



5 Interesting Digital Trends and Their Impact on Marketing

Pam Didner
Author of Global Content Marketing

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

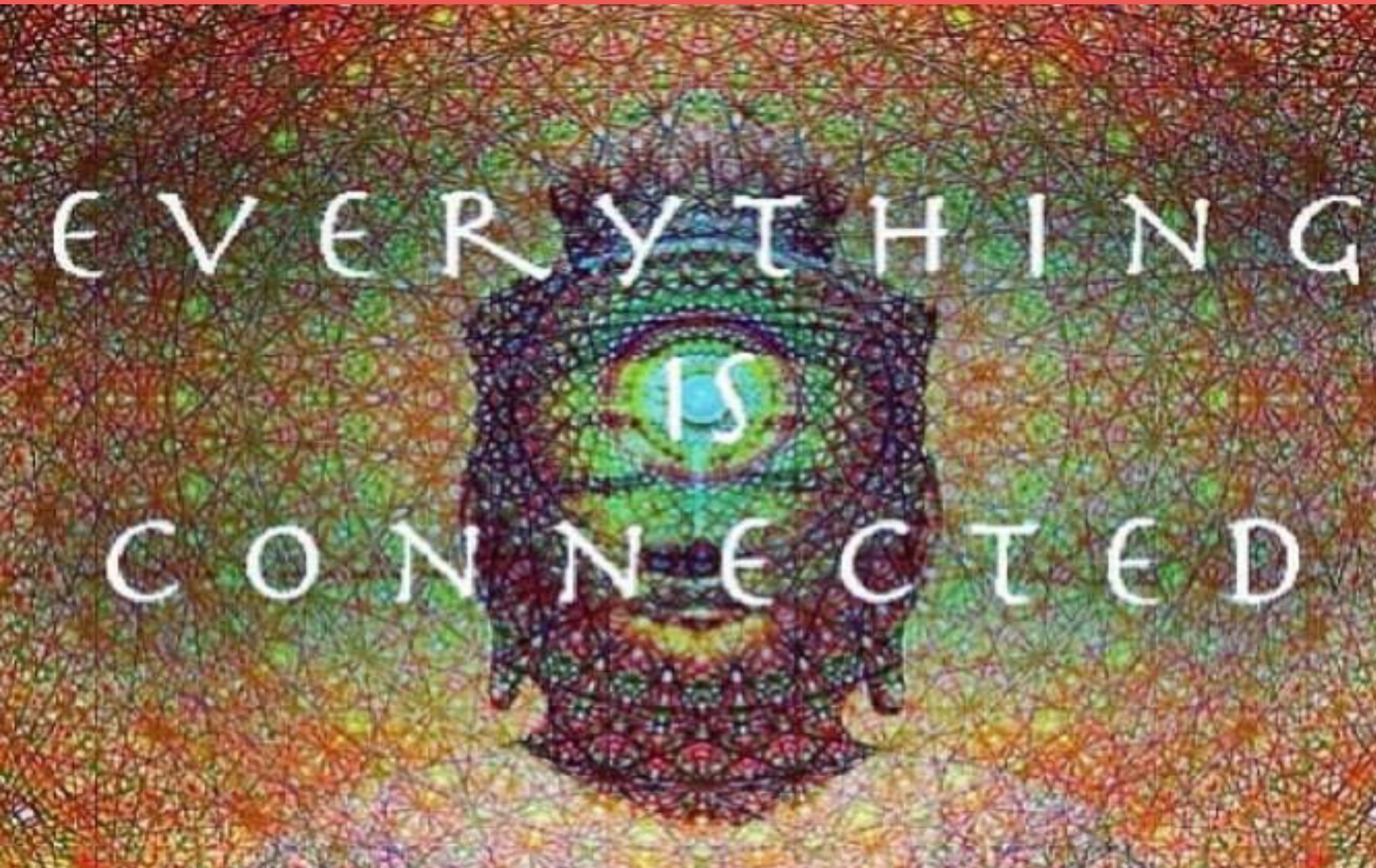
- Another paid service to offer
- Requires new skillsets to work with clients and voice recognition vendors
- Share conversion and sales results real-time, but optimization is challenging

