

Usher in the Golden Age of Marketing: 5 Can't-Miss Marketing Trends

WeDo marketing. The timely alliance of big data, marketing technology (martech), storytelling and the customer experience has led many to dub this time period as marketing's new golden age. To live up to such a bold claim means marketers need to remain ever-vigilant of the hottest and most significant trends to hit the industry. Here are five top trends from MarketingProfs.

Context Is More Stimulating Than Cash

How you communicate is more valuable than your advertising budget. Real-time insights into data points such as buyer location and behavior allows marketers to adapt to audience needs, capitalizing on context—that is, **marketing the right thing, at the right time, to the right people**. Businesses can empower consumers by focusing on those customer interests and needs.

Have a Purpose

Consumers are looking for more from a business than a product or service—they **want to know that the company is invested in their employees and community**. This is particularly true for the rising Generation Z population (born between 1995–2012). A recent study of consumers in this demographic finds that more than 80% believe companies should fund charitable work and incorporate purpose across the organization, so much so that they will particularly seek out those types of companies when doing business.

Communication Is a Two-Way Street

Today's businesses interact more directly with users than ever before—consider the rapid response rate of social media. **By making promotions participatory, users and SMBs work together** to craft messaging, building a clear two-way communication plan instead of one driven

exclusively by business. These improved connections encourage business and community connections.

Grow Your Automation Systems

When marketing automation tools were first introduced, they were added to a marketer's arsenal one by one. Nowadays, some marketers may have integrated a dozen or more tools to manage email, data, applications, and the many moving parts of campaign management. This **scaled infrastructure increases marketing intelligence, reach, processing power, and capabilities**, leading to greater opportunities for building strong customer experiences.

Prepare for More Chatbots

The rise in machine learning and AI has led to an increased use of chatbots for offloading some of the customer service needs of business. The algorithms of the AI behind chatbots make it possible to offer 24/7 service to those using chat systems. It can field questions, help with online engagement, audience interaction and respond with answers quickly and easily. In the same way that people prefer text over phone interaction, **over 70% of consumers would prefer to engage via chat**.

The Takeaways

Modern marketing is more unified, personalized, socially aware, contextual and participatory than ever before. **Marketers who embrace this brave new world now will enjoy the greatest success.**

For a slew of new possibilities for your marketing, talk to the experts at PIP. **Contact us at pip.com.**