

5 Interesting Digital Trends and Their Impact on Marketing

Pam Didner
Author of Global Content Marketing

The way we read



The way we read



The way next gen's read

The way we research



The way we research

Google



Google Search



The way next gen's search



Voice is how next gen searches



VSO and VSM just like SEO and SEM

Voice Search Optimization and Voice Search Marketing



VOICE SEARCH OPTIMIZATION

For Marketers

- Another channel to engage and communicate
- Requires more resources, budget and new skillsets
- Conversion or sales results are measureable, but optimization is challenging

For agencies and media companies

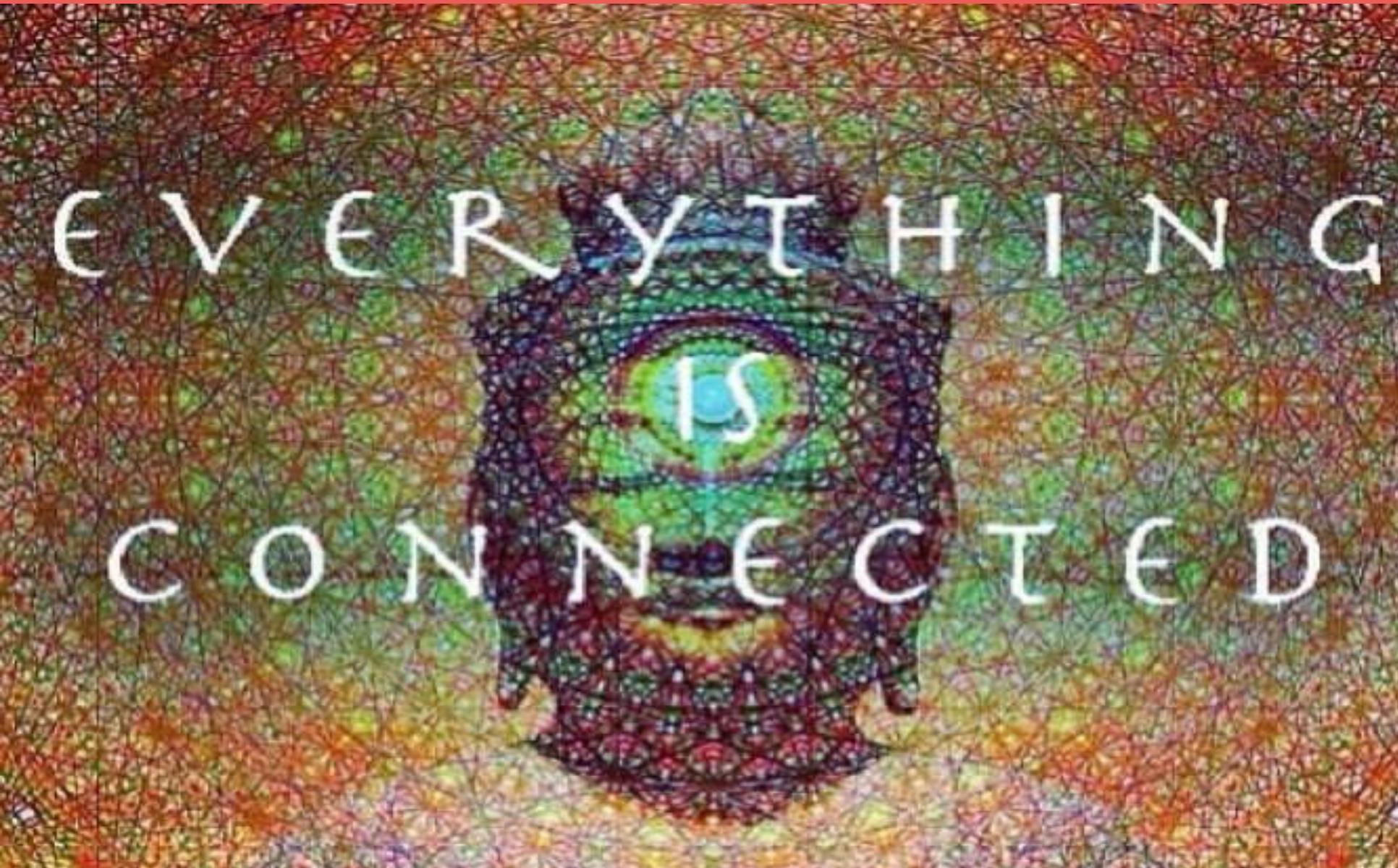
- Another paid service to offer
- Requires new skillsets to work with clients and voice recognition vendors
- Share conversion and sales results real-time, but optimization is challenging

