  - (Advertising, direct marketing, trade promo., sales force, pricing)
  - (Broadcasting, print, digital, out-of-home)
  - (Offline, digital combinations)
  - (Search, display, programmatic, email, social, mobile, video)
  - (Keywords) (websites) (audience segments)

- **Business rules**
  - ✔
  - ✔
  - ✔
  - ✔
  - ✔

- **Algorithmic**
  - ✔
  - ✔
  - ✔
  - ✔
  - ✔

- **Causal**
  - ✔
  - ✔
  - ✔
  - ✔
  - ✔
Innovation Trigger: Peak of Inflated Expectations: Trough of Disillusionment: Slope of Enlightenment: Plateau of Productivity

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As of July 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
Innovation Trigger
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time

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Responsive Design

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)

#GartnerDMC
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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

Innovation Trigger | Peak of Inflated Expectations | Trough of Disillusionment | Slope of Enlightenment | Plateau of Productivity

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B2B Marketers Are Investing in B2C Technology

B2B

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

B2C
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?

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<th>Activity</th>
<th>Currently linked to business outcomes</th>
<th>In the process of linking to business outcomes</th>
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<tr>
<td>E-commerce</td>
<td>68%</td>
<td>26%</td>
</tr>
<tr>
<td>Search engine advertising</td>
<td>66%</td>
<td>26%</td>
</tr>
<tr>
<td>Email marketing</td>
<td>65%</td>
<td>24%</td>
</tr>
<tr>
<td>Content marketing</td>
<td>63%</td>
<td>28%</td>
</tr>
<tr>
<td>Display ads.</td>
<td>57%</td>
<td>25%</td>
</tr>
<tr>
<td>Mobile marketing</td>
<td>55%</td>
<td>34%</td>
</tr>
<tr>
<td>Corporate website activity</td>
<td>55%</td>
<td>28%</td>
</tr>
<tr>
<td>Funnel/pipeline metrics</td>
<td>54%</td>
<td>33%</td>
</tr>
<tr>
<td>Search engine optimization</td>
<td>52%</td>
<td>33%</td>
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<tr>
<td>Social marketing</td>
<td>42%</td>
<td>39%</td>
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Base = Those who measure each activity (varies by activity)

#GartnerDMC
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**  
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