Ten Trends that will Shape the 2017 Digital Landscape

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State Of Digital
Trust Based Marketing

- 95% of respondents in a TrustYou survey read reviews before booking (Tnooz, 2015)

- 4 in 5 TripAdvisor users will “usually” or “always” reference reviews before deciding on an attraction to visit, especially Generation X (74%) (TripAdvisor, 2015)

- There are 200 new user contributions to TripAdvisor every minute (TripAdvisor, 2015)

Marketing Is Expected to Undergo Radical Changes Over the Next 5 Years

<table>
<thead>
<tr>
<th>What will those changes include?</th>
<th>78% of respondents agreed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital will account for more than 75% of marketing budgets</td>
<td>37%</td>
</tr>
<tr>
<td>Mobile specifically will account for more than 50% of marketing budgets</td>
<td>35%</td>
</tr>
<tr>
<td>Earned media will be more important than paid and owned media</td>
<td>27%</td>
</tr>
<tr>
<td>Marketing campaigns will begin unfolding in real time</td>
<td>32%</td>
</tr>
<tr>
<td>Analytics skills will become a core competence in marketing</td>
<td>42%</td>
</tr>
</tbody>
</table>

Source: Accenture Interactive CMO Study
So, Where Are We Headed?

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Email Should Still Be Your BFF

Most Effective - and Difficult - Digital Marketing Tactics

<table>
<thead>
<tr>
<th>Marketing Channel</th>
<th>Most Effective</th>
<th>Most Difficult</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>22%</td>
<td>61%</td>
</tr>
<tr>
<td>Website</td>
<td>18%</td>
<td>59%</td>
</tr>
<tr>
<td>SEO</td>
<td>45%</td>
<td>50%</td>
</tr>
<tr>
<td>Social media</td>
<td>50%</td>
<td>41%</td>
</tr>
<tr>
<td>Paid search</td>
<td>28%</td>
<td>34%</td>
</tr>
<tr>
<td>Mobile</td>
<td>38%</td>
<td>13%</td>
</tr>
<tr>
<td>Display ads</td>
<td>21%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Based on a survey of 275 marketing professionals from around the world (66% primarily B2B).

% indicating the most effective tactics used and the most difficult to execute.

March 2016

MarketingCharts.com | Data Source: Ascend2 and Research Partners
Email Marketers' Top Initiatives for 2016

- Increase subscriber engagement: 34%
- Improve segmentation: 15%
- Improve data analysis: 12%
- Grow email opt-in list: 6%
- Implement lifecycle messaging: 5%
Introducing the New Sprout App for iPhone & iPad

DOWNLOAD NOW

Active Subscribers
- Sent: 146,573
- Opens: 55,113
- Clicks: 11,303
- Open Rate: 38%
- Click Rate: 21%

Inactive Subscribers
- Sent: 323,261
- Opens: 8,422
- Clicks: 1,504
- Open Rate: 2.6%
- Click Rate: 17%
Key Takeaway

Segment, customize, get creative, and fall in love with email again.

Data Analysis Is More Than Google Analytics
Predictive marketing is the practice of extracting information from existing customer datasets to determine a pattern and predict future outcomes and trends.

Source: Everstring 2015
Tools You Need To Know

Lookalike Audiences
Case Study:

Conditional probability a session leads to a purchase

Key Takeaway

Assign data to someone in your organization.
Video is Not Optional

78% of people watch videos online every week.

(MWP, 2015)
YouTube reaches more 18-49 year olds than any cable network in the U.S.  

(YouTube, 2015)

Digital video ad revenue in the US reached $7.8 billion in 2015, up 55% from 2014.  

(Livestream)
70% of Gen Zs watch at least two hours of YouTube per day.

(Upfront Analytics, 2015)
Average Online Booking Revenue

Did not watch a video

Watched a video

45% ONLINE BOOKING VALUE

Case Study Graphics

Which videos got the most views?

54%
Hotel Overview (homepage)

2%
Restaurants

17%
Casino

7%
Water Playland

20%
Hotel/Our Rooms
Key Takeaway

Short-form, target-adaptable video content is the most important part of your digital strategy.

Content Personalization
74% of online consumers get frustrated with websites when content appears that has nothing to do with their interests.