IKEA wireless charging lamp and table

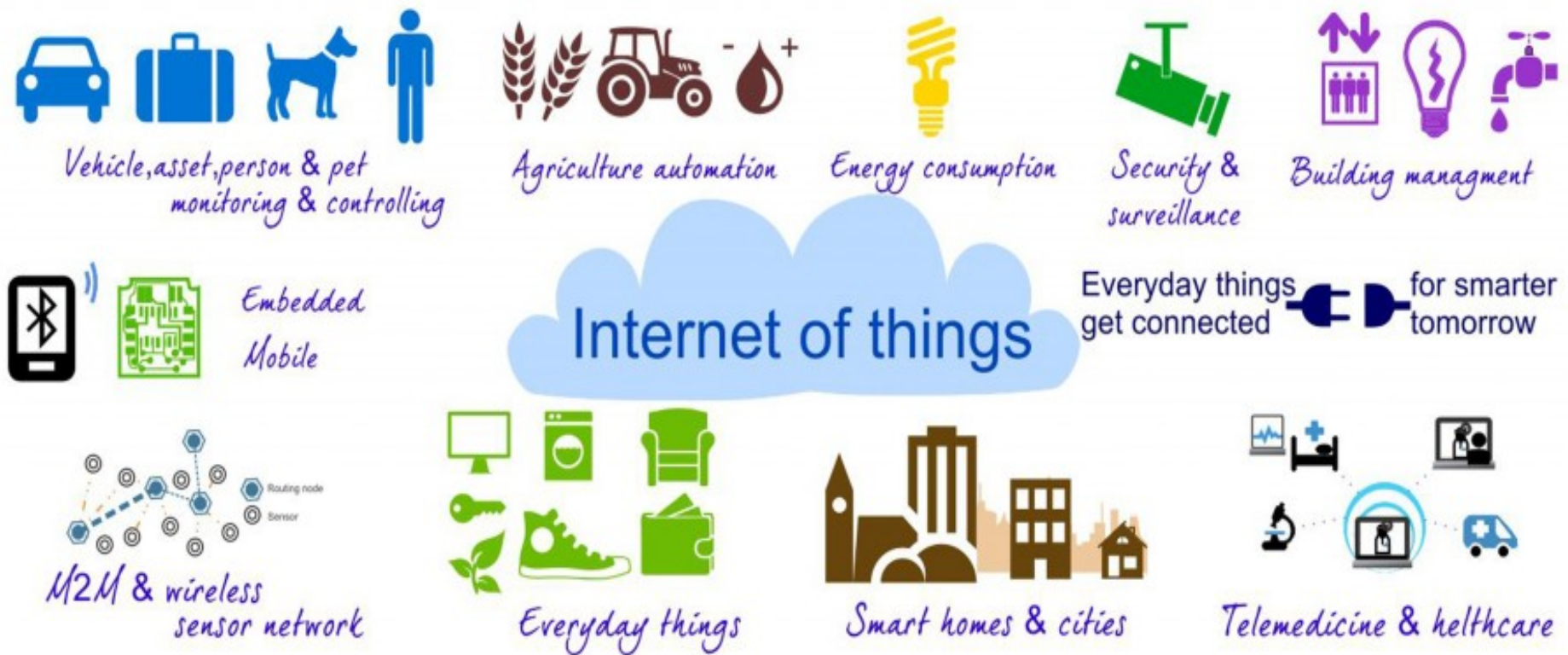
Software is built into everything



Everything can be a communication device



50 Billion devices are connected



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

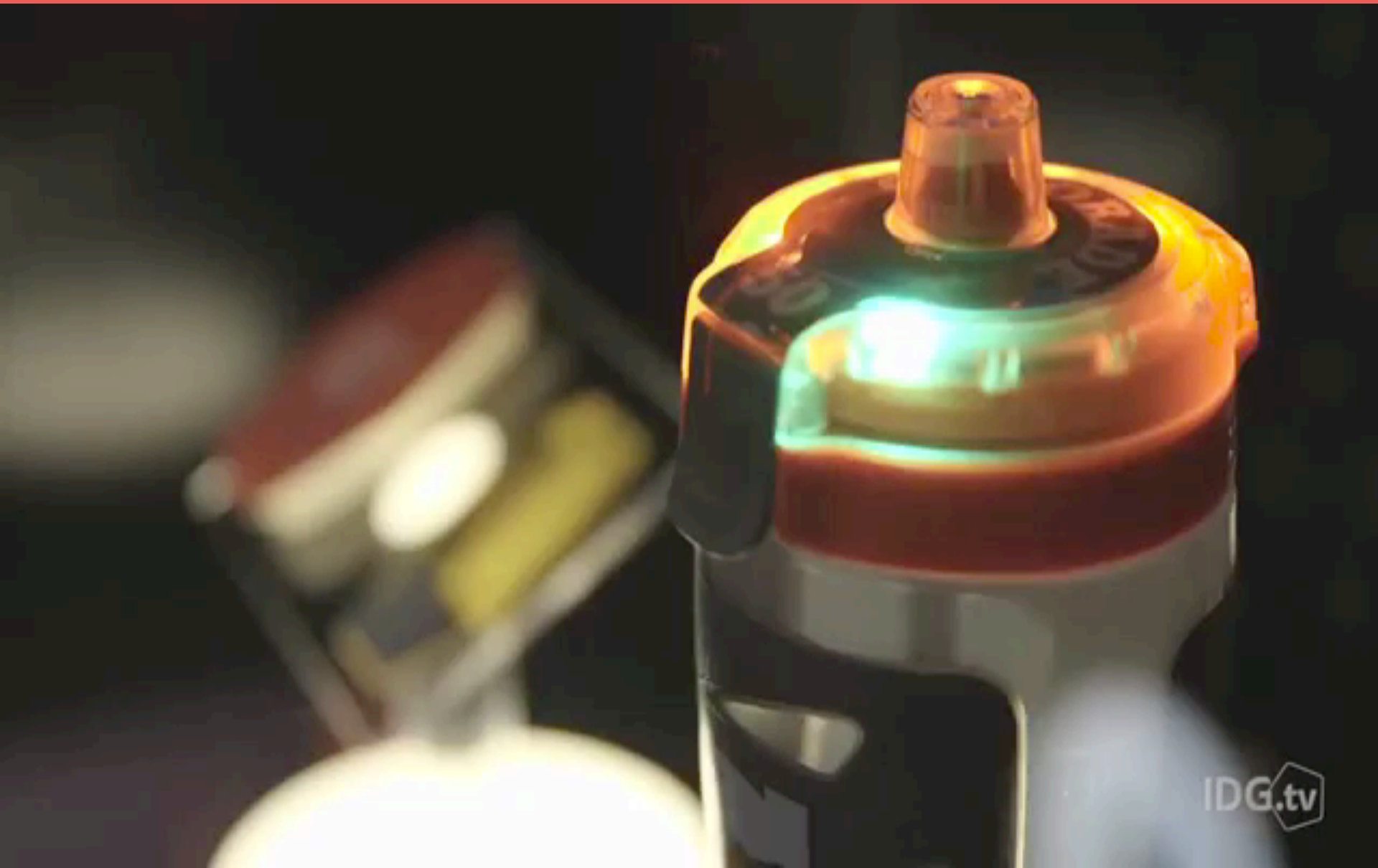


A screenshot of a web browser displaying the NikeiD website. The browser's address bar shows the URL "www.nike.com/us/en_us/c/nikeid". The page features a red header with the "NikeiD" logo. Below the header is a navigation bar with links for "MEN", "WOMEN", "BOYS", "GIRLS", and "CUSTOMIZE", along with a search bar. The main content area has a large "NIKEiD" title and a navigation menu with "Get Started", "Featured", "Men", and "Women". Two large promotional banners are visible: one for "SOCK RACER BY YOU" and another showing a man holding a child. The browser's taskbar at the bottom displays various application icons, including Safari, Chrome, Firefox, and Microsoft Office applications.

