



moengage

Book of Marketing Trends 2019

101 Global Marketing Leaders Share
Their Forecasts and Insights

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Overview

We're at the beginning of 2019 and every new year brings along some big opportunities. As a marketer, you can analyze data and plan for the year ahead. But that's not always enough. A new tool, technology, platform or competitor can create cracks in the most concrete plans.

As the CEO of a company that helps marketers solve their customer engagement challenges, I know how important it is to understand the pulse of one's industry and be able to determine user behavior—we've done that for you.

We reached out to 101 global thought leaders and influencers to understand their insights and forecasts for marketing in 2019. We asked them the questions that haunt most marketing minds today:

What are the challenges that marketers are likely to face this year?

What are some trends to keep in mind as we begin to execute our marketing strategy for 2019?

Are there any new channels and platforms that we'll need to stay ahead of the game?

What do technologies like AI, Voice search, AR/VR mean to marketers?

This eBook is a compilation of their predictions in the areas of AI and machine learning, marketing automation, mobile marketing, content marketing, marketing analytics, cross-channel marketing, social media marketing, SEO, and more. They've leveraged their rich experience and learnings to sum up forecasts for this year.

I hope you enjoy reading these predicted trends and gain from the forward-thinking insights by global marketers.

Cheers,

Raviteja Dodda

CEO and Founder, MoEngage Inc.



Marketing Trends

Every year, consumer expectations grow based on how brands interact with them. 2019 will be no different. This will be the year that sees a shift in the way marketers perceive their audience, campaigns, and goals. I foresee three clear trends emerging within marketing in 2019:

Value over volume: Last year, more and more brands were keen on embracing a user-centric marketing model. The focus was on building a clear strategy that leans towards customer engagement and retention. Marketers have realized that marketing works best when it is relevant and contextual to their audience. This year, we'll see more and more brands shift levers from volume to value. Which means that reach, impressions etc. will mean lesser to marketers as the focus shifts to trigger/behavior based marketing even more.

Advanced analytics is a prerequisite: Over the last few years, I've seen an incremental affinity among marketers to look beyond the 'what' and articulate the 'why' of marketing. Having a data scientist or a marketing operations team is any marketer's dream. While larger marketing teams include experts who can constantly analyze data to provide razor-sharp insights, smaller teams rely on analytics tools that arm them with these capabilities. Either way, the impetus on advanced analytics is only going to grow and brands who have not yet been looking at data very closely in the past will be forced to do so.

Automate and re-invent: There are so many ways in which marketing is transforming. This means that marketing teams must evolve in terms of technology and process. To stay ahead, marketers must embrace automation to take care of the day-to-day marketing chores while the teams utilize their time on creative aspects of marketing. This will help marketers be smarter at every stage of the customer's journey.



Ashwin S L

Head of Marketing, MoEngage

The background of the slide features a series of overlapping, curved bands in various shades of red and orange, creating a dynamic, swirling effect that frames the central text.

AI and Machine Learning

AI and Machine Learning

Investments in Customer Data Platform's (CDP's) CDP's will be a big theme this year, helping to unify data sources and eliminate crippling data silos. Marketers will finally be able to scale their data transparency problems by having a single platform where they can not only house their own data but execute campaigns and track attribution will become the new normal.

CDPs will also become a valuable tool for CMOs this year. The CMO position across industries has been under siege for the last few years. The CDP gives CMOs the ability to get more direct insight into their marketing efforts than ever before, making it easier to spot potential problems before they cause damage and right the ship when needed.

Identity Resolution falls further under the microscope. Identity resolution is one of the key areas we have seen companies struggle in, and 2019 will be the year it makes headlines. For years, marketers have been sitting on piles of data, not knowing how to strategically place it back into their marketing spend.

With Identity Resolution, marketers will be able to take anonymous social and web visitors, resolve who they are and what they're saying, and connect those insights back to their marketing ROI. Problems such as fraud will be reduced dramatically, as marketing teams will finally be able to uncover whether online traffic is being seen by real people or bots.

“CDP’S will be a big theme this year, helping to unify data sources and eliminate crippling data silos.”

Ajay Gupta
CEO, Stirista



AI and Machine Learning

Increased focus on hyper-personalization was a major highlight of 2018. Enterprises strove to provide the best customer experience by offering the right content to the right customer at the right time and via a channel of their choice. The mantra has always been the segment of one and companies are using advanced analytics and machine learning to learn more about customer needs and provide them with the relevant information.

But the availability of reliable data has been a big challenge. In order to offer personalized content, you must know your customer well. You must bring all customer data together and create accurate and consolidated profiles that can be used by analytics to understand their behavior and preferences, and then determine the next best content offer. If the data is dirty, the customer experience will be poor. In addition, with more focus on privacy with regulations such as GDPR, companies need to ensure that the engagement with the customer is compliant and the right consent is in place. Consent before content.

In 2019, companies will focus on their data management strategies and use modern data management technologies to create reliable data foundations. They will keep investing in AI/ML technologies to learn about their customers to offer better-targeted information. This will gain an increasing foothold in life sciences, healthcare, and financial services.

*“Consent before content. In 2019, companies will focus on their **data management** strategies and use modern data management technologies.”*

Ajay Khanna
VP Marketing, Reltio



AI and Machine Learning

AI for SMBs:

Artificial Intelligence will aid the execution of Digital Advertising campaigns for SMBs. Nearly 81% of SMEs do NOT use any form of marketing automation. Artificial Intelligence (AI) is becoming more intelligent and intuitive, so yes, in the future it is best to have faith in technology and rely on the machine.

Through Deep Learning tools like Google's platform TensorFlow, you will be able to create models that can analyze and predict the time of day, segmentation, subject, media, design, text, landing page, monitoring conversions, etc that will work the best for your Digital Advertising campaigns. It can even help you in deciding what content you should use (based on the most engaging topics in the web at the moment). AI and marketing data can open up new opportunities for marketing campaigns for SMBs.

“AI and marketing data can open up new opportunities for marketing campaigns for SMBs. //”

Cristian Rennella

CMO & CoFounder
- oMelhorTrato.com



AI and Machine Learning

AI for Chat, AI for Customer Service, AI for Voice Input -

1) AI for Chat Bots (Main Stream Adoption) - will cater to more use cases in 2019 and will go mainstream to help with customer conversations from giving them more information around the product to FAQs to moving them further down the purchase cycle.

2) AI for Customer Service (Early Adoption) - IVR's will slowly get replaced with human like conversations enabling quick resolution of issues while keeping costs low. Chatbots will continue to play a role here.

3) AI for Voice Input (Early Adoption) - With Siri, Alexa and Google Assistant, consumers are getting familiar with voice interfaces. So I would see more businesses across industries looking at launching voice enabled services for their clients - Example: Voice for shopping, Voice to take meeting notes, Voice to interact with your CRM, etc.

*“More businesses across Industries will look at launching **VOICE** enabled services for their clients.”*



Dhruva Shetty

VP - Marketing, Zapr Media Labs

AI and Machine Learning

Netflix recently released an interactive film called Black Mirror: Bandersnatch. If you are not familiar with the film, I suggest you get acquainted. In the film, viewers get to select the main character's actions. The movie's ending depends on the action you choose. There are alternative endings which will keep you engaged and entertained for hours. We will see lots of interactive video in marketing where the consumer is highly involved in 2019.

*“For 2019
interactive
marketing will be
popular.”*

Karla Campos

Founder, Social Media Sass



AI and Machine Learning

AI-focused Lead Sorting, Filtering, and Progression: The customer-touchpoint interactions will further stand transformed in 2019 by AI-powered marketing software across a host of activities like lead sorting, lead nurturing, and customer qualification progression.

Chatbots: The intuitive power of AI-based chats will leave more to initial interactions and a little less to the later part of human-managed customer acquisition, improving marketing sustainability and business scalability.

Content Topics: AI-parsed internet content will offer crucial data about product and services terms and keywords and interactive video content will make its entry into marketing collaterals helping in targeting people unaware about the market gap creating a new space and number of prospective leads.

Voice search SEO on Personal Digital Assistants: 2019 will see a huge shift in the way people search for their requirement, preferring to just say out loud than typing it out. The content will also transform moving to very short pieces of information that can easily be crawled and read by personal digital assistants in a home or on smartphones.

“The customer-touchpoint interactions will further stand transformed in 2019 by AI-powered marketing software across a host of activities like lead sorting, lead nurturing, and customer qualification progression.”

Ketan Kapoor

Co-founder and CEO, Mettl



AI and Machine Learning

We are going to see more and more AI and machine learning been adopted by marketing tools and platforms to help marketers better analyze their content, following, engagement, and implement their marketing strategy more effectively. AI is relatively new, but I have already seen companies use this in the influencer marketing space to vet out fake influencers, fake engagement and manage influencer marketing programs more effectively. As a use of marketing tools, I have always requested marketing tools to leverage data and power their platforms to help marketers drive more effective user engagement. I am looking forward to advances in AI and integrations with marketing tools that help marketers gain deeper insights into their current work while offering ways to automate more of our marketing work intelligently while maintaining complete control of our brand, content, and digital actions.

// I look forward to advances in AI that will help marketers gain deeper insight while automating more of our marketing work intelligently while maintaining complete control of our brand, content, and digital //

Neal Schaffer

CEO PDCA Social, Forbes Top 5
Social Media Influencer



AI and Machine Learning

The rise of chatbots: Have you used a website and had a chat box pop up asking if you needed help? Or maybe you clicked on a customer service button and got a chat window? These chat windows aren't connecting you to a person. They're connecting you to a chatbot. A chatbot is a computer simulation of human conversation. The technology has been developed for decades but it has reached a point now where chatbots are trusted by businesses to handle customer service and ordering tasks on websites.

Chatbots of the future will be smarter and more responsive as well. From automating repetitive tasks to delivering great customer service, chatbots will help brands to communicate quickly and effectively with users. The bigger question is whether or not consumers will accept the results of a chatbot interaction as the fundamental basis for customer service interactions. It's likely that there will still be some face-to-face or phone interactions between people and companies even if chatbots continue their boom, as there are still some things that computers cannot do. But they're catching up fast.

“CHATBOTS of the future will be smarter and more responsive as well.”