- Janrain
Data points used to personalize communications

- Basic demographic data, like first name, gender or birthday: 53%
- Financial data, like estimated income, discretionary spend estimates, net worth estimates: 46%
- 1st party interaction data, like email clicks, web browse behavior or past purchases: 45%
- Loyalty program data: 44%
- Attitudinal/lifestyle data, like whether they are price sensitive or impulse buyers: 41%
- Geo-location data: 41%
- 3rd party behavioral data, like how customers interact with other brands: 38%
- Preference center data: 33%
- We do not personalize our communications: 5%
- Don't know: 2%

Source: 2016 Digital Marketer Survey

The Personalization Spectrum

- Static: No personalization, static content
- Identity: Some display personalization: Name, Gender, Age, Etc.
- Insight-driven: Communications organized and targeted by pre-defined segmentation, Insight enriched with 2nd and 3rd party data

Increasing complexity

- Insight-driven: Communications organized and targeted by pre-defined segmentation, Insight gained on a group or segment level
- Single customer view: Real-time, individual customer experience management, Communications tailored to individual identity, behavior and circumstance
- Predictive optimized: Predictive customer experience management with “next best action” communications, tailored to identity and behavior, Pre-qualified product selection
Who's Got Your Heart?

Heart disease takes more lives each year than any other disease in America. This February, encourage someone you love to take care of their heart through a unique, personalized video. Simply fill out the form fields below to create your own video. Then share it with them via Facebook, Twitter, or email. Now, that's love.

Love Your Heart. Get It Checked.
Key Takeaway

People want to be treated as individuals, not as a “target market.” Talk to them as such.
% of Time Spent in Media vs. % of Advertising Spending, USA, 2015

- Total Internet Ad = $60B
- Of Which Mobile Ad = $21B
- ~$22B Opportunity in USA

The Rise of Mobile Video
Q2 2015

Share of Mobile Video Plays
Mobile bookings in travel have grown by 1700% between 2011 and 2015, moving from 1% to 18% of online revenues.

(Frederic Gonzalo, 2016)
Key Takeaway

Ensure a mobile first strategy with all of your digital efforts. Duh.

Marketing Automation: The New Normal
Simply stated, it is the process of automating various marketing tasks.
Automated emails generate:

0.5% higher open rates
152% higher click-through rates
75% of email revenue

Sources: Epsilon Email Institute and DMA, 2015
Platforms

Key Takeaway

Begin experimenting with basic automation processes and/or platforms, even if that is simple auto-responders.
### Getting Real About Apps

#### Day in Life of a Mobile User, 2016

<table>
<thead>
<tr>
<th></th>
<th>Average # Apps Installed on Device*</th>
<th>Average Number of Apps Used Daily</th>
<th>Average Number of Apps Accounting for 80%+ of App Usage</th>
<th>Time Spent on Phone (per Day)</th>
<th>Most Commonly Used Apps</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>37</td>
<td>12</td>
<td>3</td>
<td>5 Hours</td>
<td>Facebook, Chrome, YouTube</td>
</tr>
<tr>
<td>Worldwide</td>
<td>33</td>
<td>12</td>
<td>3</td>
<td>4 Hours</td>
<td>Facebook, WhatsApp, Chrome</td>
</tr>
</tbody>
</table>
Key Takeaway

Develop an app if and only if it makes sense.

Ad Blocking Will Force Creativity
4 Tips for Switching from Paper to Electronic Medical Records

If your urgent care is ready to use an EMR, you are probably wondering what the best way is to switch from paper to electronic charting. Do you go cold-turkey to digital, do you re-train staff, and what do you do with paper charts?

You have questions, and we have answers! As an EMR vendor, we’ve seen quite a few clinics go from paper to digital process. So we have a few insider tips on how to smoothly upgrade to EMR software. Get a free eBook with tips—and get advice from those who’ve made the switch.
Key Takeaway

Create advertising that doesn't feel like advertising. Make things fun, engaging, compelling.... in short, create content people want to participate in.
The Growth of Virtual/Augmented Reality
Benefits?

• Try before you buy (or book)

• Creating experiences

• Creating marketing opportunities w/in augmented reality
Key Takeaway

Start experimenting.
Generalization ➔ Specialization

- Manage and build various ABM databases and campaigns, including responsive design templates, calls-to-action, and metrics.
- Segment lists based on behaviors like past email engagement and website interactions (content downloads, site page visits, etc.).
- Measure results and optimize the nurture tracks for these segments to increase lead conversion.
- Work with the head of marketing and other team members to develop digital strategies to integrate campaigns into social media conversation across all channels.
- Build and manage a rich content/editorial calendar that attracts a qualified audience to our owned properties (including blog posts, whitepapers, reports, webinars, infographics, etc.).
- Grow new marketing-qualified leads by converting site traffic through calls-to-action, landing pages, and offers.
- Optimize our marketing automation and lead nurturing processes through email, content, and social channels.
- Establish closed-loop analytics in partnership with Sales to understand how our in-and out-bound marketing activity turns into clients.
- Understand and leverage all aspects of digital marketing including: social media, SEM, SEO, display ads, as well as offline data for campaign optimization while also developing the appropriate reports to track and improve success metrics.
Key Takeaway

Marketing will continue to be a less tactical and more strategic department for your organization. Specialized positions/partners will continue to be critical for success.
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