

**KEO**Marketing

**MARKETER'S**  
**GUIDE**

**TOP DIGITAL  
MARKETING TRENDS  
FOR 2017**

With the New Year rapidly approaching, it is time for brands to take a look back at 2016 to determine the results of their marketing strategies and then lay out their plans for 2017. This guide will provide a look at most important digital marketing trends coming in 2017.

## 2017 Trends and Predictions

As online technology continues to advance, more B2B companies are embracing the digital future of marketing. Every day more sources of information arrive on the digital scene and companies produce more content to keep up with the demands of the consumer. As a result, B2B businesses are adapting their contact and promotion efforts to reach out to the constantly-connected, need-information-right-now customer.

This guide covers the changes the hottest trends that are happening in the digital marketing world. From data-driven lifecycles to content for social media to search engine optimization, changes are occurring at a rapid pace and the wise marketing team develops strategies and tactics to optimize their approach and maximize their results.

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# Data-Driven Lifecycle Marketing Optimization

Data-driven lifecycle marketing is the new paradigm for 2017. This is marketing that collects and analyzes data from all points of the marketing and sales cycles to enhance the buyer's journey with timely targeted interactions at all points in the sales funnel.

This new marketing trend combines first-party data with analytics from previous and current interactions to produce optimized campaigns across multiple devices and channels.

# Account-Based Marketing

The quality and depth of marketing campaigns will be adjusted based upon data-driven analysis of clients that will maximize long-term value.

Current clients will receive more targeted and personalized marketing that focuses on their known needs and goals to maximize the possibility of further sales.

Predictive analytics will be used to identify and then market to potential clients that have the greatest

potential for conversion based on data patterns.

As an example, Northrop Grumman landed a \$2 billion contract with the Virginia Information Technologies Agency through a deep understanding of the goals and objectives followed by an integrated marketing campaign toward specific members of Virginia IT to raise awareness and build preference for Northrop Grumman's services.

