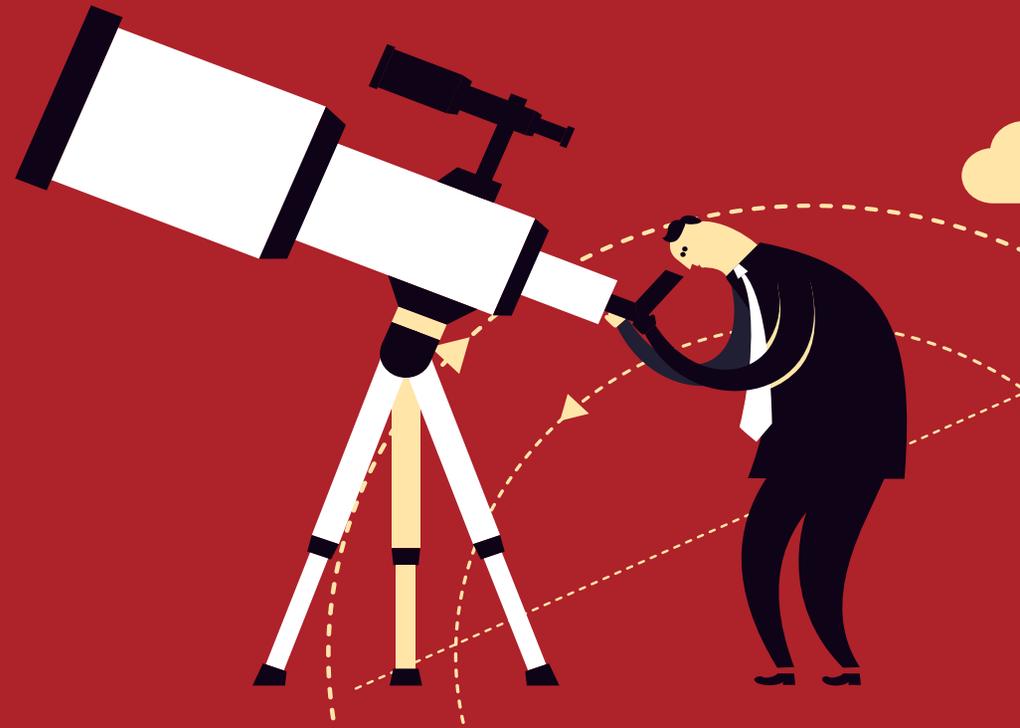


20

MARKETING
TRENDS & PREDICTIONS
FOR 2013 & BEYOND



20 MARKETING TRENDS & PREDICTIONS FOR 2013 & BEYOND

By Jessica Meher

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“IF YOU DON’T KNOW WHERE YOU’RE GOING, YOU MIGHT NOT GET THERE.”

-Yogi Berra

Yogi Berra is one of the greatest names in Major League Baseball. During his career as a player and coach, Berra appeared in 21 World Series and was named the Most Valuable Player in the American League.

Perhaps Yogi knew a thing or two about success, or more importantly, how to attain it. While the end goal in any game is important (e.g. a World Series Championship), it’s the journey (e.g. practice, coaching, planning and strategy) that makes the goal achievable.

I believe this “Yogism” applies to us all. Often times, the most successful people look ahead and plan accordingly. Maybe this is why the late Steve Jobs kept a four-year plan at Apple. Or that Marissa Mayer, Yahoo! CEO, is shifting the company’s core offering from content to mobile, one of the biggest changes in its 17-year history.

What if you had a glimpse into the future? What would you change today to plan for tomorrow? In reality, the future can be predicted and the best marketers already have their destination mapped out.

CONTINUED >>

Nate Silver is a guy who sees the future. Amazingly, he predicted the winning outcome in 49 out of the 50 states during the 2008 United States presidential election. And then he did it again with 100% accuracy in 2012. How did he do it?

Coincidentally, Nate Silver and Yogi Berra have a lot in common. Before Silver became a political blogger, he designed an algorithmic system to predict baseball performance. If you've seen the movie *MoneyBall*, you know the story.

But there's a difference between Silver and Berra - two people who undoubtedly changed the game of baseball. Berra's talent as a player and philosopher made him a sports legend. Silver's talent as a statistician and mathematician allowed him to predict the best ball players, and then eventually, U.S. Presidents, by using sophisticated behavioral modeling techniques. The 20 marketing trends presented in this ebook are inspired by these two baseball greats - by combining art and science.

In 2012, the world of marketing underwent major changes. We saw the rise of Pinterest, several IPOs and acquisitions, an aggressive political ad war, Facebook's 1 Billionth user, and watched one Korean artist turn into a global phenomenon thanks to YouTube. What's in store for the next year? Let this guide serve as your navigation system into the world of marketing in 2013.

Now then, let's gaze into my crystal ball...