IKEA wireless charging lamp and table

Software is built into everything



Everything can be a communication device

The image features a complex, multi-layered background. At the center is a circular, textured object that resembles a stylized face or a piece of machinery, rendered in dark, intricate patterns. This central element is surrounded by a dense, chaotic web of fine, overlapping lines in various colors, including greens, yellows, oranges, and purples, creating a rich, textured effect. Overlaid on this background is the text "EVERYTHING IS CONNECTED" in a white, serif font. The words are arranged in three lines: "EVERYTHING" at the top, "IS" in the middle, and "CONNECTED" at the bottom. The text is centered horizontally and appears to be slightly faded or semi-transparent, allowing the underlying patterns to be visible through it.

EVERYTHING
IS
CONNECTED

50 Billion devices are connected



Internet of things

Everyday things get connected for smarter tomorrow



For Marketers

- Incorporate messaging into “smart” products
- User interface design needs to be simple and intuitive
- Marketing is part of software and product design

For agencies and media companies

- Understand how all devices are connected
- Competition from customers' platforms
- Ad network continues to grow

This happened in Coke in 2011



Coke “Share a Coke” Campaign



This happened in Nike in 2012



NikeiD



MEN WOMEN BOYS GIRLS CUSTOMIZE

Search

NIKEiD

Get Started | Featured | Men | Women

SOCK RACER BY YOU



This happened in Gatorade in 2016



Gatorade customizes its drink for athletes



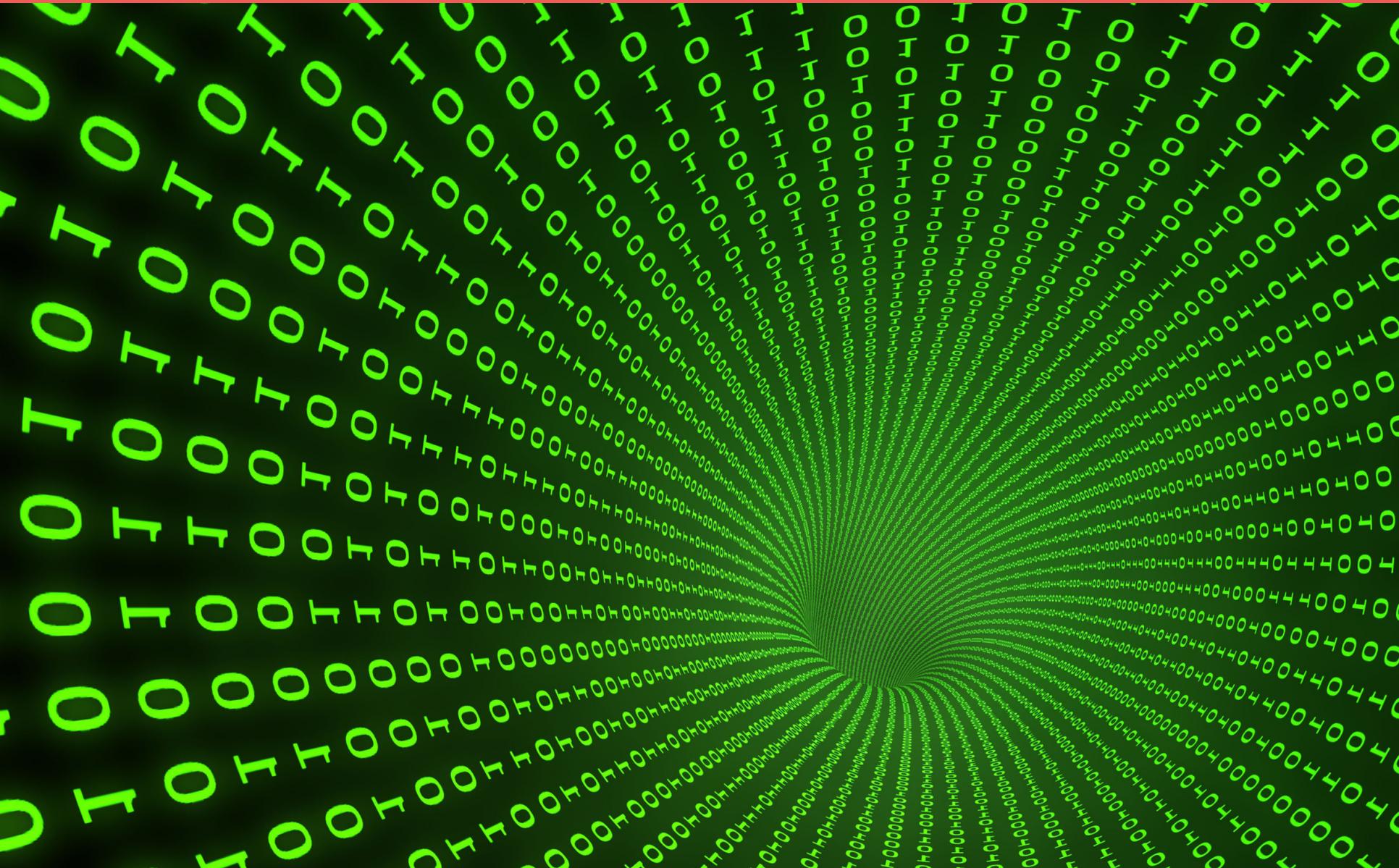
For Marketers

- Expand personalization capabilities in our marketing efforts
- Back-end integration is a must
- Personalization marketing is device-based