Nedelina Payaneva

Digital Marketing Specialist,
Asian Absolute



AI and Machine Learning

In 2019, AI and chatbots will tip the scale in their direction. 2018 was a good year for both AI and especially chat bots showing a promising growth by finding a place in various industries. More and more companies adopted the approach to use chatbots and AI in their business models. Showing very promising results in 2018 makes chatbots and AI a very trendy topic for 2019 as demand is seeing an increase.

Influencers marketing is a topic that will remain actively used in 2019. This type of marketing approach showed lots of results in 2018. Fintech companies were able to grow from a couple of hundreds of users to millions of users in less than a year. Video content is easily consumed by users. Which on its self will show an increase in video content creation, promotion, and optimization?

Incorporating marketing automation on a regular basis will be a trending topic in 2019. Even the most tech-savvy marketers who use advanced technologies to automate their work don't do it in a regular and consistent manner. Marketers look to segment key emails, like promotional. However, they are yet to incorporate promotional blasts into their everyday marketing strategy.

“In 2019, AI and chatbots will tip the scale in their direction.”



Nikolay Terziev

SEO Expert, LeuPay

AI and Machine Learning

AI will change the landscape in marketing. Technologies like Predictive Analysis, Machine Learning and Natural Language Processing will have an ever-lasting effect. Tech Republic reports that the use of AI will increase two-fold in 2019 from 2018. What this means is, the war for hyper-personalization is underway. Marketers can use real-time feedback they receive from end-users to create products or services that can be tailored to each individual's preferences, creating superlative customer experience.

“The war for hyper-personalization is underway.”

Smitha Hemmigae

Head Marketing at
Thoughtworks



AI and Machine Learning

AI will revolutionize the field: AI-based approaches will continue to improve key marketing metrics, while also improving the customer experience at a fraction of the marketer's time.

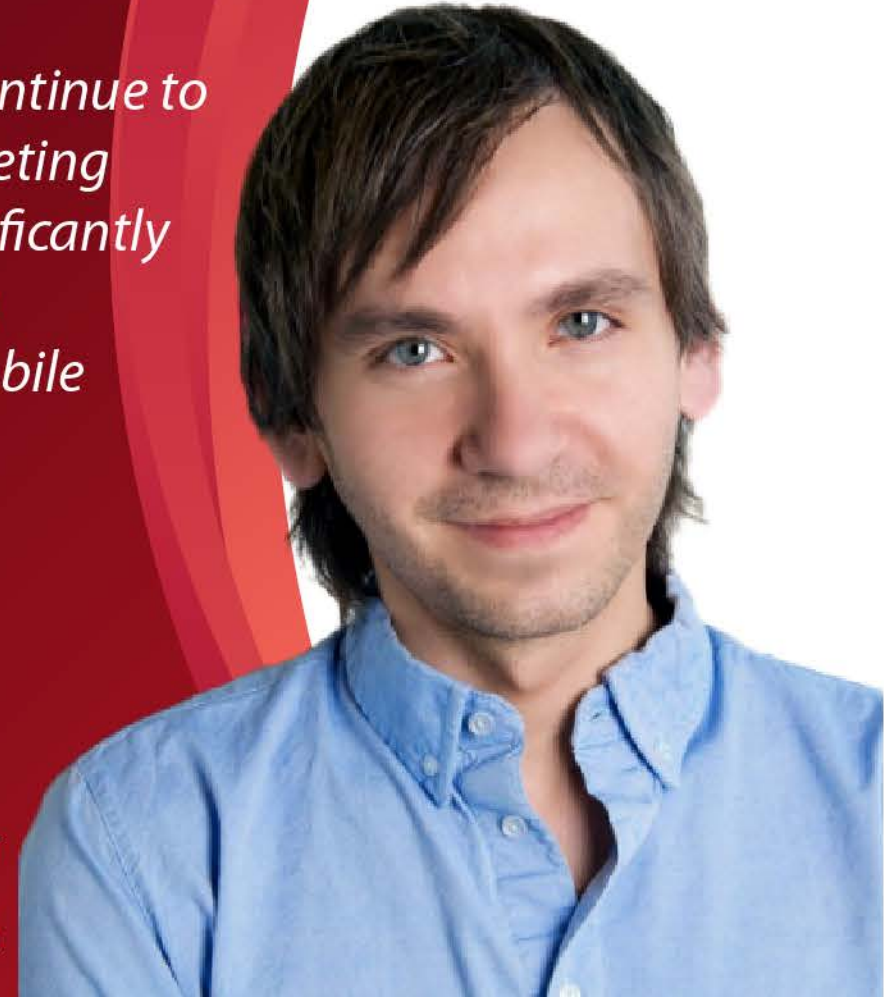
Mobile will continue to dominate: Marketing has evolved significantly with the growing prevalence of mobile devices. Most email marketers, for instance, now expect that a large percentage of their messages will be read on mobile, which has led to an increase in mobile-friendly content and email design elements. On-the-go subscribers also provide a completely new type of data, which allows marketers to further customize experiences based on location.

Personalization at its core: Personalization still remains a challenge for the average marketer. Subscribers have come to expect customized and relevant content. Every marketer's goal for 2019 should be to finally get personalization right.

“Mobile will continue to dominate - Marketing has evolved significantly with the growing prevalence of mobile devices.”

Tom Sather

Senior Director of Research,
Return Path



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Social Media

Social media

Celebrity endorsements are nothing new. Athletes have been adding to their income making endorsements for years. Companies have realized that celebrities might give a company a company some media buzz, but social influencers are better marketers of a product. And because they are marketing the product online for their followers to go purchase a product online, it is easier for companies to track the success of their social influencer campaigns, and these campaigns are much less expensive than using a celebrity in a traditional media campaign that is virtually impossible to determine the success of a campaign.

Instead, by giving an influencer some of a company's product whether it is clothing, jewelry, food, or fitness gear, they will showcase a company to their loyal following and the close connection an influencer has with their followers will lead to sales and a better ROI than any traditional media campaign. 2019 will be the year of the influencer. We will see VR, AR, and more micro targeting based on geo-location, but the power of celebrity, and what makes a celebrity in 2019, will drive sales this year and beyond.

Andrew Selepak

Lecturer, University of Florida and
Program Director for MAM
in Social Media



“2019 will be the year of the influencer.”

Social media

In my opinion, one of the biggest marketing trends in 2019 is trust and proximity. Customers are savvier web users than they were before. They can easily recognize misleading adverts.

They tend to trust local, micro or nano influencers more than big brands or web superstars, because nano/micro influencers are normal people, like you and me. Customers like this feeling of proximity.

In 2019, I believe businesses should try to work with local influencers who have a much smaller, but highly targeted and responsive audience.

Gregory Golinski
Head of SEO at YourParkingSpace



*“In 2019, I believe businesses should try to work with **local influencers** who have a much smaller, but highly targeted and responsive audience.”*

Social media

Instagram is becoming king of the digital marketing space. People every day are becoming rich off Instagram from simply having thousands of followers. Followers = Money.

I believe businesses will double down on their Instagram efforts. With more and more people joining every day, it is a hard platform to ignore. Businesses need to get smart at how they post. I believe Instagram will increase sales by 10-15% of brick and mortar stores. Being a millennial, I can say that from personal experience, if I see a business with an aesthetically good looking Instagram feed, I rate them with a better perception than a business with a non-consistent Instagram feed, even though they probably have the same product.

In 2019, data from Instagram posts will be analyzed more than ever. Stop worrying about what you post. Worry about how you post it.

James Shockley

Founder/CEO at Social Movement Media



*“It’s not what you post,
it’s how you post it.”*

Social media

Brands and organizations using social media will have to completely revamp their strategies in 2019. Social media was never about volume, it was about the quality of the content, which brands will start to understand (finally) in 2019, or they will get left in the dust. The sheer number of posts and tweets competing for attention will require brands to be provocative, get extremely creative, and move very far out of their comfort zones to attract their ideal audiences. Working to target a smaller but more engaged audience, rather than simply posting to get the most reach and exposure, will be the focus. Brands will whittle down their social media marketing efforts from broadcasting on multiple channels to engaging on two or three select channels that they can effectively manage and drive results. Less will be more, quality will succeed over quantity, and we will all be thankful for it!

Julia Campbell

Digital Storytelling Consultant
and Speaker



*// Brands will whittle down
their **social media**
marketing efforts from
broadcast to engagement. //*

Social media

Customer Capital is the New Currency. 2019 will be the year brands leverage their social capital with consumers to help drive sales, answer questions, act on the brand's behalf in times of crisis.

Digital social capital is a way for a brand to understand the value of its online social networks. Just as greater amounts of economic capital can lead to more opportunities, higher amounts of social capital can lead to a more significant impact on a brand's audience. When a brand has more social capital, its community members are more likely to act on the brand's behalf think expressions of brand loyalty and communications that promote brand awareness.

The Democratization of Influence: It should be no surprise by now that communities own the internet. In 2019, brands will use the strength of their communities to turn their superfans into micro-influencers. By building and promoting places for superfans to create content, share stories, and shout brand love, companies will secure brand loyalty from the ground floor.

Katherine Calvert

Chief Marketing Officer | Lithium + Spredfast
A Vista Equity Partners company



“Customer Capital is the New Currency. 2019 will be the year brands leverage their social capital with consumers to help drive sales, answer questions, and act on the brand’s behalf in times of crisis.”

Social media

1) Local Influencer Marketing

With brands directing their efforts to highly targeted regional initiatives, the shift to local influencers is growing and will become the focus in 2019.

2) Voice is Dominating: The Sound Strategy

According to Google, 20 percent of mobile queries are voice searches. By 2020, it is projected that half of the searches in the US will be done by voice. Trends indicate that there will likely be a significant increase in the amount of audio entertainment consumed through AI-powered devices.

3) Big events will bridge the digital and physical landscapes.

Going forward, event pros should ask themselves: how can we create an immersive experience using trends that have “broken” the internet?

To connect on a deeper level with consumers, marketers will need to think how they can bring digital and physical elements to life in a way that allows attendees to see, touch, feel, and engage with them.

Maria A. di Fonzo

Music Audience Exchange



“With brands directing their efforts to highly targeted regional initiatives, the shift to local influencers is growing and will become the focus in 2019. ”

Social media

Social Media has now slowly started moving into instant messenger group space and brands have to think hard to get into these conversations to seed in trigger points for either trial or purchase. In current world of low attention span nothing works better than being in conversations and being part of word of mouth.

Ranjit Behera
Head Digital, BankBazaar



“Nothing works better than being in conversations and being part of word of mouth.”