PREDICTION #1:

“CAMPAIGNS” FADE OUT, REAL-TIME MARKETING IS IN

The notion of campaigns have been around since the golden age of advertising. Campaigns are a defined series of activities, tactics and channels that often revolve around a common theme. And yes, campaigns have been good to us. But here’s the problem; their structure is often times rigid and can’t keep up with changing customer behaviors and rapidly changing technology. Campaigns are generally short-lived and not triggered based upon real-time actions or data, which can put the marketer at a disadvantage.



DAVID MEERMAN SCOTT
Best-selling Author

“In 2013 we’ll see many more marketers take advantage of the power of real-time communications to grow business. In 2013, buyers instantly engage with brands on their Websites, talk back via social media like Twitter and Facebook, and follow breaking news in the markets they are interested. The old model of marketing built on a company timeline doesn’t work so well but after decades of “campaigns” planned way in advance, it’s difficult for marketers to change to a mindset based on speed. Clearly the opportunities to grow your business in 2013 and beyond mean real-time is key. Success comes from engaging your buyers when they’re ready not when it’s convenient for you.”

As David states, in 2013, we’ll start to see best-in-class organizations utilize more real-time events and triggers that are based on inbound marketing activity and not push-marketing, or outbound campaigns.

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PREDICTION #2: INBOUND MARKETING GROWS ENTERPRISE-WIDE

In 2013, marketing will no longer sustain as its own department. Every interaction your sales, HR, customer, development, finance, and executive teams take online is a way to promote your brand, products, or services. As a result, almost every employee will turn into an inbound marketer.



BRIAN HALLIGAN
CEO, HubSpot

“The transformation driven by the customer being in control will weave its way into every aspect of organizations from marketing into sales and customer service, and the companies that win will figure out how to become an inbound business.”

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PREDICTION #3: KNOW THY CUSTOMER

Smarter marketing means understanding our customers beyond demographic information. In the future, we'll be looking outside our CRM system to collect a unified view of customer behavior. According to David Raab, contributing analyst at Gleanster, web behavior data as well as data from other sources, such as accounting or order processing systems, will become easier to integrate in 2013. Over the next year, it will become an increasingly important initiative for CMOs to invest in technology that compiles customer data in a way that is more easily measurable and actionable. As a result, customer analysis will become the hot new feature for marketing automation providers.



DAVID RAAB
Analyst, Gleanster

“Marketing automation systems will provide more unified customer views across channels and systems. The goal of not merely importing data from multiple systems, but of integrating that data so interactions of the same individual are combined even when they take place in different channels will be increasingly realized. This is a critical capability since all analysis is based on this unified customer view.”

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PREDICTION #4: MARKETING BECOMES MORE ACCOUNTABLE FOR REVENUE GENERATION

A recent Fournaise Marketing Group study found that 73% of executives don't believe that marketing drives demand and revenue. Ouch.

In 2013, that will start to change. Marketing will play a more critical role in contributing to revenue generation. Marketing activities will not only be measured on traffic and lead generation, but will further optimize processes that directly impact sales growth. And to do that, key performance indicators (KPIs) under the marketing department will change.



GREG ALEXANDER
CEO, Sales Benchmark
Index (SBI)

“For CMOs, the pressure is on,” says Greg Alexander, CEO of Sales Benchmark Index. “CEOs are paying more attention to marketing’s contributions and are holding them more accountable for revenue generation. Because of this, we’re starting to see a shift on how marketing is measured...to quotas and SLAs that are more aligned with sales goals.”

Furthermore, marketers will adopt inbound marketing practices and technologies in order to drive demand and meet aggressive revenue goals.

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PREDICTION #5: SOCIAL MEDIA GETS INTEGRATED

Have a Facebook account? Check. Twitter? Check? LinkedIn and Pinterest? Check and check. OK, now what? Up until now, social media has remained very siloed. Activity that happens on social stays there. In the year ahead, integrating social media behavior and data into the rest of the marketing mix (and database) will become crucial in order to reach customers with relevant messages in real-time.



MIKE VOLPE
CMO, HubSpot

“Social media will no longer act as a silo and will instead become more integrated with technologies and inbound marketing practices. The fad of fascination with social media will morph into companies using social as part of a more strategic and holistic inbound marketing strategy.”



KIPP BODNAR
Author, the B2B
Social Media Book

“In 2013 savvy marketers will begin to leverage data from social media in all parts of their marketing strategy. Marketers sync social media activity with their contact databases to have additional behavioral data to better segment email messages and calls-to-action. Additionally, marketers will leverage social media behavior for improved content personalization that will lead to improved lead to customer conversion rates.”

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PREDICTION #6: BE MOBILE OR FALL BEHIND

In 2012, more people bought a smartphone than a PC. Clearly, mobile is where marketers need to be. According to an IBM study released in June 2012, almost 9 in 10 global marketers either have a mobile site or a mobile application or plan to employ one in the future. However, only 1 in 5 currently run mobile marketing tactics as part of integrated campaigns, with the remainder running their mobile programs discretely and on an ad hoc basis.

