Agenda Overview for Emerging Marketing Trends, 2013

Published: 8 January 2013

Analyst(s): Adam Sarner, Eric Purchase, Richard Fouts

Embracing emerging trends and technologies will help digital marketers create a sustainable competitive edge for their business. Gartner’s 2013 research will help you find, evaluate and take full advantage of the right ones.

Analysis

Figure 1. Emerging Marketing Trends

Emerging marketing trends and technology, such as big data, social media mobile, context-aware computing and the Internet of Things, create unprecedented opportunities to engage customers, fuel growth and take market share. As a digital marketer, you can be overwhelmed by how quickly new technologies become mainstream. A Facebook yesterday is a Pinterest today and a socially-enabled, real-time, mobile personal assistant tomorrow. What it takes to maintain a relationship with
customers changes faster than most marketing processes allow. Therefore, there are several challenges:

- How do you know whether the innovations you create with technology attract or retain customers?
- How do you communicate the urgency and the business impact of a new technology to marketing colleagues?
- What techniques and models do you use to help your organization quickly implement new technologies?

Gartner’s 2013 research will help digital marketers answer these questions.

Ask anyone about digital marketing trends, and they inevitably focus on smartphones, tablets or social TV. While digital technology powers all of these, they represent “things” versus the marketing processes and customer experiences they improve. Digital marketers should avoid the trap of using new venues for running the same old campaigns. Exploiting evolving trends starts with a different approach while ensuring marketing’s intent to drive home business results. For example:

- Turn one-way communications into interactions that help customers though each stage of the customer’s buying process toward a purchase
- Use socially-enabled engagement models to listen, learn, recognize and act on customer intent
- Collaborate with customers to improve product and service development. Begin to anticipate customers’ future needs and wants in new markets.
- Enable customers to support each other to not only cut your support costs but also raise customer satisfaction and long-term loyalty.
- Turn customers into advocates and support them to help grow your revenue and market share
- Create a trusted process for evaluating emerging trends to support specific goals
- Develop new skills and marketing disciplines to support emerging trends and technology
- Create an agile digital marketing strategy that can successfully fund and incorporate emerging trends and technology that produce measurable business results

Our 2013 research will give you insight and tools to reap the full business benefits from emerging trends and technology.

**Key Issues**

- What digital trends and techniques on the horizon should we be watching for how they change or disrupt current marketing practices?
- How are marketers implementing emerging digital trends and techniques for business advantage?
How should marketers evaluate the business potential of a new digital trend or technique?

What digital trends and techniques on the horizon should we be watching for how they change or disrupt current marketing practices?

One of the things Gartner does is track emerging technologies and trends, and we will continue to do so for digital marketing clients like you. We’re particularly interested in four trends these days:

- **Real-time marketing** — a deliberate, sustained commitment to garnering business advantage through speed
- **Inbound marketing** — responding to people who express an interest in your brand outside of official channels
- **Event-driven marketing** — increasing the quality of an offer by aligning it to a relevant event; for example, a designer offers her services to a couple that just closed escrow on a new home.
- **The Internet of Things** — linking smart devices, conventional consumer items and physical assets to connect the virtual and physical worlds through billions of IP addresses.

These trends hold opportunities to transform the business, at least for the right company. If you exploit them properly, they can grow customer intimacy, increase conversion rates several times and lead to whole new categories of services that make a difference in the customer’s life.

Planned Research

Our 2013 research will track emerging trends in impact appraisals and predicts documents. We track the maturity of emerging technologies in Hype Cycles, and we cover new technology providers in Cool Vendors reports. Established providers also offer emerging technologies; we cover them in Magic Quadrants (focused on particular markets) and Vendor Ratings (focused on particular vendors).

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

First movers often take extraordinary market share (salesforce.com), or they simply take it all (Facebook). Marketing executives can give their companies this kind of advantage if they have the capacity to exploit emerging trends. Accordingly, you need to build the skills, organization and processes to distinguish between emerging trends that:

- Can change the fundamentals of the business or even industry
- Represent a new venue that customers expect you to be in
- Can be ignored

You also need the clout to make the organizational and process changes needed to act on emerging trends and technologies of the first category. In other words, emerging trends aren't just about experimentation — they can offer you an opportunity to transform the business.
Planned Research

Our 2013 research will explain best practices for using emerging trends and technologies to achieve your marketing goals. We'll base these best practices on what the leading companies are doing today. We'll provide survey analysis to give you a clearer picture of what the innovators are doing. Finally, we'll craft a strategic road map to help you set a long-term direction for your organization.

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

Early adoption of emerging trends and technologies gives you a competitive edge if they are strategically selected (versus a process driven by market hype or personal preferences). Strategic selection requires an ongoing, underlying process for evaluating trends and technologies that will help you:

- Identify the best opportunities
- Prioritize technologies by business value
- Manage and contain the risk of new technologies

To evaluate emerging technologies, you need to know your company’s risk tolerance and that of the marketing organization, which may be more adventurous than the company. You also need to set up an explicit, regular process for finding emerging trends and technologies that are relevant for your business needs and developing plans to exploit them.

Planned Research

Our 2013 research will explain best practices for evaluating emerging trends and their relevance to the business. We'll provide examples of companies that do this well and offer some toolkits to help with the practical steps of setting up an evaluation program.

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>
<thead>
<tr>
<th>Key Initiative</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing Essentials</td>
<td>Chief marketing officers (CMOs) oversee traditional marketing activities as well as digital marketing, and may also lead or influence strategic planning, product development, corporate communications and sales.</td>
</tr>
<tr>
<td>Multichannel Marketing</td>
<td>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.</td>
</tr>
<tr>
<td>Data-Driven Marketing</td>
<td>Data-driven marketing refers to acquiring, analyzing and applying all information about customer and consumer wants, needs and motivations.</td>
</tr>
<tr>
<td>Mobile Marketing</td>
<td>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.</td>
</tr>
<tr>
<td>Monetizing Digital Marketing Through Commerce</td>
<td>E-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.</td>
</tr>
<tr>
<td>Social Marketing</td>
<td>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.</td>
</tr>
</tbody>
</table>

Source: Gartner (January 2013)
Suggested Next Steps

- Create a permanent team specifically devoted to finding and evaluating new trends and technologies for their relevance to your business.
- Appoint people with all the necessary skills to the evaluation team, including representatives from marketing, the business units, the IT organization and finance.
- Create a process for evaluating technologies that includes a mechanism for implementing new technologies or projects within the business so that they don't remain just isolated experiments.

Recommended Reading

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

"Hype Cycle for Digital Marketing"

"How to Turn Disruptive Digital Marketing Technologies to Your Advantage"


"Ensure Emerging Trends and Technologies Advance Your Marketing Strategy"

Agenda Manager Profile

Adam Sarner is a Research Director at Gartner, responsible for global coverage of customer relationship management, with a focus on marketing automation. This includes multichannel campaign management, lead management, marketing analytics, segmentation, loyalty marketing, digital marketing, and social CRM strategy and technology. In addition, he is a member of the Customer-Centric Web team at Gartner, concentrating on customer experience and company/customer engagement. Mr. Sarner has defined and writes about the power of "Generation Virtual," its members’ growing use of anonymous online personas, and their unstoppable influence on business and culture, online and off.
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