Social media

Social media marketing will increase more than 50% in coming years as India will give importance to customer data security. This means customer data available to marketers will become less and they will also not rely on third party or agencies databases.

Santhosh NS

Head of Marketing &
Communications, Fujitsu



*“Social media
marketing will grow more
than 50% due to data security
and user privacy constraints.”*

The background is a vibrant purple with a series of thin, curved lines that sweep across the frame from the top left towards the bottom right. On the left side, there is a large, solid white circle. The word "Content" is written in a dark grey, sans-serif font, positioned within the white circle.

Content

Content

Content marketing has always been about having a passionate love affair with the audience - it will remain that way in the coming year. In 2019, content marketers who choose to focus on one content type (Blogs, Videos, Podcasts or Interactive Content) are more likely come out as heroes. The audiences of today know content is meant for self promotion. They have a greater affinity towards internet celebrities and bloggers as opposed to brands. Community or tribes marketing will help businesses to showcase themselves as huddle creators, not as intruders.

// Community or tribes marketing will help businesses showcase themselves as huddle creators, not intruders. //



Abhishek Talreja

Founder - Prolific Content Marketing

Content

Hiring folks who can narrate deeply researched stories for a broad audience is going to be immensely challenging, but deeply rewarding for companies. There's a severe dearth of storytellers and companies are struggling to pitch their core value proposition.

“Hiring storytellers is going to be a challenge.”



Adithya Venkatesan
Head Marketing at Go-Jek

Content

1. More video: The popularity of the video has been on the rise, and the data is clear: video increases the number of times people look at your content and substantially increases landing page conversion rates.
2. Increased emphasis on PR: Consumer trust in brands has been steadily declining, and the source of your message matters a lot. You can tell people how great you are through different channels, but it makes a much bigger impact when a credible, objective third party makes that same statement. Though there are different ways of calculating advertising value equivalency (AVE) of a PR placement, it is a widely accepted truth in marketing that an earned media placement is more valuable than an advertisement, even from the same outlet.
3. More creativity overall: Your target audience, even in a professional capacity, appreciates being reached in new and creative ways. Some of this has to do with more millennials moving into leadership roles, and some of it is because consumers are increasingly savvy and dislike being marketed to. At any rate, companies are not only more tolerant of innovation in their marketing but are actively requesting it.

*// People are spending more and more time on the internet, including the competition. It is more important than ever that companies pay attention to their **SEO** efforts. //*



Beth Cooper

Director of Marketing,
KNB Communications

Content

User-Generated Content (UGC) is going to be the future of content marketing. In fact, 2019 will see many organizations leveraging the power of UGC and have users as their brand advocates. Users will continue to move away from traditional ads. Specifically, visual UGC will play a significant role in the buying decision of users, driving sales and revenue for companies. Also, as users continue to create more visual content, AI will change the game entirely and help scale content. Thus visual UGC will catalyze the AI adoption in marketing in 2019.

“User-Generated Content (UGC) will be the game-changer in 2019 for content marketing.”



Bhawna Grover Bagai

Content Head - Goibibo

Content

In 2019, we'll see customer experience become the content marketer's true specialty. We've already seen content marketers broadening their scope of responsibility by incorporating SEO and CRO into their skill sets.

In 2019, SEO skills and responsibilities will permeate roles and functions across the content creation process.

In 2019, ROI measurement will continue to stand out as the number one challenge faced by content marketers. Reporting ROI effectively will give content marketing teams access to more budget and opportunities to influence diverse parts of their organizations as leaders and customer advocates.

In 2019, content marketers will grow their in-house teams to take on global, omnichannel marketing. The challenges of marketing at scale through multi-regional teams will come to the forefront.

In 2019, content marketers will begin to manage organic and paid channels together. They'll think in terms of net coverage, total spend, and efficiency rather than siloed channels.

*// In 2019, we'll see **customer experience** become the content marketer's true specialty. //*



Charity Stebbins

Director of Content and
Communications, Conductor

Content

Content marketing (currently, on an upward trend) will see a bit of fatigue in the coming days. More videos, more blogs and more social media posts will eventually create clutter and people will turn away from anything that's not fully relevant to them. The quest for relevance will see content producers utilize better technology, better analytics and better workflows to serve content that is not just good but 100% useful.

*// The quest for relevance will see content producers utilize better technology, better analytics and **better workflows.** //*



Diptakirti Chaudhuri

Head - Marketing, Manipal Global
Education Services

Content

2019 will become the height of mistrust among consumers for content pushed at them. In general, content teams will spend 2019 creating content that tells an authentic story - without marketing fluff or anything else that might make consumers skeptical.

The referral will take a step back into the spotlight, as everything will be intensely researched for validity and reliability. This has been around for a bit for the B2C market, but B2B will pick this up in 2019. A lot of good online reviews are critical (if a business has only a few reviews, there's a chance they could be fake), but a generic testimonial might be viewed with a raised brow.

// 2019 will become the height of mistrust among consumers for content pushed at them. In general, content teams will spend 2019 creating content that tells an authentic story. //



Erica Seery

Lead Marketing Strategist,
Getfused

Content

Three emerging trends will gain critical mass in 2019.

First, the heavy use of short videos with subtitles will become more prevalent and will begin to edge out text-only posts on the majority of social media platforms. A video is easier to consume and is more effective for communicating on social media.

Second, video shot in portrait mode (tall) will become standard. As mobile viewership continues to dominate over desktops and laptops, videos will continue to transform to the devices that the majority of people use the majority of the time (phones).

The third trend for 2019 will be the emerging dominance of voice. The number of smart speakers sold during the 2017 holiday season led to a surge in demand for Amazon skills and flash briefings, and for podcasts. Smart speaker sales are projected to also be strong during the 2018 holiday shopping season. With that, more brands will start matching the demand with voice programs. I expect the number of podcasts and flash briefings to continue to experience strong growth.

“Use of short videos with sub-titles, portrait mode videos, and voice will dominate 2019.”



Erik J. Olson

Founder and CEO of Array Digital,
Award winning digital marketer

Content

Content marketing in 2019 will demand more visuals (videos, infographics, images), more audio (search, podcasts), more brains (A.I., Big Data, personalization), and most of all more heart (listening with empathy, answering questions, teaching and anticipating needs).

*// Content marketing in 2019
will demand more brains and
most of all more heart. //*



George Stenitzer

Founder & Chief Content Officer,
Crystal Clear Communications.
Co-Inventor of Message Maps

Content

I am looking forward to larger adoption of voice tools at the consumer end, given the growth for digital is coming from Tier 2 and 3 cities in India. Brands have extensively used digital video for creating native brand stories. Audio stories will make this more cost-effective and personalized since it can be created in multiple languages. Google and Amazon are leading with their voice products and I am hoping they will be open to more seamless brand integrations.

*// I look forward to larger adoption of **voice tools** at the consumer end in India. //*



Hardik Joshi

Digital & Social Media Head
Brand Marketing, Axis Bank

Content

In 2019, we will see:

Digital marketers using VR in interesting ways. Facebook just rolled out a beta on a “VR/3D” photo tool that I absolutely believe companies will leverage.

Video become even more popular and brands become more creative with the use of it.

Brands reaching out to women – in more intelligent and respectful ways. The past year has been a huge wakeup call to the power of women to affect change and to make/break a business. Brands are listening and will seek ways to resonate with this influential market in authentic ways.

Brands making deeper connections with their constituents, forcing them to be clear about what they stand for.

Consumers don’t want advertising, they want the truth! Messaging has to be authentic and brands have to think differently – be willing to take risks and realize they won’t appeal to everyone. Standing behind a purpose will help create an honest dialogue which will truly differentiate brands and build a loyal following.

“ In 2019, we will see brands making deeper connections with their constituents, forcing them to be clear about what they stand for. ”



Holly Mason

President and owner of MasonBaronet

Content

The Hottest New Job Position: Chief Content Officer (CCO)
With content marketing becoming more of a priority for many businesses, a designated, C-suite position for content is the next natural step. By the time 2019 rolls around, don't be surprised to see "CCO" as a more common job title.

Larger, In-house Content Teams

There's a clear push to transition away from hiring freelance content creators who prove to be much more expensive (for quality work, that is) to build out a team of writers who have the knowledge and resources necessary to create great work for a given company. To do content marketing effectively, you can't have a team of one. And it's clear that content teams provide tremendous business value. Bringing in journalists and creating a content studio and media desk inside a company is looking to be the game-changing next move for content marketing.

*// The Hottest New Job Position:
Chief Content Officer (CCO). //*



Jillian Smith
Head of content, SendGrid

Content

As privacy concerns related to various social media channels continue to grow I'm expecting more of a focus on owned media channels like corporate websites, company controlled mobile apps and internal email and texting lists.

Content marketing will still be big but the distribution of that content will likely be more focused on company-owned properties. Companies will take content marketing to another level by striving to build competitive advantages through premium content that positions them as leading experts. In essence, companies will look to build owned-media empires. The best multi-platform storytellers will win.

*// Companies will take content marketing to another level by striving to build competitive advantages through **premium content** that positions them as leading experts. //*



John King

Executive Director of Digital
Marketing Services at Lone Star College

Content

My marketing prediction for 2019 is that marketers will shift more of their budgets to video production. In Q3 and Q4 of 2018, Google increased the presence of the video carousel at the top of the search results. This will lead many marketing teams to begin producing videos in hopes that they can fill some of this valuable screen real estate with their message.

// In 2019, marketers will shift more of their budgets to video production. //



Jonathan Holloway

Director of Strategy - NoExam.com

Content

2019 will be the year of video, which continues gaining traction across marketing channels. Marketers and businesses have many more options when it comes to sharing their stories through video, and they are embracing these opportunities with open arms. This presents more opportunities to create dynamic content that defines a brand's thought leadership while engaging target audiences on a more emotional level. Sharing raw, behind-the-scenes content makes brands more relatable.

Thanks to simple video sharing platforms like Instagram Stories and video editing mobile apps, businesses and marketers can easily create videos without investing too much of their time.

Tactics like engaging with audiences one-on-one across social media channels, collaborating with influencers who do positive things for their communities, sharing behind-the-scenes content and more will help make brands more relatable, and thus more trustworthy. You can't build trust overnight, however, so brands will have to stick with these practices to see results.

