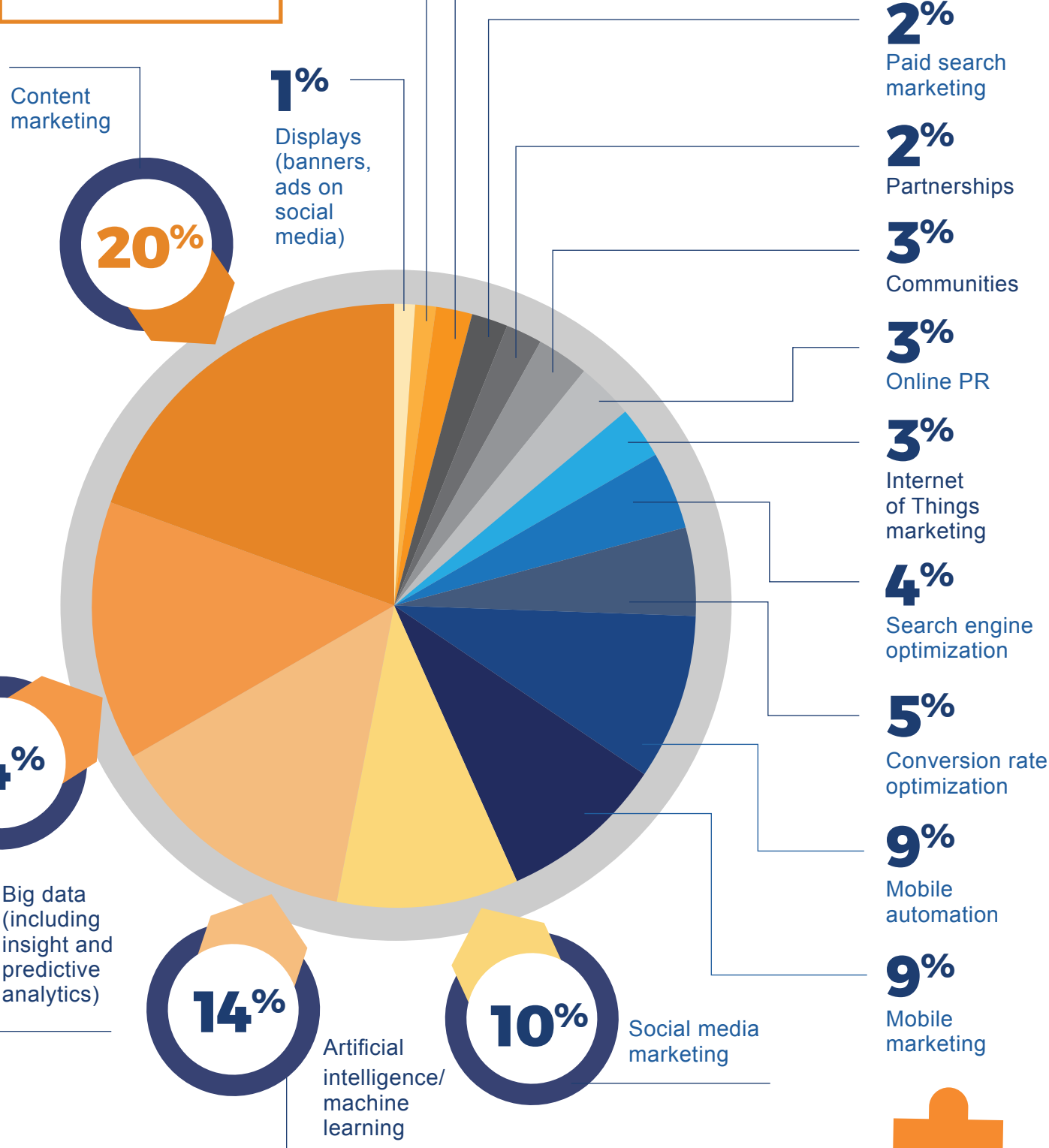


# Digital Marketing Trends & Predictions for 2018

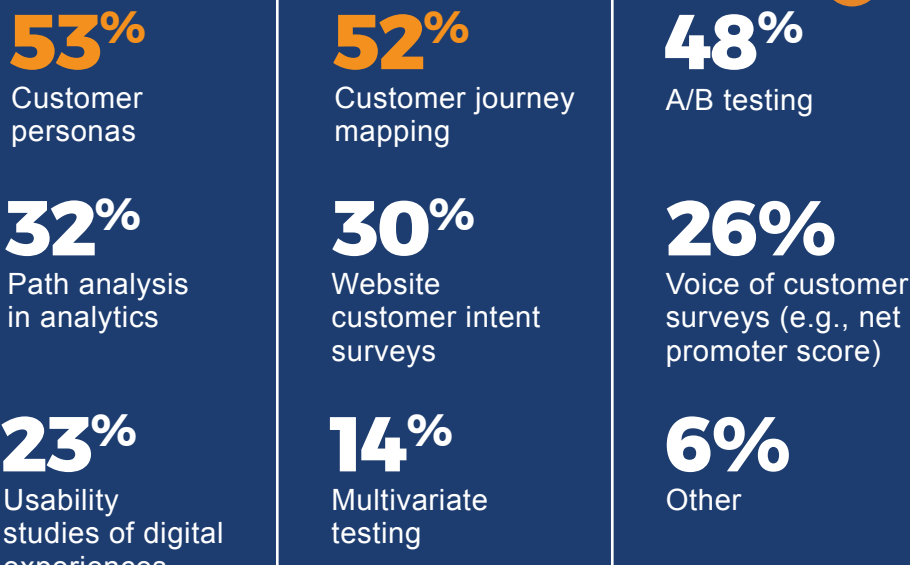
At KEO Marketing, Inc., we combed the marketing research and found the golden nuggets of insight to improve your marketing efforts in 2018. Here are some of the top