This happened in Gatorade in 2016



Gatorade customizes its drink for athletes



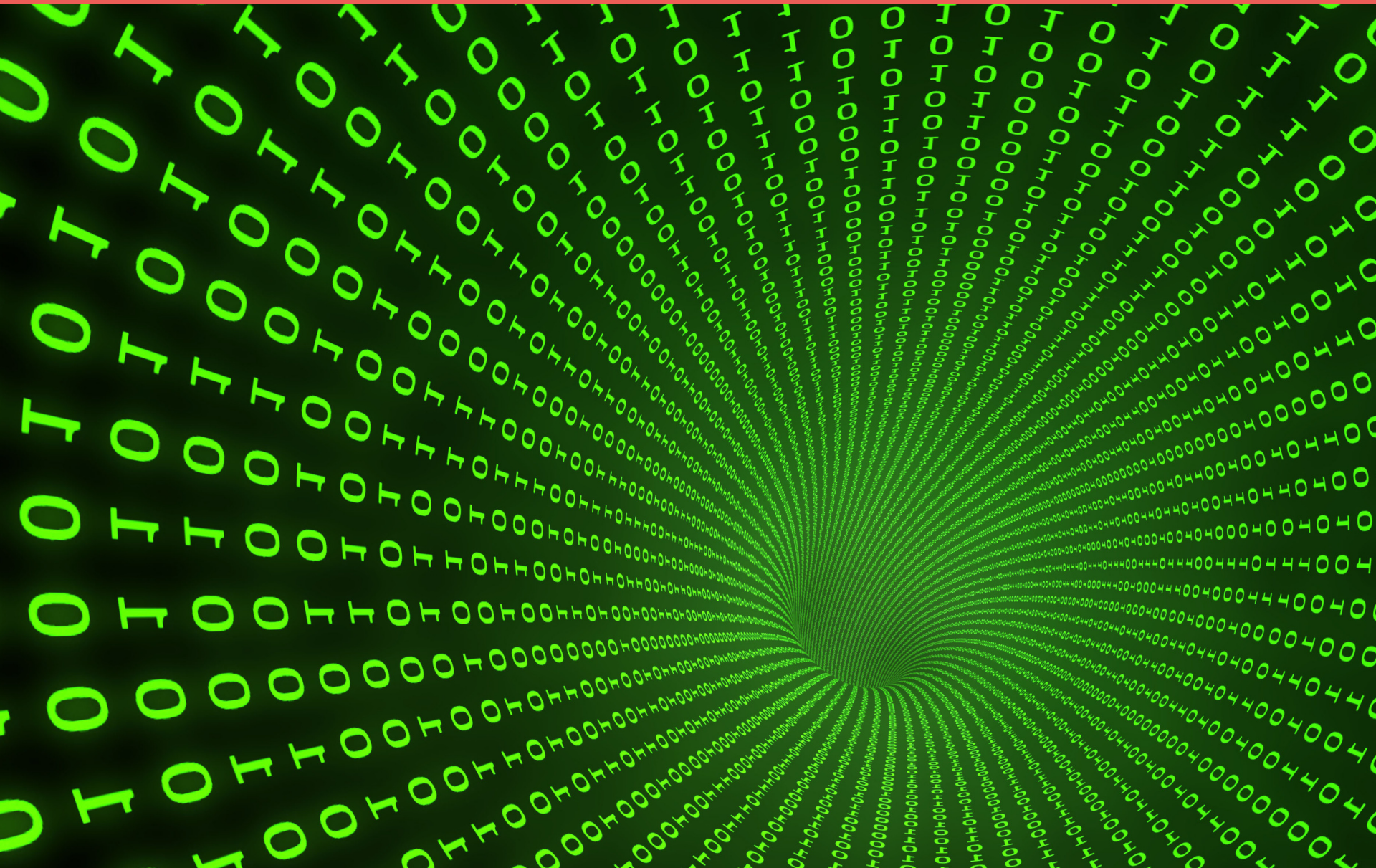
For Marketers

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

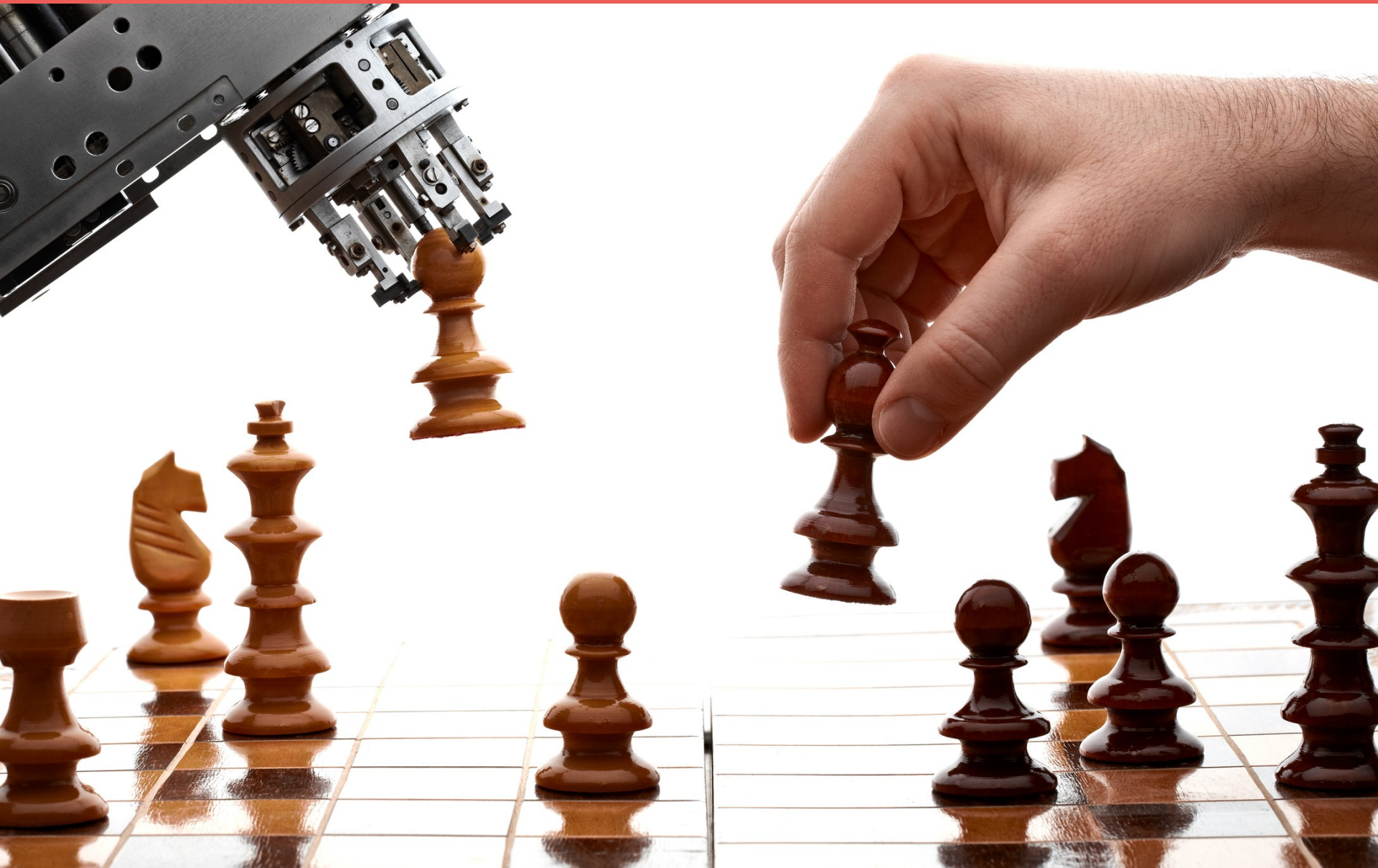