*// 2019 will be the year of video,
which continues gaining traction across
marketing channels. //*



Jonathan Ochart
CEO, The Postcard Agency

Content

Amazon will continue to gain traction and volume. We anticipate they will aggressively roll out new ad products, formats, and targeting options. From a platform side, I anticipate increased investment in their API as well as their native reporting and UI to enable other marketers to get on the platform more easily.

Voice search for advertising is mostly triggering for folks using the microphone to Google Search in their mobile web browser. There has been very light experimentation for ads on Google Home speakers, but it's not one that has an immediate path to scale. Aggressively pushing ads on Google Home speakers - which cost +\$100 - is a tough sell for consumers. I expect Google to really increase the bar for a quality score to preserve the user experience.

Video: At a macro level, I'd expect to see more video consumption and content – not only because users prefer this format, but also because technologies are enabling video creative generation for non-creatives. I believe this will translate to a lot of quick stop motion, subtle movement, quick and dirty creative production. There is a lot of talk about AR/VR creative, and I expect this will go through some light testing and more content out there that fits this format, but it will still very much be in its early stages over the next year.

“Amazon will continue to gain traction and volume. We anticipate they will aggressively roll out new ad products, formats, and targeting options.”



Justin Hayashi

President, Co-Founder at New Engen

Content

1. Stories and imagery will take even more of a forefront in brands' and publishers' content mix. Short, story-driven content will become the preference. Especially if this content can tell a product story surrounding a brand's products, and show how people actually use the product in certain situations. This format also emphasizes the need for brands to be personality-driven; to have faces and voices for the brand that are consistent and recognizable.
2. The continued rise of chatbots/AI/personalized interactions with all types of brands on social. Some are even predicting that as many of 80% of total customer service interactions by 2020 will be with chatbots via social mediums and websites.

// Stories and imagery will take even more of a forefront in brands' and publishers' content mix. //



Kris Hughes

Senior Content Marketing Manager,
ProjectManager.com

Content

The marketing industry right now has its work cut out. Winning customer loyalty and trust is harder than ever. Our research shows that 63 percent of consumers think marketers are selling them things they don't need—that's a massive wake-up call to the profession. How do we overcome this mistrust? By getting back to basics—asking customers questions, determining how we can add the most value to them, and consistently delivering on our promises. For all the great technology at our fingertips, we have to strike that delicate balance between technology and human emotion so that we can forge authentic customer connections.

As a customer connections result, I'll be spending 2019 devising new ways to bring my team, in fact, our entire organization, closer to our customers. We have the luxury of 'eating in our own restaurant' and using our own technology to help, but it's not just about tech. Embracing customers in this manner is a state of mind; we truly win when we listen, engage, and walk a mile in their shoes.

“For all the great technology at our fingertips, we have to strike that delicate balance between technology and human emotion so that we can forge authentic customer connections.”



Leela Srinivasan
CMO, SurveyMonkey

Content

As an industry expert with both in-house and agency experience, my marketing predictions for 2019 include the rise of credible content and increased UX considerations.

With the most recent Google algorithm changes, it seems as though the future of the internet will become increasingly dependent on a site's ability to match user intent and create an engaging user experience. Instead of a focus on 'selling', I believe in 2019 we will begin to see UX writing, storytelling, and guiding a user through a website more than ever before.

*“Instead of a focus on 'selling', I believe in 2019 we will begin to see UX writing, **storytelling**, and guiding a user through a website more than ever before.”*



Megan Jenkins

Social Media,
EO & Content Marketing Manager,
SimScale

Content

The biggest trend I see leading the wave of content in India would be the rise of 'regional' content. Currently, brands are just riding on the english speaking digital native. However, with the advent of Jio, data has reached all pockets of the society. Even today, more than 50% of content on digital is local language slated to be 75% by 2020. While a lot of talk has been happening around regional content, 2019 will be the year where we will see a big push from all the large players towards localizing content to suit culture. International brands are looking to find a place for themselves in India and an English (or Hindi) approach is just not going to cut it any more. We have some early steps from brands like Amazon and Coca-Cola towards this direction, but it's only a matter of time before we see a big shift in the way content is being looked at.

*// In 2019, large players will begin the shift towards **localizing content** to suit culture. //*



Nikhil Kant

Head - Social Media and
Digital Content, Uber

Content

The continued rise of voice-activated search and smart devices: If Alexa, Siri, etc. are not able to find you, you may not exist much longer. The majority of people enjoy calling, buying and playing via voice search and now that everyone has a voice-controlled assistant with them at all times they are not going to be too keen on giving that up.

Video and rich content gains even more traction and drives growth: Attention spans are shorter than ever, so videos will be used even more and rich content will drive engagement.

More confidence in trusted content, friends and influencers than advertising: The world has been moving this way for years with people seeking their friends' and influencers' opinions and advice online on what to buy, where to go, and what to do more than a paid ad or fancily packaged content.

“If Alexa, Siri are not able to find you, you may not exist much longer.”



Paige Arnof-Fenn

Founder & CEO,
Mavens & Moguls

Content

Marketers will begin rapidly turning to conversational storytelling -In 2019, expect to see more marketers embrace a visually-compelling, interactive method of communicating that will help them create more valuable, memorable impressions on their target audiences.

Interactivity and immersion will become key to connecting with audiences -With exciting new interactive technology like VR and augmented reality (AR) becoming more available to businesses, 2019 will see new, immersive, methods of working and learning become a reality. Marketers will also explore these new methods of interacting via AR and VR as they strive to create meetings, sales presentations, training and webinars that feature more interactive content.

“Interactivity and immersion will become key to connecting with audiences.”



Peter Arvai
Co-founder and CEO, Prezi

Content

The content industry will be challenged to raise the bar to craft content that identifies, resonates, and inspires millennials. Brands will be forced to invest significantly on creative storytelling to stand out from the clutter. Content agencies will look to identify real human interest stories that resonate with a brand's core traits and make it believable and therefore shareable.

*// Content agencies will look to identify real **human interest stories** that resonate with a brand's core traits. //*



Rajasekar KS

GM, Marketing,
Matrimony.com

Content

1. Inbound + Outbound: Inbound marketing has made massive inroads over the last few years, driven by users wanting helpful content, available through the channels they use at the precise moments they want to support in their buying research. This has been especially effective in B2B marketing. With more and more content becoming available, spotting the gaps in search terms is becoming increasingly difficult for marketers, which has led to an increase in paid online promotional tactics to get their content seen and heard. In 2019 we'll see an increase in targeted advertising across social media platforms - leveraging traditional outbound tactics - combined with inbound campaigns that center on useful and attention-grabbing content.

2. Influencer marketing will become even more relevant for promoting content, but marketers will be employing more traditional PR practices in their approach like building relationships with key influencers for prolonged campaigns, not just paying for a single sponsored post here and there.

*// In 2019 we'll see an increase in **targeted advertising** across social media platforms - leveraging traditional outbound tactics - combined with inbound campaigns that center on useful and attention-grabbing content. //*



Ruth Plater

CEO and Founder, Radial Path

Content

With smarter technology and new opportunities, the world of content marketing will evolve massively in 2019. I believe that emerging technologies such as virtual reality, augmented reality, and artificial intelligence will pave the way for the future of content marketing. The industry will also get more creative with content formats such as videos, 3600, VR, AR, ebooks, and influencer-created content.

*// The industry will also get more creative with **content formats**. //*



Shane Barker

Digital Strategist and Brand & Influencer Consultant

Content

Since content is the base for any type of marketing online or offline, content strategy becomes critical. We will see more and more corporates and organizations increase their content marketing budgets and focus more on a meaningful content strategy rather than adhoc marketing campaigns. Especially digital content of all forms, blog articles, podcasts, videos, VR, images, etc. will be more strategically produced and distributed.

// Organizations will increase their content marketing budgets and focus more on a meaningful content strategy. //



Theodore Koumelis

Publisher and Digi.travel Conference
Organizer, TravelDailyNews

Content

Content marketing will embrace new-age technologies such as AI and machine learning to enable real-time analysis of content consumption by the target audience, and provide them with highly contextual and business-oriented content recommendations on the go. This will lead to deeper personalization and greater business impact in the near to long term.

“Content marketing will embrace new-age technologies such as AI and machine learning to deliver personalized content.”



Vipin Sahni

Group Marketing Manager,
HCL Technologies

The background features a central blue area with a subtle gradient, transitioning from a lighter blue at the top to a deeper blue at the bottom. This central area is framed by large, wavy, yellow-orange shapes on the left and right sides, which have a slight 3D effect with shadows.

Mobile

Mobile

Offline to Online (O2O) will be the biggest driver in mobile acquisition. QR code will have its own come back with many players trying to get a quick response from the moment to capture a transaction offline. It's already started trending with Fintech play, this will go further in the years to come and it will be integrated in many offline channels including TV, newspaper, magazines, and many more.

“Offline to Online (O2O) will be the biggest driver in mobile acquisition.”



Amjad Puliya

CEO, GetBaqala Inc.

Mobile

Here is where you find your purpose as a company/brand and how you make yourself stand out to your customers.

1) Getting Mobile Friendly:

People are constantly searching for products and businesses in their local area while on the go and this will continue to be popular in 2019. For many businesses and their customers, mobile-friendly sites are much faster, easier, and more affordable.

2) Establishing Local SEO:

Local SEO marketing has become popular. With mobile-friendly sites evolving as well, local SEO will help those looking for stores in their area or on the go.

3) Voice Search:

With the development of Siri, Alexa, and many other personal assistance voice apps, businesses and services will change the way they present their information.

“As businesses begin to grow and add several locations, local SEO will help customers find your business in their area.”



Andrew Ruditser
Co-Founder & Lead Technology
Coordinator, MAXBURST, Inc

Mobile

We think that mobile marketing, in general, will continue to be the focus of businesses of all sizes. When we look at our clients' website data, we notice that in all cases that 60% or more of their web traffic is coming from a mobile device. This is changing the way we write and design websites at their core! Instead of designing a desktop website (or 'designing for desktop' in mind), we have the mobile look and feel top of mind FIRST! Gone are the days where we can focus on only a beautiful desktop site and 'make some tweaks' for mobile. It's been completely flipped on its head now by the way people interact with technology every single day.

We believe that the marketing practices that will be popular in 2019 will be similar to what we saw in 2018, and that is VIDEO! Video content is king on social media and drives more engagement than any other type of media uploaded to most major social media networks. As small business owners get savvier about how they can leverage video, you will see more of it across all channels. Think back to not long ago when you would see the odd Facebook live as an example but if you were to log in today you would be bombarded with them.