marketing trends and predictions to help you create next year's marketing plans.

Of 850 marketers surveyed, **Smart Insights**, a marketing research company, found the following insights:

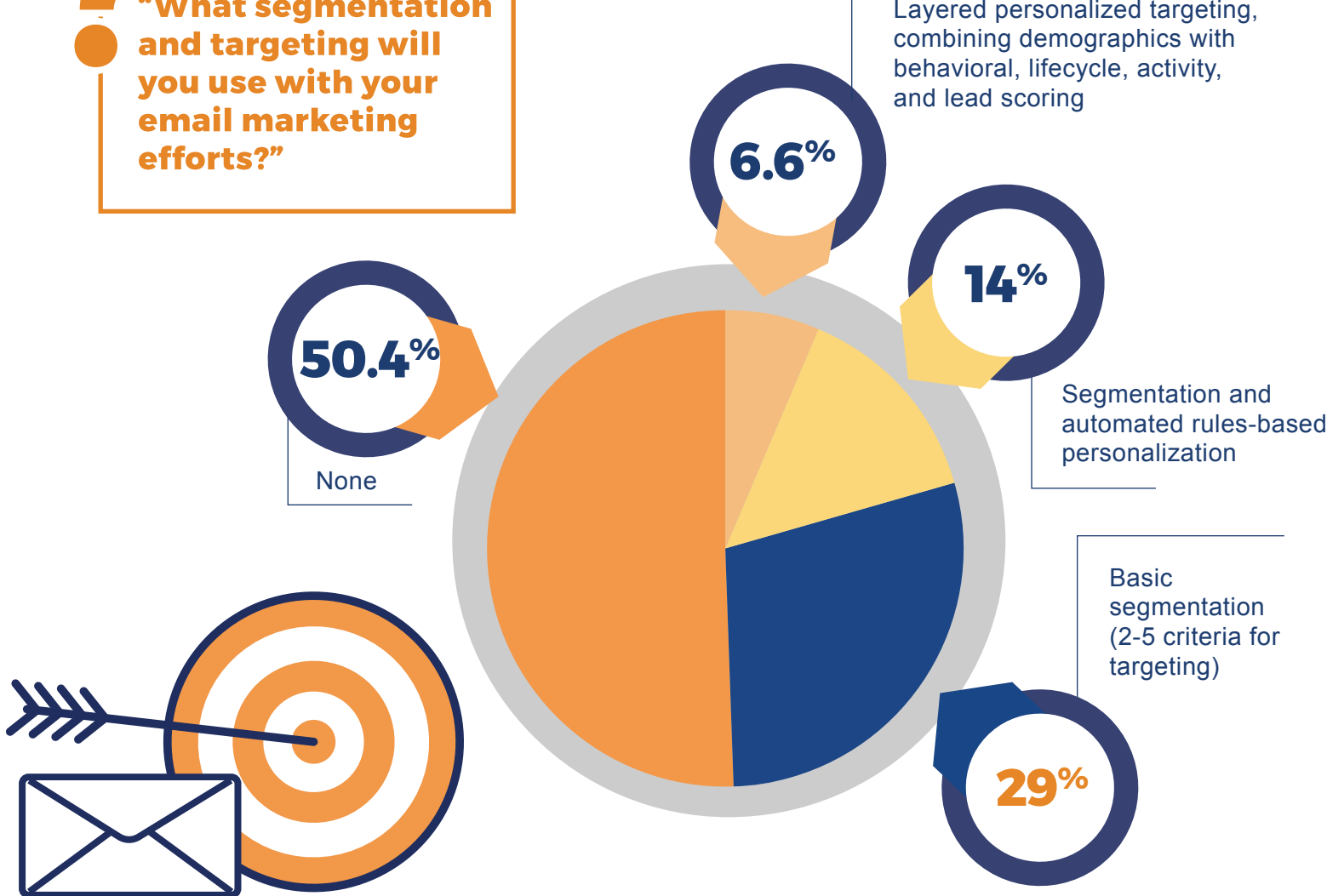
**“What marketing activity will have the most impact on your business?”**