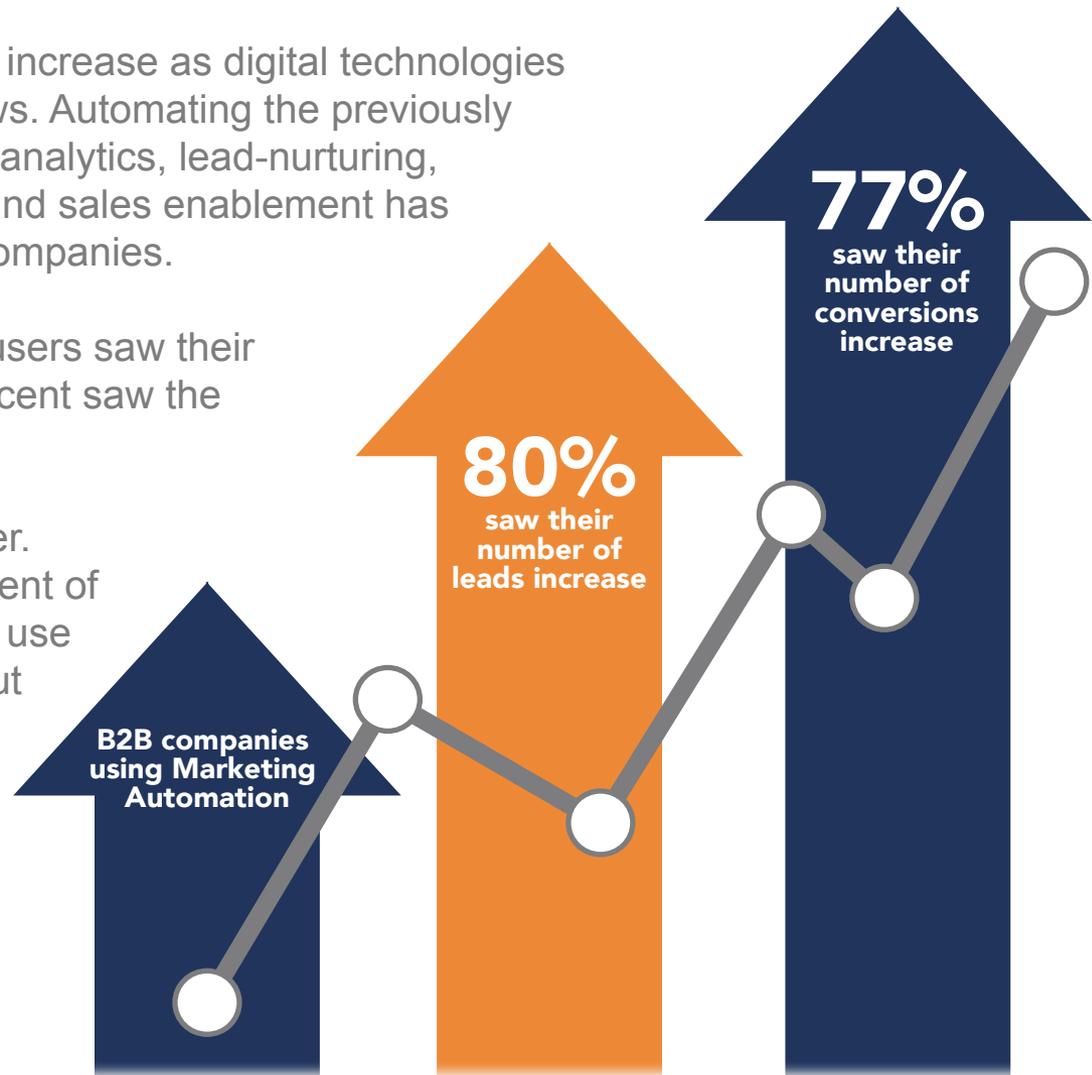


# Marketing Automation

The use of marketing automation will increase as digital technologies and data collection and analysis grows. Automating the previously hands-on processes of lead-scoring, analytics, lead-nurturing, customer relationship management and sales enablement has produced significant results in B2B companies.

80 percent of marketing automation users saw their number of leads increase and 77 percent saw the number of conversions increase.

There is still room for growth, however. According to Salesforce.com 61 percent of users surveyed said that they did not use any form of marketing automation. But with case studies showing that companies that use marketing automation can grow their revenue by double digits in one year, more companies will get on board.



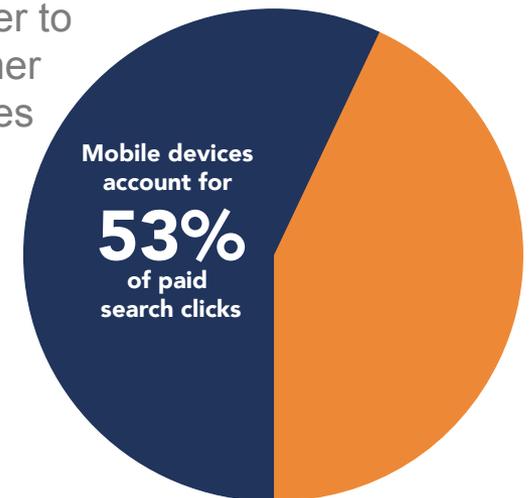
# Mobile Advertising and Cross-Device Optimization

Accessing the internet through a mobile device has surpassed access through a desktop device. Mobile devices account for 53 percent of paid-search clicks and by 2018 the global wearables market is projected to reach \$19 billion.

According to AdWeek Magazine, consumers are spending 25 percent of their time on mobile and only 22 percent of their time on their desktops.

However, marketers allocate only 12 percent of their budgets to mobile. This leaves plenty of room for companies to get a jump on their competitors by moving into mobile advertising.

Meanwhile, consumers are accessing the internet with an average of five different devices. Marketing must involve optimizing mobile experiences across multiple devices: optimizing content in order to display it on any multitude of devices, whether a smartphone, tablet, laptop or desktop and optimizing the experience in order to follow the consumer through the devices and encourage conversion on each step of the journey.