“ Mobile marketing in general will continue to be the focus of businesses of all sizes. ”



Brittany Hardy
Owner of Empty Desk Solutions

Mobile

As our smartphone screens increase in size, fresh products, markets and opportunities are taking advantage of the new real estate. Apple recently acquired Next Issue Media and its “Texture” app, which some describe as a “Netflix for magazines.” For \$10-\$15 monthly, subscribers have access to a bonanza of popular magazine content. Tubi, meanwhile, is a video app with a significant focus on the Android phone market. The service delivers free, ad-supported film and TV content from major studios. For brand advertising, one of the most exciting opportunities is in mobile gaming. To date, brands account for only 15 percent of the lucrative ad spend in mobile gaming apps, but that’s set to change. Gamers are increasingly open to ad-driven content, and according to Adweek, today’s mobile apps “are integrated with customers’ devices, ensuring publishers and advertisers can leverage key data signals to seamlessly connect a relevant message to the right user.” It’s clear that as our smartphone screens grow, so do the options and benefits of mobile advertising.

“As our smartphone screens increase in size, so do the options and benefits of mobile advertising.”



Richard Shapiro

President - The Center For
Client Retention, Retail Futurist

Mobile

Mobile payments will continue to gain traction in 2019. Instead of opting for generic app install campaigns, advertisers should choose to run mobile marketing campaigns based on in-app action in order to save huge on marketing dollars. Capture all in-app events and create funnels. Share events' details with networks and publishers that are running your app campaigns - they will optimize based on user funnel. You'll need to pay publishers and networks only when your users have performed some revenue event.

// Instead of generic app install campaigns, advertisers should choose to run mobile marketing campaigns based on in-app action. //



Sumon Chandra

AVP - Marketing, HouseJoy



Marketing Automation

Marketing automation

In 2018, 47% of prospective customers viewed 3 to 5 content pieces before engaging with sales teams and 72% preferred video content to learn about the product. This highlights the importance of video content at every stage of content marketing. In 2019, companies will focus on customizing video content to user search intent at the awareness stage. Video content will also become more interactive to capture the consumer's inputs. In the next stage of consideration, highly personalized content will be used to strengthen the relationship with prospects. In the final stage of decision making, an AI chat-bot enabled video content that takes audio inputs will enable a better conversion for brands.

“For marketing automation the next big thing in 2019 will be the upsurge of mobile/browser/on-page video notifications with AI chat-bots to playing audio/video and taking audio inputs from users.”

Ankit Chhabra
Fortis Healthcare



Marketing automation

We will see more alignment of sales to other departments and business areas which will trickle down to tools used - we'll see consolidation and convergence of customer service, sales, CRM and marketing tools. All these systems track touch points through specific stages of a customer journey and facilitate engagement. We expect to see convergence to improve the efficiency of the process, and likely sooner rather than later.

We will see more adoption of CRM in marketing to further inform and personalize marketing experiences.

We will see more niche solutions that can be more easily applicable to different verticals and alongside the third-party developer building around existing CRM solutions.

We will also see the availability of quality data at a fair price, which will definitely help small to mid-size businesses know more about their customers and use this to support decision-making.

We believe CRM will sit at the center of an SMB's tech stack, surfacing everything they need to know about their customers and other relationships, with spokes out to other tools and customer touch points such as advertising, accounting, and business intelligence.

// We will see more adoption of CRM in marketing to further inform and personalize marketing experiences. //

Duncan Stockdill
CEO, Capsule



Marketing automation

With a lot of uncertainty in the market, companies are going to look at their cost to acquire more business and move to products that provide maximum marketing value (all-in-one solutions) and the best pricing for those solutions.

Events will be a bigger piece of companies' overall marketing effort (b2b webinars) and email marketing will continue to be the highest converting marketing outlet.

Services will need to start offering more extensive design and testing tools in order to compete and hold on to market share.

Automation will become a top driving force in email marketing even for small businesses

Having the ability to target users when and where will be a vital piece to increasing conversions.

SMBs are finding ways via email marketing to generate new customers and equally important, to set up automation so that existing users can get offers based on their past purchases, interests, or usage.

“SMBs are finding ways via email marketing to generate new customers and equally important, to set up automation so that existing users can get offers based on their past purchases, interests, or usage. //”

Eric Diamond
CEO, Envyte



Marketing automation

Expect companies to invest more in technologies in 2019. With digital marketing increasingly gaining popularity across various channels, marketers are faced with the challenge of reaching their audience in a more effective and measurable way in a competitive landscape. Investing in technologies, such as influencer marketing platforms will help brands identify the right influencers to work with to keep audiences engaged and optimize their marketing investments by honing in on the most impactful programs.

2019 will be the year where companies will shift their attitudes on how they work with influencers. We are already seeing companies like Amazon ramp up their influencer program. Influencer mishaps in 2018 forced many brands to realize their influencer relations needed to change - from weeding out influencers with fake followers to reevaluating partnership agreements with influencers - focusing on longer-term contracts. As influencer strategies continue to fuse into marketing campaigns, marketers will apply a more stringent due diligence process, backed by data, before partnering with influencers to ensure brand affinity, cultivate authentic relationships, strong past performance, and deliver greater ROI.

// 2019 will be the year where companies will shift their attitudes on how they work with influencers.//



Evy Wilkins
VP, Marketing, Traackr

Marketing automation

Here are some marketing predictions that we should watch out for this 2019 (and beyond):

1. A new marketing funnel: The focus will be to maximize the potential of the newly evolved marketing funnel, where leads enter the funnel through any touchpoint at any time in the buyer journey.
2. Respect for privacy and data security: There will be a stricter implementation of privacy policies and personal information collected and shared via email.
3. Targeted Automation: Targeted emails are 108.5% more likely to generate half of a business' email marketing revenue from automated emails compared to non-targeted ones.
4. Hyper-personalization: Email marketing will adopt a more personal touch when reaching its readers to build a genuine connection.

“Email marketing will adopt a more personal touch when reaching its readers to build a genuine connection.”

Jessica Andriani
Digital Marketing Manager at
Connex Digital, LLC



Marketing automation

1. ABM will be a core platform for marketers in the Martech stack. ABM platforms are quickly becoming the third, key part of the B2B marketing tech stack in addition to CRM and marketing automation technologies.
2. Connected data will be king. The marketing technology landscape is increasingly fragmented and that's not going to slow down. But marketers will need to find a solution to stop isolated data sources from negatively impacting their marketing capabilities in 2019.
3. Next, best action will become feasible at scale. The emergence of AI to take over manual tasks involving huge data sets means that automated next best action triggered by specific activity in the buying cycle will become a reality in 2019.
4. Persona-based advertising is dead. In 2019, more marketers will combine an immediate understanding of their target accounts with sophisticated intent data to identify the most likely buyers at those accounts, meaning B2B advertising will achieve precision and scale and finally replace the outdated personas approach that marketers were previously forced to use.

***“Connected data
will be the king.”***

Peter Isaacson
Chief Marketing Officer,
Demandbase



Marketing automation

In 2019, consumer insights will become an essential and tightly-integrated part of the modern MarTech stack. Companies will continue to invest in platform-based, automated on-demand insights solutions to power real-time decision making. Automation will provide further efficiencies, and the ability to add value by delivering insights on-demand across industries from technology to CPG. The transformation will be the only solution for companies looking to be part of an industry that is being actively disrupted.

The most popular marketing models will be focused on delivering consumer-centric practices, technology innovation, and data interpretation. In order to develop your brand effectively for consumers, marketers will need to have real-time access to full-spectrum insights into their markets. Being able to interpret insights and developing relevant campaigns based on relevant consumer feedback will become more efficient, and faster practice. Adopting new research approaches, and implementing more agile research programs to guide better and quicker decision making will push the industry forward in this on-demand economy.

“In 2019, consumer insights will become an essential and tightly-integrated part of the modern MarTech stack.”

Phil Ahad
EVP, Head of Products and
Strategy, Toluna



Marketing automation

Increasing privacy concerns will impact how marketers access and use data, forcing us to make more intuitive decisions. Data based decision making will be harder and GDPR and more such compliances like iOS disabling cookie tracking will make it difficult to understand users and their buying journey. Marketers will have to work harder to understand their users and rely more on their gut than data, in the process.

“GDPR and increasing privacy concerns will force marketers to make more gut-feel decisions.”

Shobit Mohan

Director Marketing
Razorpay



Marketing automation

The focus and mindspace from senior leadership on lead engagement and nurturing through marketing automation will trump paid and organic acquisition efforts.

*// Engagement and nurture through
marketing automation
will trump paid and organic. //*

**Vedanarayanan
Vedantham**
VP Marketing, HealthifyMe



The image features a white background with decorative curved shapes in the corners. The top-right corner has a series of overlapping, curved bands in shades of teal and blue. The bottom-left corner has a similar pattern of overlapping curved bands in shades of teal and blue, with a small greyish-blue area at the very bottom left.

Paid Marketing

Paid marketing

Bigger investments will be made on Vertical Search Platforms such as Amazon, Flipkart, TripAdvisor. These are the highest intent audiences, where customers go to make a decision. Google Search and Bing will continue to grow, as they cater to a high intent audience meanwhile investment on Social will shift from Facebook and Twitter to Instagram and YouTube in-terms of push-based marketing.

“Bigger investments will be made on Vertical Search Platforms such as Amazon, Flipkart, TripAdvisor.”

Dhananjay Yadav

Lead - Media Planning and Strategy, Razorpay



Paid marketing

Machine Learning and Artificial Intelligence will take performance marketing to the next level. Segmentation, targeting and attribution will change drastically and for good. Machine Learning will continue to drive better optimization and Artificial Intelligence will answer complex questions for marketers. Performance marketing budgets will continue to rise with a focus on ROI and LTV. Plain CPA optimization models will not be enough anymore. Today's Perfect Attribution Models will not be perfect with the increasing consumption of video content.

Shreyansh Modi

Head of Affiliate Marketing
- Flipkart

A portrait of Shreyansh Modi, a man with dark, wavy hair and a light beard, smiling. He is wearing a dark suit jacket over a light-colored shirt and a patterned tie. The background is a blurred city street at night with bokeh light effects.

“Machine Learning will continue to drive better optimization and Artificial Intelligence will answer complex questions for marketers.”