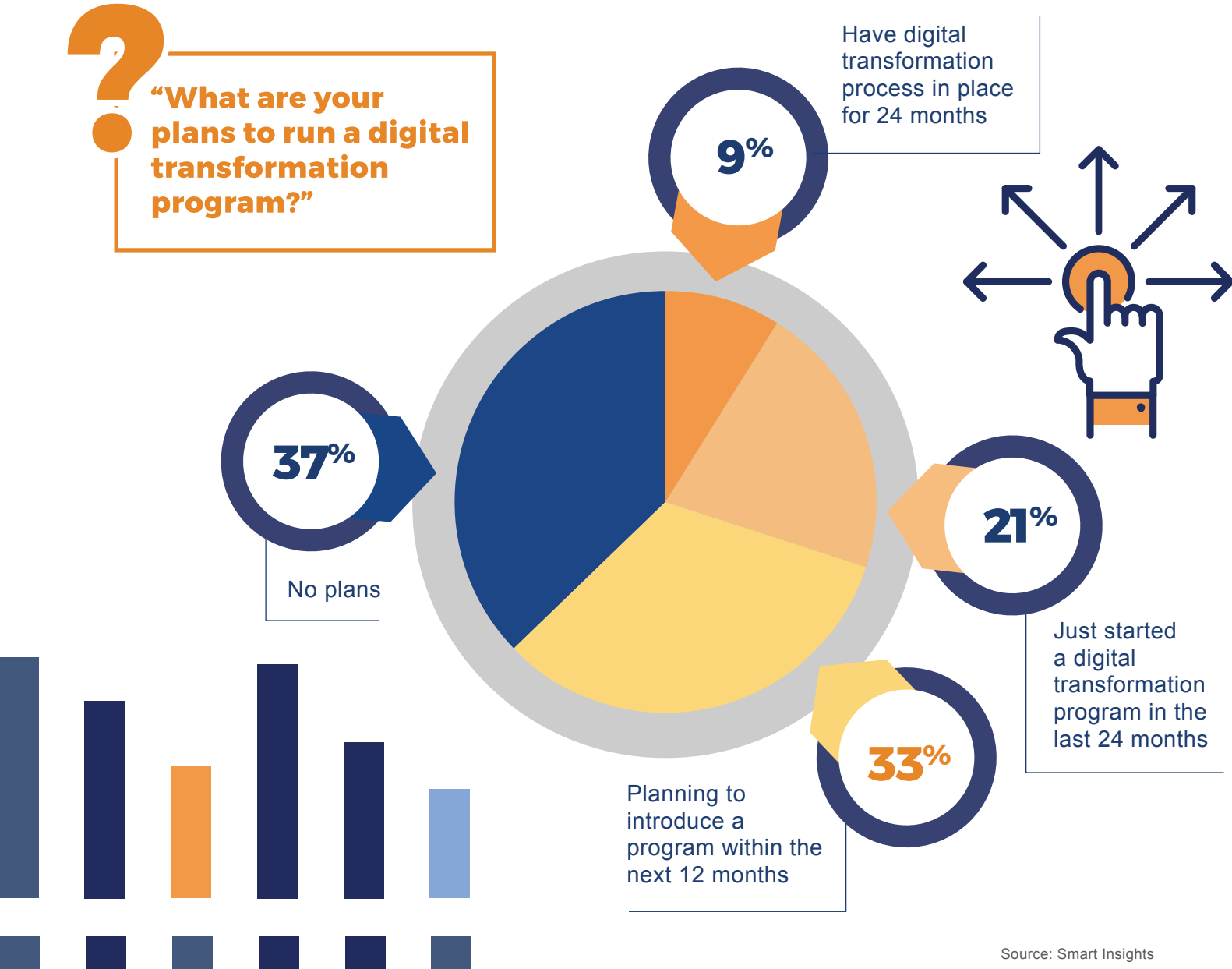
**“Which techniques will you use to improve your customer journey?”**



