5 Marketing Trends to Watch Out For

1

Voice Search

It started with smartphones (hello Siri), then evolved into assistants and speakers. Whether you believe it's the next big thing or not, this search engine is taking off. Look to your SEO strategy as search grows to be more conversational rather than keyword oriented. Predictions say by 2020, 50 percent of all search will be voice.*
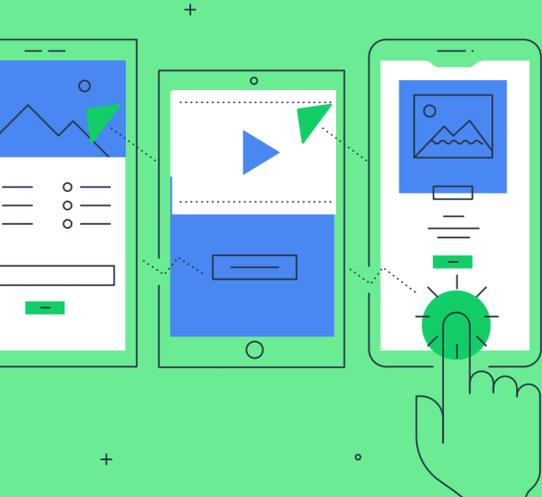
*Source: ComScore

2

Mobile First

Digital killed "above the fold," but is desktop next? Mobile-first doesn't mean mobile only. It was always intended to be about the journey - no matter the device. So as you switch from phone to laptop and back, your experience never changes. As UX and design create new projects, we'll see more websites taking a device-agnostic approach.

3

AR / VR

A solution looking for its problem to solve - Augmented Reality/Virtual Reality is seeing adoption from more industries. Brands looking to join in are developing content and activities to engage their users in new and exciting ways. We've seen it with IKEA, 19 Crimes Wine and don't forget Pokémon Go. We'll be eagerly awaiting the next creative way brands integrate this immersive content.

4

AI

By 2020, Gartner predicts 85 percent of customer interactions will be handled with Artificial Intelligence. AI reimagines what the customer journey can look like to be more precise, integrated and personal. Through chatbots handling AI-based conversations to predictive personalization, AI is giving customers what they want and doing it faster. Just try typing an email without Gmail finishing the sentence first.
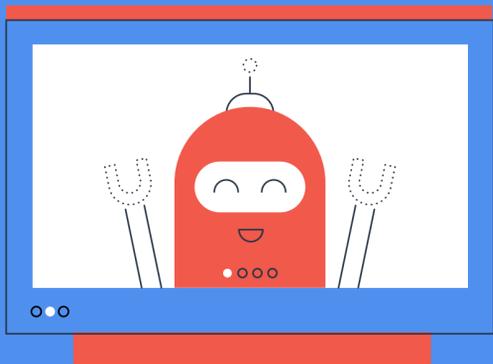
5

Path to Purchase Changes

Journeys have become as unique as the customer - even within the same vertical. As customer behavior narrows and broadens more erratically than ever, the path is no longer a straight line. What this means for you is to stop marketing to the average and start focusing on your value. The sooner you determine the real shape of your funnel, the better because this path is only getting noisier.