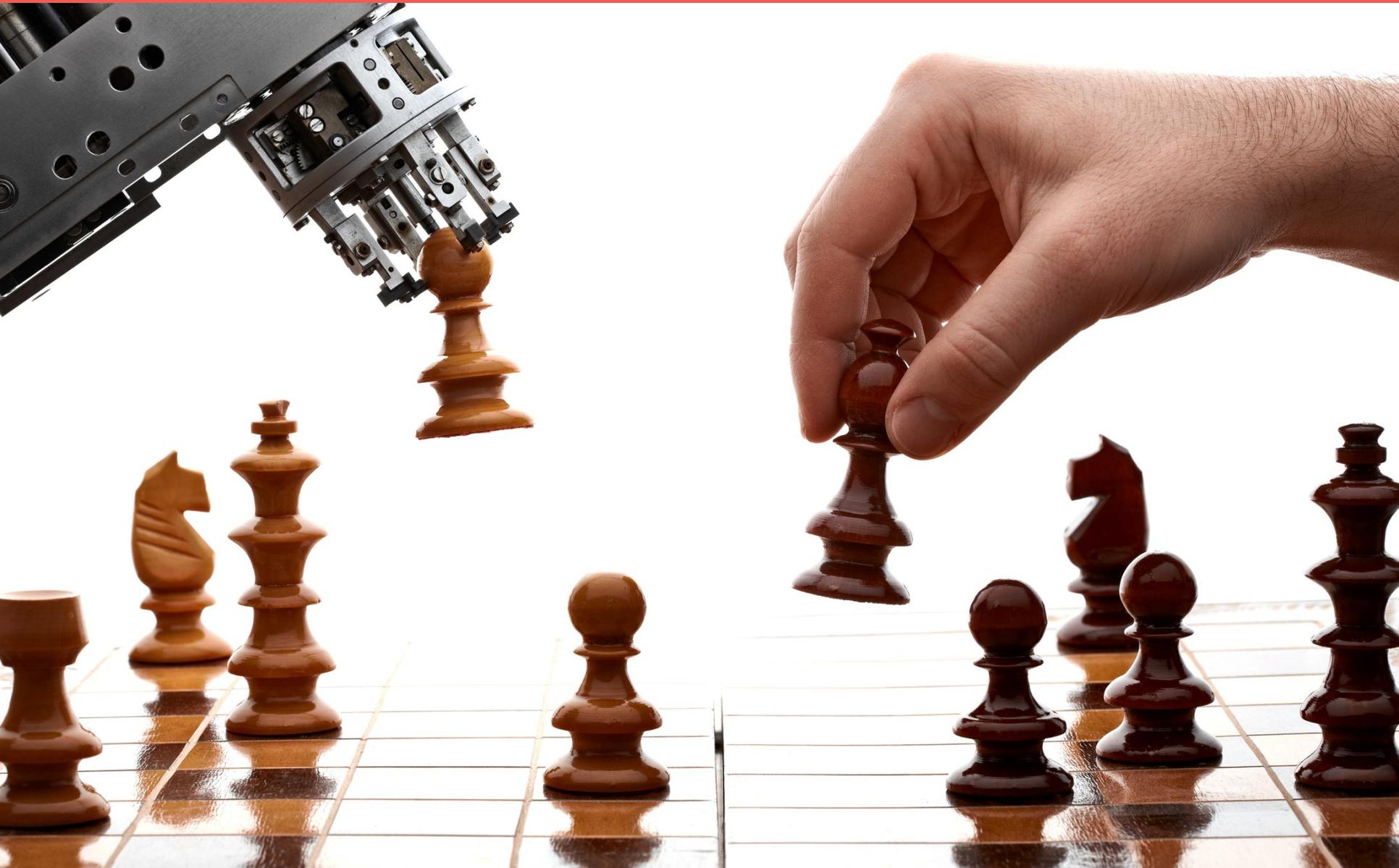
For agencies and media companies

- Predictive 1:1 ads
- Back-end integration is a must
- Personalization marketing is device-based