# Customer Data Platforms and Predictive Analytics

As more data is collected through connected analytics platforms, more automated grading-based algorithms will emerge to address the new economics of data: processing and analyzing data at greater volumes and frequency to uncover new business insights and opportunities. The key to business growth in 2017 will be the size and richness of the dataset.

Companies with the best underlying core dataset will rise to the top with the best data being customer provided data.

Companies that will succeed in 2017 will move their focus toward more predictive marketing; using the data they have captured to determine the potential best clients and developing marketing campaigns to reach out to and convert the targeted audience.

# What Does All This Mean?

The bigger picture information is driven by individual categories of information such as content and social media. We shall discuss those categories in the paragraphs that follow.



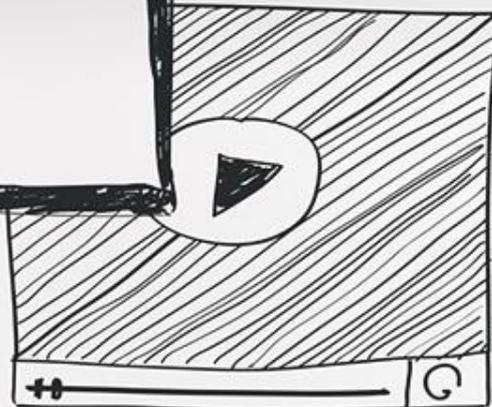
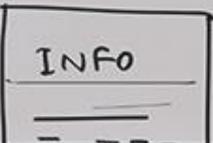
# Content

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# Niche Content

As more content is published brands will begin to focus their content efforts toward defining a niche; a specific target audience to address. With data that is collected through analytics platforms and algorithms, predictive analytics will be used to identify the best potential clients and focus the content toward developing and maximizing the possibility of future revenue. Ultimately the successful marketers will direct their focus toward more narrow niches, personalized content and more targeted channels through which they will produce smaller content volume but increase the content ROI.

# Live Video

In 2016 several apps were introduced that allowed users to produce live video; Meerkat, Periscope and Blab as well as major social media channels: YouTube Live, Facebook Live and Twitter. In addition, consumers are demanding more intimate connections with companies before making the purchase decision. Applications like Periscope can broadcast free live video through a smartphone, thereby making it a technology anyone can use. Therefore, all B2B brands should begin thinking about how they can reach audiences who increasingly want content delivered in-the-moment. This can be particularly useful for sharing live event content with non-attendees.



# SOCIAL MEDIA



## Social and Digital Personalization

As client resistance to advertising grows stronger the need for personalized and relevant content and advertising delivery becomes more important. Data and analytics-driven content and advertising programs must be focused on defining high-value client personas and then strategies put into place to personalize content to them and deliver it in such a manner to provide relevant content that converts at a higher rate. With programs available such as re-targeting and deep-segmentation abilities such as Facebook's graph search, social and digital personalization of content must be re-strategized to deliver the best content to the targeted audience at the right time.

## Employee Social Advocacy

Employee advocacy is the exposure that employees generate for brands using their own online assets such as social media, chat, forums and even email. There are several reasons that justify this action, including extended reach as well as stronger influence with the target audience. Employees who are active online can be a stronger influence than the principals in the company or even the brand through their interaction with the audience. The reach of your employees combined can easily span beyond your brand reach and beyond the platforms in use. If the company has clear marketing objectives and brand KPIs, employee advocacy can feed directly into your existing objectives.

## Pay-to-Play Social Media

Social media feeds such as Twitter, Facebook and Instagram no longer show content in a chronological order. Now the content shown is determined by an algorithm. As a result, according to the CMOSurvey.com 40 percent of marketers say that social media is underperforming relative to the rest of the organization's marketing efforts. More social media feeds are requiring payment to place content in front of the target audience. As a result, social media spending in the United States is expected increase to \$17.34 billion in 2019.