Others

Cross Channel Marketing

Consumer expectations now require brands and online sellers to deliver a fast, easy, secure and personalized shopping experience from browsing to checkout. 2019 will be the year of dynamic commerce, which allows the ability to have your customer-facing pages to dynamically update based on multiple factors, such as browsing history and geolocation. This will ensure a personalized experience for the shopper from content to currency.



Brian Deignan
VP Sales, FastSpring

*// Dynamic commerce
will be required for online sellers
to stay afloat. //*

Visual search

2019 will see an increased adoption of visual search for product discovery using computer vision technology. It has the potential to help consumers shop for hard-to-explain-in-text items and is an ultimate connection between online and offline inspiration at the same time enabling a more personalised shopping experience. Although more popular in the fashion and home decor space, increased adoption is expected in other segments of retail as well.



Anubhav Jain

Product Owner and Growth Hacker,
Decathlon Sports

*“ 2019 will see an increased adoption of **visual search** for product discovery. ”*

Marketing analytics

Big data has been hyped and we are already seeing some fault lines there. The primary reason I believe that there is a bubble is because of the way in which Big Data is being put to use. A lot of "business implications" are being derived from "pattern-recognition" (if A happens, then more often that not B also happens and therefore we can extrapolate!) using Big Data and this is bereft of the context in which these events occur. However, it is important to marry business context with pattern recognition to get as close as possible to the actual possibility. The way Big Data is being perceived today will change significantly in the near future.



Arvind Sainath

Head, Marketing Analytics at
Diageo India

*“ The way **Big Data** is being perceived today will change significantly in the near future. ”*

Customer Experience

It's ridiculous for companies to give lip service to customer experience by simply assigning a few people to it and thinking they're done. A customer-first mindset is much different than hiring a chief customer officer and thinking your work is done. That's almost as egregious as thinking that customer experience is simply something handled by the customer service team.

Today, companies are thinking about customer experience in everything they do, from hiring and leadership development to marketing, supply chain, logistics, IT infrastructure, product design and continuous improvement for the entire business. Companies that have a small team dedicated to customer experience could be in trouble. Every single department must be completely focused on customers, no questions asked.

Source: <https://www.forbes.com>



Blake Morgan

Customer Experience Futurist,
Author, Speaker

// Companies realize that no one can own customer experience. //

Analytics

Today's buyers are influenced by a multitude of digital channels, from search engines and social media to marketing emails and display advertising. Today's marketing budget, regardless of size, is therefore shifting from traditional channels to digital channels, giving marketers the opportunity to collect more data on what's working and what's not. Since marketing typically drives revenue rather than the reverse in most successful businesses, companies are implementing marketing analytics tools to see which channels, vendors, and programs drive conversions, accelerate opportunities, and influence revenue.

The problem with this is that the tools are collecting vast amounts of valuable data and information, while humans are still falling behind in interpreting it, leading to inaccurate reporting. The best thing small businesses can do to help combat this issue is invest in staff training. When the marketing team is well-trained, it can accurately interpret data and use it to inform the strategy, resulting in more sales and greater ROI for small businesses.



Bonnie Crater

CEO and President, Full Circle Insights

“Today’s marketing budget, regardless of size, is shifting from traditional channels to digital channels.”

Digital Marketing

Future of checkout will see more AR/VR technologies. When it comes to the future of checkout, get ready to see AR/VR becoming more integrated, which will help the seller visualize what they are selling and the end-user visualize what they're buying. This will be beneficial for digital goods or software sellers, as they will be able to better showcase the impact of their products, as well as buyers.

Subscription services will out-perform the traditional business model. With the rise of subscription-based selling and users, there's a fundamental shift occurring in the way people purchase, especially when it comes to digital goods (Spotify, software subscriptions, etc.) In order to keep up, online sellers must embrace and understand how this shift in purchase behavior will help or hurt their business model and know when, if, and how to make a change.



Chris Lueck
CEO, FastSpring

*“Subscription services
will out-perform the traditional
business model.”*

SEO

Voice search will continue to make a lot of noise in 2019. This does not mean that traditional content is dead, it just means that content marketers will need to be savvy enough to ensure their websites are just as optimized for voice searches as keyboard searches.

Voice search is an ingenious advancement in the way we can all search for anything we are looking for on the web. That being said, a lot of companies still aren't ready for it, which means they could be losing out on a lot of extra income. National, international and extremely localized marketing opportunities await those who can ensure their website is optimized for voice search and traditional search, making it much easier for consumers to find your site without even having to pull out a device.



Clare Watson
Director, Zolv.com

“Voice search will continue to make a lot of noise in 2019.”

SEO

Voice assistants like Siri and Alexa are becoming the preferred search tool for consumers. In response to that, marketers will need to start adopting strategies to prepare for this shift in voice technology reliance. One strategy we predict will be implemented across brands is Voice Engine Optimization, which refers to a new content marketing strategy to provide these voice assistants with questions and answers that consumers are frequently asking. Consumers crave convenience and the increased reliance on voice technology devices will be forcing marketers to adopt this strategy and to think locally.

This is how we see the shift unfolding in 2019: voice tech assistants will be even more humanized, with new updates being made to fix common voice recognition errors that are common today. Once these tools become easier to utilize, consumers will increase their search habits with voice tech tools, with the domino effect of businesses and marketers being forced to keep up. This must be done through the optimization of content to continuously drive revenue and foot traffic into real stores. With voice search, there is only one result instead of a page of 10 results making it all that much more competitive. VEO will be the secret weapon to stay ahead of this upcoming transition away from typed and into voice search.



Collin Holmes
CEO at Chatmeter

“VEO will be the secret weapon to stay ahead of this upcoming transition away from typed and into voice search.”

SEO

On Amazon Advertising

A lot of spend on Amazon has been from brands that sell through retailers. It's unclear how much spend they previously did with Google and Facebook, but it's not as high of a concentration as DTC brands. Amazon is clearly investing heavily in this space and we should see more improvements to their APIs and advertising tools. This will pave the way for more third-party sellers to use Amazon to find more new customers. This should really start to roll out next year and should start to impact Facebook and Google in a meaningful way by 2020.

On Voice Search

Voice search on phones is gaining traction, but to date, most of those queries are informational and not related to commerce with any intent. This is not what the media would have you believe as it's the new new thing, but to date has yielded little. Voice search will continue to take mindshare of media content, but be almost meaningless from a tactics standpoint.



Dave Atchison
CEO, New Engen

“Voice search on phones is gaining traction.”

Websites

Dynamic websites will continue to be trendier than ever. Single page applications (SPAs), such as those developed using the Angular and React frameworks have been gaining popularity for the last two or three years. I see that trend continuing. That's because these web pages in many cases can offer a better user experience; rather than reloading an entire page, they only modify the elements on the page that need to change as the user interacts with them.

In addition, these sites are easier to build and debug, don't require as much bandwidth, and don't tax the browser or server as much as websites built as multi-page applications. I think we'll also see companies getting savvier about recognizing the use cases where SPAs really do offer a better experience, and not just using them because they're the cool new trend in web development.



Drew Burns

Group Product Marketing Manager,
Adobe Target

*“Dynamic websites will
continue to be trendier than ever.”*

Automation

2018 was a great year for the industry and it was exciting to watch mobile continue to grow. While time spent on apps continued to grow, so did the unique visitor growth on the mobile web. This was about two times the rate of mobile apps. Almost everyone is spending more time with their smartphone than watching TV and in 2019 every age/demo will be doing the same. This is an incredibly exciting time for the advertising industry, and we're tracking several storylines in 2019, including a renewed interest in the visibility/viewability debate, data transparency, state-level regulation, and emerging walled gardens like Amazon, Xander, and Verizon Media Group.

As mobile continues to grow, there are also several trends that will continue to evolve: Video will continue to grow but it may not be traditional pre-roll; shorter, interactive videos (possibly vertical) will continue to gain adoption. Creative automation should continue to evolve as clients look for solutions to stand out beyond technical integrations and efficient buying platforms.



Greg Cappello
SVP of Marketing at Kargo

“Creative automation should continue to evolve as clients look for solutions to stand out beyond technical integrations and efficient buying platforms.”

Voice Tech to Increase, With Limitations: Companies have started giving people the power to make purchases just by speaking to their connected device. While this method will continue to gain popularity and save consumers time, it will come with limitations. Current versions of this tech will only work with non-emotional products, leaving out popular items like clothing, shoes, and jewelry. Figuring out how to incorporate visuals into voice tech will become a hurdle for many brands to jump over.

Data Privacy Isn't Going Away: Consumers becoming more aware of the things companies can do with their data will have a big impact on the retail industry. If consumers choose to not allow companies to access their personal data, brands will struggle with targeting their advertisements, leading to more challenges in bringing in customers to their sites.

Reviews and Brand Names: People are increasingly deciding what to purchase based on positive reviews vs actual brand name awareness. This could lead to the 'end of brands' - as customers begin to put more value on what the community has to say about a product.



Jonathan Cherki
CEO, ContentSquare

*// People are increasingly deciding what to purchase based on **positive reviews** vs actual brand name awareness. //*

Others

In our industry, the ability to adapt to new marketing strategies as the market shifts is the key to surviving the growing competition in this business. We must survive on constant lead generation for new clients and strategic follow up to give us the best chance of success.

What I'm expecting to see in 2019 is a continual shift to social media marketing. Facebook marketing options such as re-targeting will become part of many marketing plans because it is one of the best and most cost-effective follow-up strategies.

Considering many consumers spend ample time on social media like Facebook, it only makes sense for this medium to continue becoming a desirable venue for marketers. Also, the postal service had announced that it will be increasing the cost of first class postage by the largest amount ever. Many businesses will revert to lower cost follow up strategies like ringless voicemail, text message campaigns, and even cold calling.



Jonathan Faccone

Founder, Halo Homebuyers L.L.C.

*“ Many businesses will revert to lower cost **follow-up strategies** like ringless voicemail, text message campaigns, and even cold calling. ”*

Cross Channel Marketing

In terms of marketing predictions for 2019, I believe that we'll see the continued rise of relationship marketing and a renewed focus on nailing the basics.

Essentially, relationship marketing is all about developing personal connections with individuals at companies. It goes beyond social selling to how sales and marketing teams interact with their prospects and clients, especially in the B2B world.

Relationships have always mattered, and as the mobile, SaaS, digital advertising and other online industries mature, we'll see a leaning on relationships to launch and grow products as we've never seen because the novelty has renewed off of large technology stacks.