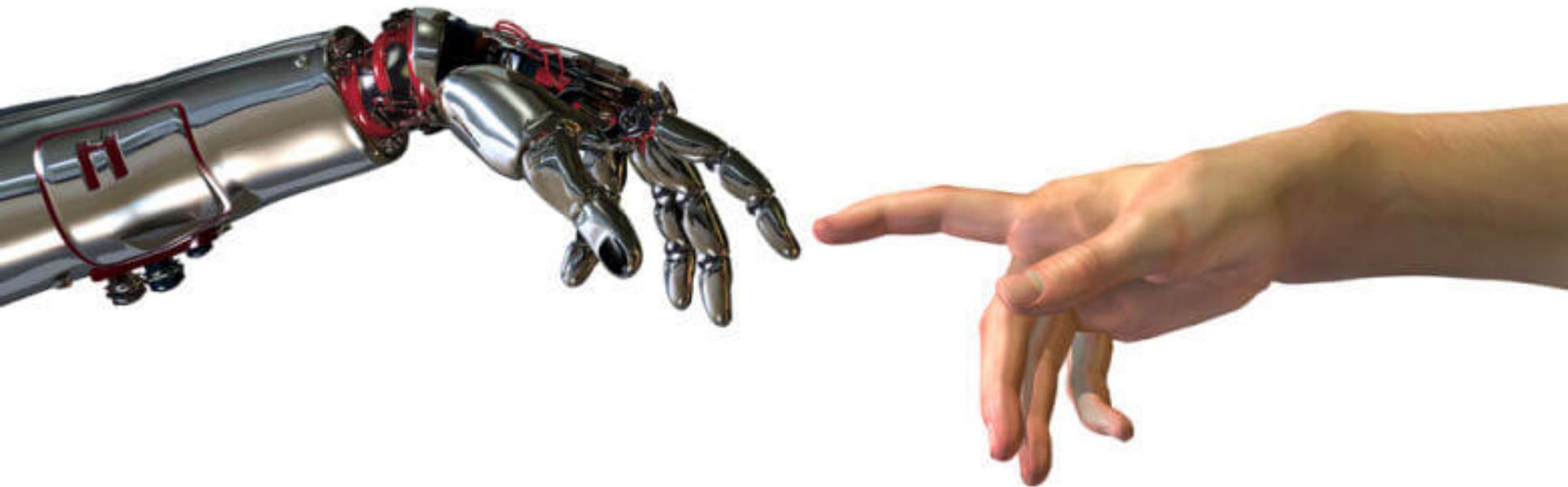
Massive amount of data is generated



Computers have knowledge and analytical ability:
Artificial Intelligence (AI)