**“What segmentation and targeting will you use with your email marketing efforts?”**



**“What are your plans to run a digital transformation program?”**



Source: Smart Insights

## Hubspot's Prediction of 9 Digital Marketing Trends Expiring In 2018

- 1 DRIP CAMPAIGNS WITH NO PERSONALIZATION**  
It is impossible to send out non-personalized emails to a large list and receive high conversions.
- 2 LONG, TEXT-HEAVY E-BOOKS**  
Since everything is mobile, too much text will be out. Video, quizzes, surveys, and interactive landing pages will rule.
- 3 BLOGGING QUANTITY OVER QUALITY**  
The internet has reached saturation. You need quality content to stand out.
- 4 OVERLY-COMPLEX LEAD SCORING ALGORITHMS**
- 5 COMPLEX LEAD SCORING SLOWS DOWN THE PROCESS.**  
A simple system based on demographics and behaviors will take the lead in 2018.
- 6 OVERLOADING ON MARKETING AUTOMATION**  
Limit your external marketing automation activities in 2018.
- 7 ORGANIC-ONLY FACEBOOK STRATEGIES**  
Researchers say only 2 to 6 percent of your fans are seeing your posts.
- 8 USING ONLY EMAIL TO REACH THE C-SUITE**  
Use account-based marketing to target a defined set of accounts and decision-makers.
- 9 RELYING ON TEXT-BASED SEO STRATEGY**  
Multimedia will be king in 2018. Use video, images, and audio because Google Lens will soon allow people to search with their phone cameras.

## Conclusion

Content is fuel for your buyer's journey in 2018. Demonstrate that you are an authority in your customer's industry. Then concentrate on sharing that expertise with educational content through:

- ✓ Social media posts
- ✓ Blogs and articles
- ✓ Email marketing
- ✓ Lead magnets
- ✓ Visual media like infographics
- ✓ Videos, both recorded and live
- ✓ White papers and e-books
- ✓ Lead-nurturing and relationship-building campaigns
- ✓ Customer knowledge sharing
- ✓ Content-driven sales messages and materials
- ✓ Podcasts
- ✓ Landing pages

While content is the fuel, it is the experience created by your content that drives your customers from the top of the funnel to the final step in the buyer's journey.

## About KEO Marketing, Inc.

KEO Marketing Inc., a leading marketing agency based in Phoenix, Arizona, develops and implements strategies to help clients significantly increase leads and sales. For more information and to request a complimentary consultation, contact us today.

**KEOMarketing**

480-413-2090 | [keomarketing.com](http://keomarketing.com)