Kathryn Kosmides

Startup marketing consultant and
founder of Garbo.io.

*// Relationships have always mattered,
and as the mobile, SaaS, digital advertising
and other online industries mature, we'll see a
leaning on relationships to launch and grow product. //*

Voice Search will make massive strides in 2019. Digital assistants will dramatically affect the way consumers search in 2019. How consumers verbally communicate significantly varies from how individuals type out search queries. Because of this variation in behavior, you will begin to see more long-tail keyword queries; this will allow brands to create much more accurate and intelligent keyword search optimization strategies since more granular data will be available around consumer behavior. Voice search is also driving the need for brands to optimize for Position 0 on Google. Position 0 is a sentence, list or table answer to common questions asked by Google users that appear above the organic search results. The biggest opportunity in 2019, however, will be advertising, as Google and Amazon will start testing ad products with larger brands.

Brands will make major strides with in-game and sports sponsorships and related advertising opportunities.



Kent Lewis

President & Founder,
Anvil Media, Inc.

*// Brands will make major strides
with in-game and esports sponsorships
and related **advertising** opportunities. //*

Automation

The shift from batch and blast messaging to individualized behavior-based messaging will continue and accelerate. Top retailers' email programs will achieve a 60/40 split of revenue being generated from batch and blast vs. one-to-one triggered. Retailers who continue to rely on batch and blast will struggle to hit their targets.

Top marketers will expand behaviorally triggered messaging from email to additional channels like browser notifications, SMS, and messaging apps. Cadences will be determined by a central orchestration layer. Based on cues like device, browsing behavior, and historical data, would the consumer benefit more from an email or a push notification at this time? The answer to that should determine the experience.



Kris Mobayeni

Head of Strategy & Growth,
BounceX

*“ Top marketers will expand behaviorally **triggered messaging** from email to additional channels like browser notifications, SMS, and messaging apps. ”*

Data

GDPR: May 25, 2019, will mark 1 year since GDPR came into force in the EU. Successful senders will have taken stock of this law and enacted internal processes to ensure compliance with European law. Senders and regulators alike are watching as complaints are filed under GDPR—the decisions issued by the Supervisory Authorities in each country will clarify and further refine the laws making implementation, if not easier, at the very least clearer.

Data, with Consent, Will Lead to Richer Customer Experiences

If GDPR informs senders on how to treat customer data, then data is in and of itself the crux of successful email marketing. Obtaining more data through consent and careful instrumentation of websites, emails and purchasing behaviors will yield richer customer experiences. APIs, standard parlance in the cloud and dev world are enabling more systems to be integrated faster thus turning data into insight and finally, into action.



Len Shneyder

Head of industry relations, SendGrid

*// Data, with consent, will
lead to richer customer experiences. //*

Cross Channel Marketing

In 2019, marketers will realize that to maximize consumer engagement, digital Ad content must sit firmly at the intersection of creative and data. The connection between these two variables is what it takes to create seamless and relevant messaging across every platform and screen. This is the kind of content consumers want to interact with, and it's time for marketers to deliver it to them.

Cross-platform synchronized messaging will be the fulcrum of marketing practices in 2019. In the year ahead, marketers will finally accept the idea that data alone is not the panacea for generating audience engagement. We'll see them moving towards a place where equal emphasis is given to creative and data. Applied in tandem to create synchronized messaging across screens, this practice will elevate metrics like ad recall and brand sentiment in addition to down-funnel activity.



Mike Pallad
President, Undertone

*“Cross-platform **synchronized messaging** will be the fulcrum of marketing practices in 2019.”*

SEO

In 2019, marketers will take voice search seriously as the numbers soar significantly, going up to 40% of total searches (by 2019 end). Brands will continue to focus on SEO with a higher emphasis on optimization for mobile, conversational keywords (the way people perform voice searches, which tend to be longer), schema markup, and local SEO.



Mohit Doda

DM leader, Reliance Trends

*// The growing popularity of voice search will result in a greater focus on **SEO optimization** for mobile, and conversational keywords. //*

SEO

Google's SEO has been the subject of billions of dollars over the years. The reason it works so well is that its algorithm is designed with the user in mind. In 2019, CDNs (content delivery networks) will play a huge roll in giving sites an edge in their SEO campaigns. Having a CDN means that your content is accessible faster all around the world, which Google's algorithm takes very seriously. In large, CDNs play a major role in creating a mobile-friendly site, which is especially important in light of Google's mobile-first indexing.



Nate Masterson
CMO of Maple Holistics

“CDNs will play a key role in SEO.”

Automation

CX, essentially, is the marketing strategy.

Customer Experience is a broad term. What I mean by CX is really personalizing the customer's experience with your brand and customer service. The kind of personalization that happens when you use customer data to offer more relevant solutions, AND, the kind of personalization that feels like an interaction between two human beings (rather than a bot that knows your name). This might look like chatbots that trigger interactions based on user behavior - if they're looking at a specific product, or act lost on a website, you could have a chatbot chirp in to ease any source of friction at just the right time. Or this might look like collecting user data so when they contact customer service, the agent already knows what they bought, what problems they had in the past, and what solutions have already been tried.

Research is showing that personalization can reduce acquisition costs by half, raise revenue and increase the value-per-dollar of marketing budgets between 10-30%.



Nichole Elizabeth DeMeré
SaaS Consultant

“

CX, essentially, is the marketing strategy. The trends in tech are going to be around customer experience tools that use automation, artificial intelligence, and machine learning to deliver increasingly relevant results.

”

Marketing analytics

The reality is the path to purchase is not a straight line and thus, retailers need to embrace the various touch-points customers will have along the way before they decide to buy in order to capture customer dollars. This journey must be seamless without compromising customer trust or attention. From payments to delivery or pick up and every touch-point in between, 2019 will demand retailers to finally create shopping experiences that are worth customers investing both their time and dollars on. This can be accomplished in a variety of ways, but among the top considerations to consider should include engagement, expectations and even entertainment. Retailers need to ask themselves... can customers find us no matter where they turn? Can they trust us in all touch-points of their shopping journey? And do customers have confidence in us that we will keep their data secure - including both payment details and customer information for staying in touch post purchase?

With 2019 expected to be dynamic for retailers, it will undoubtedly be competitive, as well. To keep up, retailers simply must embrace the new realities of these customer expectations across all touch-points of their shopping journeys.



Nicole Leinbach Reyhle

Founder of Retail Minded and Author

*“ 2019 will demand retailers to create **shopping experiences** that are worthy for customers to invest their time and dollars on.”*

Localization

Localized content will gain more power. Especially with more users coming online in tier-2 and tier-3 cities, consuming local content and finding avenues to express themselves - a space that has been explored by the likes of Sharechat, Tik-Tok and other apps. These users will go on to define the next generation of influencers and will drive mindshare for next generation of users.



Niranjan Mutkekar

Senior Manager Marketing
Practo

*“Localized content
will gain more power.”*

Digital Marketing

Major League Ads, Minor League Prices: For the last century, the marketing abilities of small businesses paled in comparison what large, well-established companies could achieve. 2019 will see this trend change as the barrier of entry for intelligent advertising will finally begin dropping.

Customer Voice Will Grow in Value: As brands continue tailoring shopping experiences for customers, they will increase customer interaction and solicitation of feedback.

Brands Will Listen Even When You Don't Speak: In addition to soliciting feedback, brands will be listening to customers in more ways than ever, pulling information from browsing history, purchasing history and other online activity that customers may not even be aware of.

Marketing data will take center stage: In 2019, many established brands will begin rethinking their data strategies, policies, and infrastructure to better control who has access to marketing data, what personal consumer data is being collected and stored, and what can be done with the information.



Noah Jacobson
VP of Corporate Development,
Tap Clicks

*“Customer voice
will grow in value.”*

Digital Marketing

Marketers will focus on connecting to revenue in 2019. Similar to previous years, connecting marketing investments to revenue will continue to be a major opportunity for marketers in 2019. Whether it be Mar-tech, content creation, social or traditional strategies, marketers will need to continually demonstrate value and hold themselves accountable, along with their peers in sales and product. Through brand investment, the connection to revenue will continue to grow even in the face of potential economic decline. 2019 will see continued advancements in new opportunities for marketers. For example, podcasts have gained significant popularity in the past few years as an intimate form of communication with listeners one-on-one. Considering the growing IoT and data ecosystems, marketers can target individuals more granularly than ever. With all of the data now available on specific individuals and groups of people, we will see marketers use this in new and interesting ways.



Norman Guadagno
Carbonite, Head of Marketing

// Similar to previous years, connecting marketing investments to revenue will continue to be a major opportunity for marketers in 2019. //

Analytics

In the midst of what many call the fourth industrial revolution in which digital, physical and biological worlds are colliding, companies must consider the impact technology has on the customer experience. While consumers expect a quality product at a reasonable price, they also want an emotional tie to a brand, and that comes through a human connection.

2019 will see companies finally learn the art of listening by developing a strategy that engages customers in the right way, at the right time and on the right channel. Leveraging analytics, smart companies will monitor the entire customer journey across channels to ensure a consistent experience that drives loyalty.



Rebecca Martin
CMO at Calabrio

*// Companies will learn
the art of listening. //*

Blockchain

Blockchain will gradually begin to be considered a fundamental component of marketing mainly due to the evermore trust that audiences demand.

Blockchain has been one of the most talked-about topics throughout the last couple of years. However, the general depth of understanding hasn't quite matched the level of buzz surrounding it! Apple's co-founder once said the hype signaled a bubble — but today, we're not seeing anything fit to burst. In fact, we're witnessing a variety of clever uses for blockchain in the marketing industry, including the specific areas of:

- Ad transparency / Accurate ROI reporting
- Audience Incentivization
- Audience Targeting
- Data Collection

In short: It's a revolution for privacy, authenticity and two-way transactions.