# Artificial Intelligence

Machine learning will become an influencing factor in search engine optimization. In 2015 Google introduced RankBrain, a machine-learning artificial intelligence system that interprets the searches that people submit in order to find pages best fit the intent of the search. As more pages are clicked upon, RankBrain modifies its ranking algorithm to produce better results in the future. The use of machine learning in search engines will impact search engine optimization (SEO) strategies such as local search, content marketing and optimizing for conversational searching.

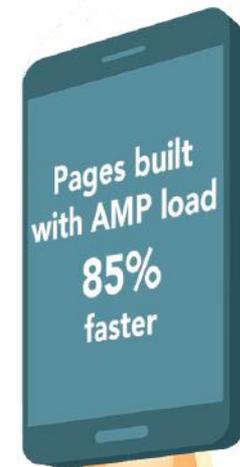
# SERP Ranking Indicators Are Everywhere

Ranking criteria for displaying Search Engine Results Pages (SERPs) are no longer limited to keywords, titles and description. In 2017 many features such as snippets, local packs, news, images, reviews and articles will contribute to the ranking of a page in the search engines. In addition, voice search and conversational search will impact methods of finding pages. Search engines will examine the searches to determine intent and use the many features to display the correct pages. Companies that wish to stay ahead of the curve will enact strategies to develop content that provides search engine friendly beacons to improve ranking.

# Mobile Speed

Mobile users expect fast mobile websites. Visitors tend to abandon websites if those sites take too long to load, with 40 percent of visitors abandoning the site if it takes longer than three seconds to load even on a cellular connection. According to research, every one-second delay impacts bounce rate, page views and conversion rates. Studies also show that website speed affects page rank; Searchmetrics.com recently released a report that demonstrated a strong correlation between page speed and page rank.

Google itself has stated that they favor faster sites. Google helps sites with an option to use their Accelerated Mobile Page (AMP) engine which is a new open-source framework that renders web pages to load almost instantly by making pages lighter-weight in data and having Google cache the pages on their server. Pages built with AMP load 85% faster than standard HTML pages.



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# DIGITAL ADVERTISING

# Programmatic Advertising

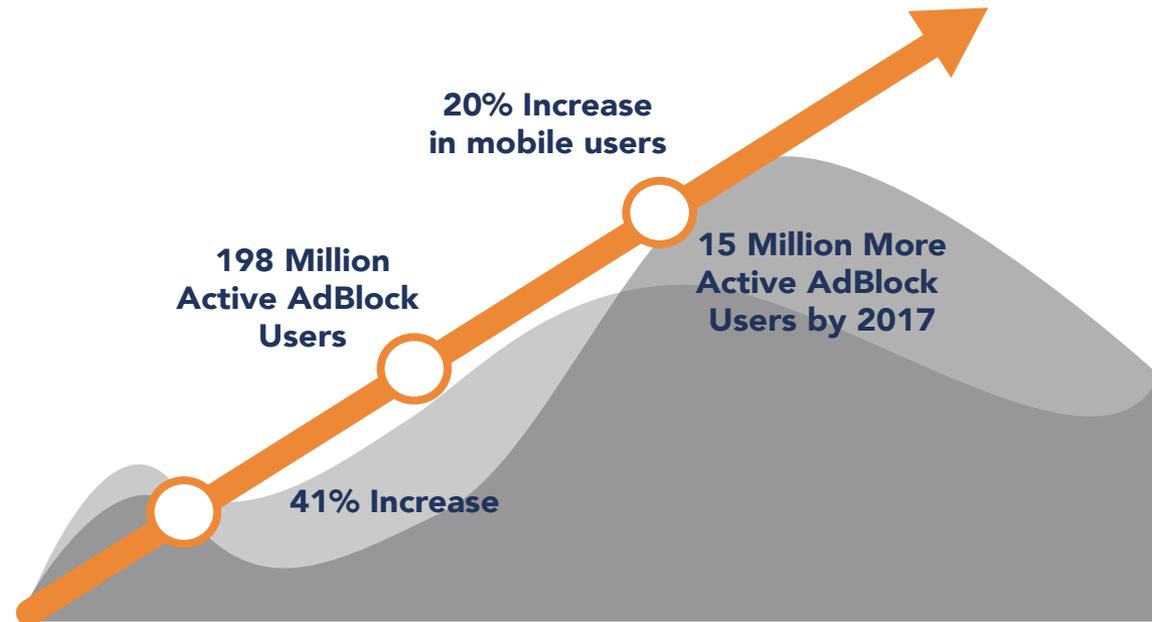
Programmatic advertising is the automatic in-the-moment purchase of digital ad space through computer servers. Programmatic ads deliver a targeted message to a specific prospect at a specific time when the prospect is most likely to respond. 2017 is the first year that programmatic will consume the majority of digital display spend. Estimates indicate that nearly 75 percent of total digital ad spend will be programmatic. Programmatic ads stretch across all digital platforms and formats, encompassing desktop, mobile, social and online media outlets.