For agencies and media companies

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

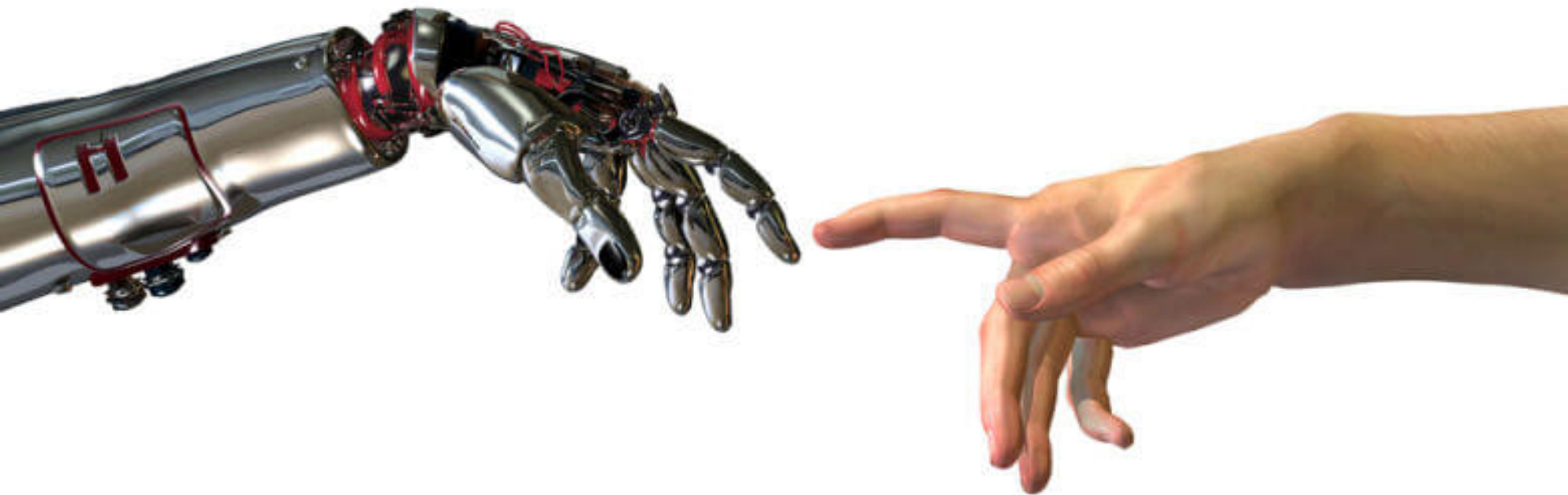
Massive amount of data is generated



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