Sam Hurley

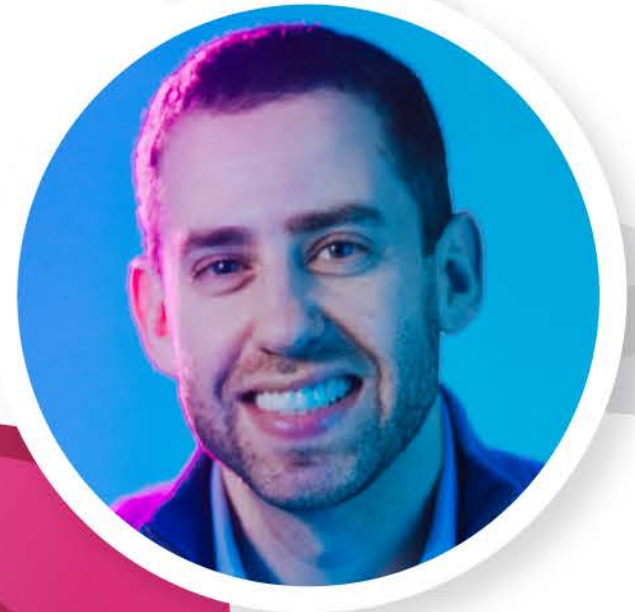
Founder at OPTIM-EYEZ,
Speaker and Influencer

“Blockchain will gradually begin to be considered a fundamental component of marketing.”

Cross Channel Marketing

Brands of all sizes will embrace Direct to Consumer strategies: Brands that aim to survive, let alone thrive, will need to prioritize developing deeper, more meaningful connections with their customers. This will require deeper investments in personalization and connected storytelling across all touchpoints, automation, and tools to enable those interactions, and strong measurement platforms to help them optimize and realize growth for their business.

2019 will Require Marketers to Leap Beyond Last-Click Measurement: Measurement is hard. For SMBs and mid-market companies, it is harder, and the stakes are often higher. I see 2019 as the year modern marketers stop relying on vanity metrics and outdated measurement models and start looking at what is actually driving sales. Further, marketers need to embrace multi-channel adoption and prioritize creating connected stories across all touchpoints. This can only be done by integrating solutions powered by machine learning and AI into their marketing toolkit.



Scott Gifis
President, AdRoll

*// Stop Focusing on Transactions
and Start Thinking about
Customer Lifetime Value. //*

Data Driven Marketing

Data-Driven Creativity Will Be A Strategic Differentiator In Customer Experience: A data-driven approach to creativity helps marketers work more productively, create the right content faster, and deliver that content to the right customer, across the right channels, at the right time. One common denominator among today's most innovative companies is a unified view of the customer, pulling data from across multiple sources.

In 2019, creative teams need to work more closely with their data and analytics teams to better understand the changing behaviors of consumers both online and off.

Personalization: Connecting Content & Data—Ethically
Privacy, of course, will play a big role in an organization's personalization strategy. New laws such as GDPR—plus California's privacy law, which comes into effect in January 2020—means marketers must be focused on ensuring ethical data collection practices and earning consumers' trust. When choosing partners to work with, brands need to look for products and services that protect the data that is entrusted to them and are designed with privacy in mind.



Stacy Martinet

VP of Marketing Strategy and
Communications, Adobe

*“Data-Driven Creativity
Will Be A Strategic Differentiator
In Customer Experience.”*

Others

1. There will be more marketing platforms available. Big websites such as Quora has just allowed advertisers to advertise to their users. You will see more digital signage in retail, airports and trade shows.
2. Genuine marketing. Consumers are getting bombarded by advertisements everywhere. Because of this, real genuine marketing that actually tries to advertise a product or service that helps the user will stand out.



Stanley Tan
Digital Marketing Specialist, Selby's

*“ There will be more
marketing platforms.”*

SEO

The growth of voice search: I'm expecting voice search to have a big impact on the way that we approach SEO in 2019. With the increasing use of voice-search devices like the Amazon Echo and Google Home, we're likely to see a lot more searches carried out verbally, rather than in writing. This obviously means that the way we optimize pages is going to have to adapt –voice searches generally use long-tail queries as opposed to the short-tail queries we're used to, calling for a new series of SEO tactics when it comes to keyword research.

Authenticity and accuracy of data to become even more important: 2019 will be the year that the authenticity of data and content will become more important than ever before.

With the explosion of content and data that the digital world has given, we've really got more content than we know what to do with – and we also often have trouble filtering fact from fiction. We expect search engines, media outlets, and even social media to start cracking down on unverified data and unreferenced facts.



Stephen Hart
CEO, Cardswitcher

*“I’m expecting **voice search** to have a big impact on the way that we approach SEO in 2019.”*

Cross Channel Marketing

SPECIAL SAUCE

Specialization will continue to grow, meaning agencies with a narrow and deep, creative, category focus will increase value and profitability. We have proven this by leveraging expertise vs. large, holding companies. Brands that can select virtually any agency they wish will shift from big, international agencies to mid-sized specialty agencies that can be better-integrated communications partners with a better understanding of clients' channels of influence.

IMPLODING SILOS

The traditional approach to generating leads via sales and awareness from marketing has been running in parallel paths with different voices and is rapidly experiencing change. Sharing in overcoming customer objections and breaking down silos during "ride-along" better defines the voice of the marketplace.

COVERAGE IN A FAKE NEWS WORLD

Ongoing importance and evolution of public relations at the bigger promotional table. PR has a unique ability to capitalize on the hybrid of paid, earned and owned media content. Sponsored posts and native content are gaining traction from traditional editorial outreach and conventional ad buys influencing a new group of influencers and outlets/venues for client messaging distribution.



Steve Kleber

Owner, Kleber & Associates

“Brands that can select virtually any agency they wish will shift from big, international agencies to mid-sized specialty agencies that can be better-integrated communications partners with a better understanding of clients’ channels of influence.”

Cross Channel Marketing

It's Personal - Continued increase in personalized marketing:
In today's world of inbound marketing, consumers expect more from their brands in exchange for loyalty. By leveraging big data and analytics, these big brands will be able to get small by offering one-to-one marketing strategies and delivering individualized messages and product offerings to current or prospective consumers.

Many brands are already starting to do this: open Spotify and you will notice a perfectly curated, individualized playlist called Discovery Weekly based on your listening habits. Brands such as Target and Ikea are taking this straight onto the retail floor by tracking your life-changing events and displaying an organized collection of relevant products. Personalized marketing will show continued and increasing value in 2019. When does it become too personal? I'm sure the line will be drawn in the next few years.



Steve Mammone
President, Getfused

“Personalized marketing will show continued and increasing value in 2019.”

Cross Channel Marketing

We see video optimized for mobile becoming a mandatory tool for marketers. By 2021, 82 percent of all online traffic will be video content across multiple platforms. With the rollout of new products like Instagram TV and video ads within Facebook and Stories, videos will become the most powerful and effective format for storytelling.

We expect to see major advertisers allocating their ad dollars to the new triopoly of advertisers – Amazon, Google, and Facebook given that Amazon's ad business annual growth is over 100%.

Nearly 400 million people watch Instagram Stories every single day, which means many brands are going to turn to Stories advertising in 2019.

We'll see more marketers employ predictive intelligence to collect and measure data for deeper precision and targeting.

Advertising on Stories is projected to increase as early studies demonstrate brands can expect to see higher ad recall and click-through rate than previous ads that were simply posted on the Instagram feed.



Steve Weiss
CEO, MuteSix

*“ We expect to see major advertisers allocating their ad dollars to the new triopoly of advertisers – **Amazon, Google, and Facebook** given that Amazon's ad business annual growth is over 100%. ”*

Automation

1. Marketers will commit to a personalization at scale strategy in Q1/19
There is no need, to begin with, a months-long, heads-down study of personalization at scale. However, the journey to personalization at scale is by its nature cross-functional, requiring input and buy-in from IT, product, Mar-tech and analytics teams, as well as marketing teams. That means you must begin the journey by securing a top-down commitment.
2. Brands will recognize they can start plucking low-hanging fruit with the data and systems they already have. No doubt, you already possess the data, systems, and talent required to capture significant net-new value, so why not begin with a relatively modest personalization effort? This is also an opportunity to evaluate your current personalization capabilities across the entire customer lifecycle, from acquisition to retention.
3. Marketers will recognize the importance of identifying current roadblocks. Ultimately, personalization at scale requires three essential capabilities: Data unification, Centralized decision, and Personalized, cross-channel execution.



Tasso Argyros
CEO of ActionIQ

“ Marketers will commit to a personalization at scale strategy. ”

Data Driven Marketing

If a marketer on your team needs to find the content for a new campaign, they have to use one system. If they want to determine which creative asset performed best, they have to access a second system. Then, if their manager wants to understand how the entire campaign affected the business, they must rely on a third system. The community manager uses yet a fourth disparate system. In each case, the systems don't communicate, and there's no common system of record. It's up to the marketer to connect the dots. In 2019, marketing departments will need solutions that allow every team member to work within the same ecosystem and that provide a unified customer experience. For the silo, it's time to go.



Yuval Ben-Itzhak
CEO, Sociabakers

“The marketing silo will die.”

Customer Engagement

As consumers spend exponentially more time with technology today than we did 20 years ago. Technology empowers businesses to scale faster and connect with customers more frequently, on a more personal level. When technology misfires, the consumer's trust in that business can be significantly damaged. The recent trend in the technology sector is negative – with privacy controls and data breaches garnering negative headlines.

Winning and retaining customer trust will play a significant role in the success of companies in 2019, both in the technology industry and beyond. By listening to customers and connecting with them on a human level, companies can build enduring loyalty, even moats. Businesses that fail to establish trust — the foundation of any relationship — will lose to businesses that can. Start by listening to customers— if you do it better than your competitors, your business will be well positioned to win.



Zander Lurie
CEO, SurveyMonkey

*// Winning and retaining **customer trust** will play a significant role in the success of companies in 2019, both in the technology industry and beyond. //*

Experiential marketing

I believe 2019 will see a huge upsurge in how digital technology will integrate with offline retail to provide experience which will be used by marketers to target consumers in a more precise and personalized manner. The reason e-commerce giants are opening offline stores is to give consumers digital led experiences in the offline channels because the e-commerce penetration is still not that high and hence after a certain point, these digital led businesses need to integrate digital experiences to the offline channels and then slowly convert those users purely on digital channels. It will be a big task for digital marketer to bring those experiences alive in 2019 using Digital but it will be worth the effort as opportunity in India w.r.t online purchase is very large and open to most of the players and in most of the categories. You will see more brand stores in 2019 coming up with seamless digital purchase experiences without much human intervention and that will define how Digital evolves in the next 2-3 years.



Joy Chakravorty

Head- Digital, E-Commerce and
Brand Retail, MTR Foods
(a subsidiary of Orkla, Norway)

*“2019 will see a huge upsurge
in how **digital technology**
will integrate with offline retail to
provide personalized user experiences.”*



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