In the U.S., programmatic spend is projected to jump from \$24 billion in 2016 to \$37.7 billion in 2018 and industry experts predict that programmatic advertising is going to drive 100% of advertising execution by 2020.



# Ad Blocking

Many internet users do not want to see advertising when they surf the web, so they install an ad blocker into their browser. Ad blockers on internet browsers are so popular that it is having a significant impact on advertising budgets. There are now 198 million active adblock users around the world, ad blocking grew 41 percent globally in 2015 and US ad blocking grew by 48 percent to reach 45 million active users. It is expected that 15 million more Americans will implement ad blocking on their browsers in 2017 and over 20 percent of mobile users globally. Moving toward native advertising and compelling content marketing to overcome this trend is key.

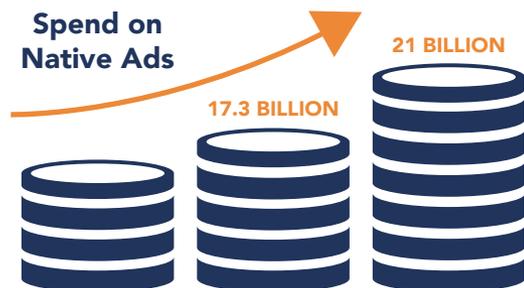


# Paid Search and Display

Paid search and display mobile advertising will grow as companies seek to reach specific audiences and track their behaviors. Timely push notifications take into account a user's location, time of day, proximity or activity and encourage responses. Collected data will help provide the measurement of your source traffic (i.e. referring domain or search key phrase), allowing for the assessment of visitors and measurement of conversion. Collected intelligence will help to identify, segment and prioritize prospects for improved display campaigns as well as provide a better understanding of how a customer traversed channels to get to a conversion.

# Native Advertising

Studies have shown that 70 percent of customers would rather learn about new products and services through content than blatant advertising. Digital ad spending is growing, with native advertising experiencing the largest increase. According to a report by BusinessIntelligencer.com, the total advertising spend on native ads will increase to \$17.3 billion in 2017 and \$21 billion by



2018. The reason for the growth is that native ads are an effective way to get an advertising message around ad blocking software; they are proven to have higher levels of engagement than traditional non-native ads and for many of the fastest-growing social media applications native advertising is the only way to reach their audiences.



# Conclusion

2017 will most certainly be another year of change for digital marketers. As consumers demand more authentic content and real-time information, Google and other digital sites will stretch to provide it. Successful digital marketers must stay focused on the needs and wants of clients in order to provide the best content and customer experience.

Leverage these trends to your advantage for more success in 2017

## About KEO Marketing

KEO Marketing Inc., a leading business to business (B2B) marketing agency based in Phoenix, Arizona, develops and implements strategies to help clients significantly increase leads and sales.

The company's solutions include marketing strategy, brand positioning and messaging, inbound marketing, search engine marketing and optimization, website development, social media, pay per click and display advertising, local and mobile marketing and more. Some of the world's largest brands have depended on KEO Marketing for marketing programs that deliver tangible and substantial results.

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