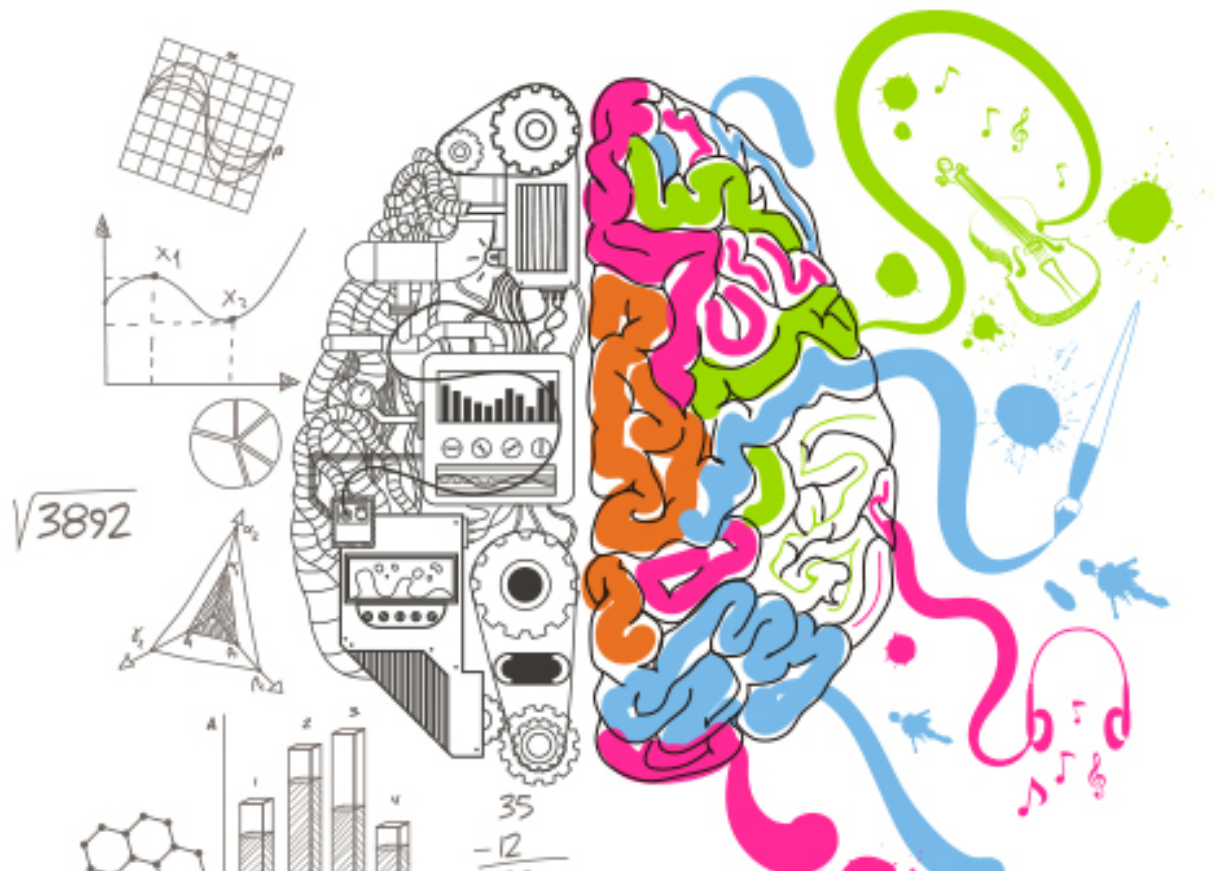
AI guides decision-making



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!



Live long and prosper.

Ask me questions!



Pam Didner



Pamdidner.com



Pam@pamdidner.com



@Pamdidner