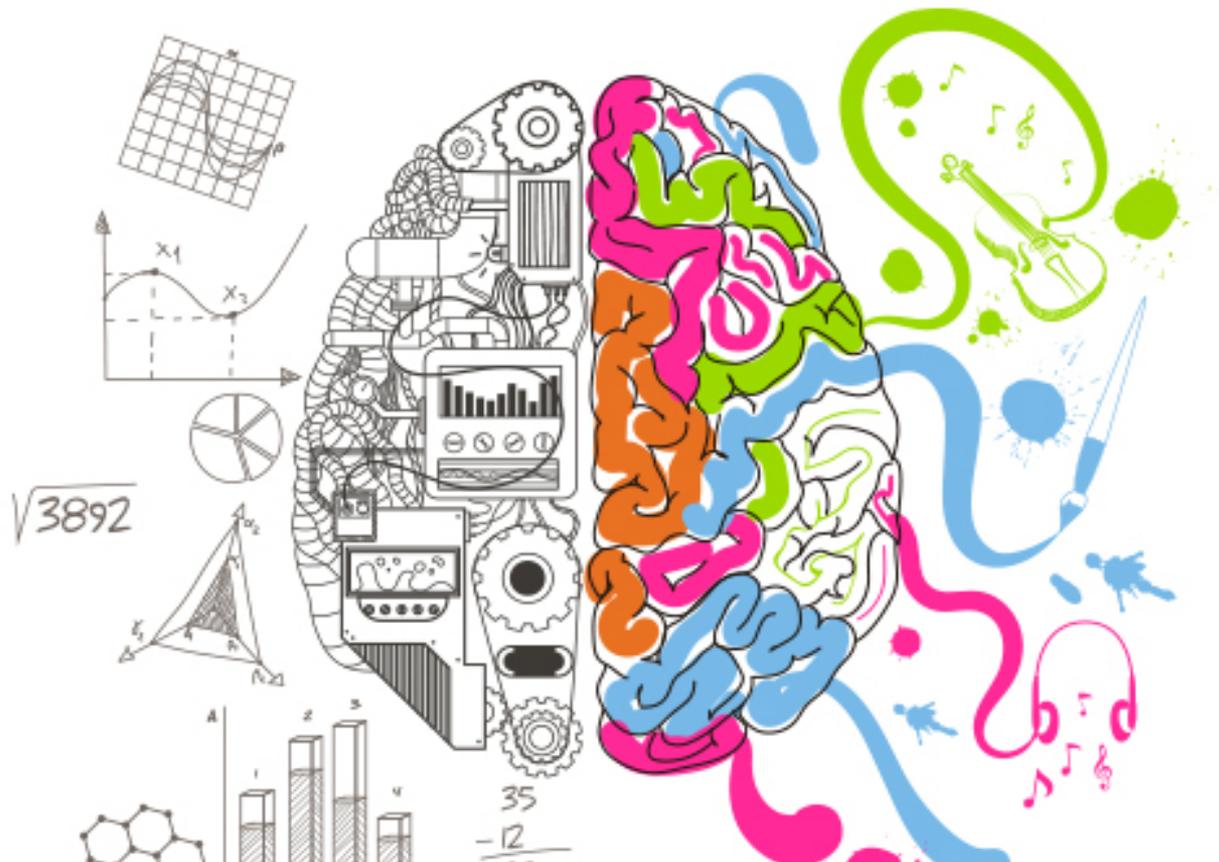
AI guides decision-making



For Marketers, agencies and media companies

The balance of data and intuition

Data vs Gut



Marketing fundamentals have
not changed

B Back
2 To
B Basics

For Marketers, agencies and media companies

- Who is our audience
- What do we want to say
- Where to say it
- How to say it
- When to say it

5 Trends

- Voice is how people search
- Software-built into everything
- Personalization is the ultimate marketing
- AI guides decision-making
- Marketing fundamentals stay the same

THE BEST
IS YET
TO COME

We will survive!



We will thrive!

A close-up shot of Spock from Star Trek: The Motion Picture. He is wearing his signature blue Starfleet uniform with a black collar. His right hand is raised in the Vulcan salute, with fingers spread and palm facing forward. He has a serious, determined expression on his face, with his eyes slightly closed. The background is a blurred, rocky, mountainous landscape.

Live long and prosper.

Ask me questions!



Pam Didner



Pamdidner.com



Pam@pamdidner.com



@Pamdidner