In 2013, marketers will finally list mobile as a major line item on their marketing strategy. Not only will there be continued investment in mobile-optimized websites and email, but we'll see mobile take a more important role when integrating with marketing campaigns. By the end of the year, mobile will become a more strategic and must-have channel for many businesses.

Adoption of Mobile Marketing Tactics

(% of global marketers)

June 2012



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MARKETINGCHARTS.COM

Source: IBM

PREDICTION #7: SOCIAL & CONTENT IMPACT SEO EVEN MORE

Over the years, good search engine optimization (SEO) was all about knowing the tricks of the trade. The SEO of tomorrow will be less about having the right H1 tag or the right keywords on the page and more about creating really good, original content that is socially consumed and shared.



RAND FISHKIN
CEO, SEOmoz

“For the past decade and a half, marketers have often thought of SEO, social media, and content as separate channels and segmented practices. But these barriers are crumbling. In the past 24 months, we’ve seen the overlap between search, social, and content increase at a rapid pace, spurred on by innovations from the search engines, and reinforced by the correlations of social sharing and linking/ranking behavior. In 2013, I expect to see many of the most successful marketers treat these practices not as disparate channels, but as optimizable elements of a whole.”

Overall, SEO will go further and further away from on-page SEO, and focus on the various components of off-page SEO, as Rand described, that come together for a holistic and powerful SEO strategy.

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PREDICTION #8: **COMPANIES LOOK TO HIRE MORE INBOUND MARKETING TALENT**

Sure, marketers are great at creative, but the marketers that companies hire in 2013 will carry skills in content creation, lead generation, optimization and data analysis. In an economy that's tough on job seekers, the war for talent will become even more fierce. With the growing importance of content and data, companies will hire more Inbound Marketers in 2013.

According to trends measured by SimplyHired, "Inbound Marketing" jobs increased 52% and "Content Marketing" jobs increased 26% since October 2011.

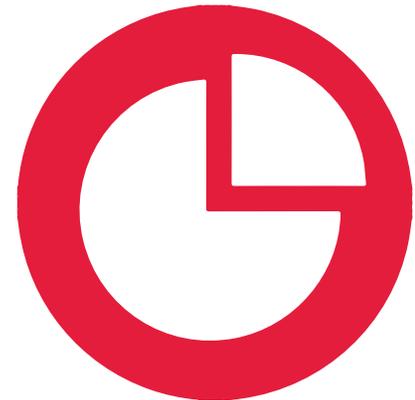
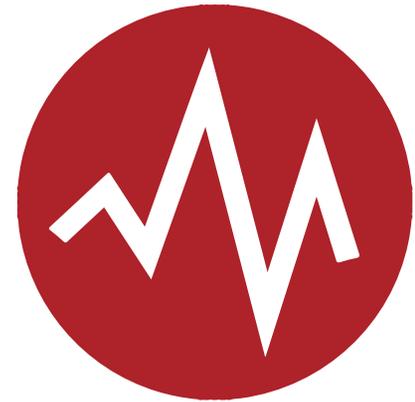
Increasingly, the marketers that get hired in the future will more likely have the words "publisher" and "pivot-table lover" on their resume.

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PREDICTION #9: BIG DATA GETS BIGGER -- AND DIGESTIBLE

I'm not a fan of buzzwords, but there's something intriguing about the promise of big data. Gartner predicts that it will drive \$232 Billion In I.T. spending through 2016. But so far, big data as been for engineers, not marketers. In 2013 we'll see a rise of startups that are dedicated to making big data more accessible to folks on the front end, such as sales, business development, and marketing professionals. One of these, Origami Logic, aims to give marketers access to big data in a way that is digestible and usable by them specifically.



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PREDICTION #10: MARKETERS EMBRACE 'SMART' CONTENT

The first time Amazon introduced me to the perfect book for me via their recommendation engine, I was completely awed. The idea that a website could not only recognize a return visitor, but also discern their interests and alter their site experience accordingly, felt like nothing short of magic.

Since then, data-driven personalization, or **dynamic content**, has become more common, though not entirely pervasive in the marketing space. In 2013, we'll start to hear more about adaptive, 'smart' content. As context becomes increasingly important in any inbound marketing strategy, dynamic content enables marketers to serve highly personalized messages to the right audience at the right time.



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PREDICTION #11: MARKETING SPEAKS LIKE A HUMAN

No one likes marketing speak. That's why we'll start to see organizations become more "human" through social interactions and great content. Companies will develop a personality through storytelling. Corporations become less "faceless" and the trust between companies and consumers continue to grow.



NICK JOHNSON
Founder. Useful
Social Media

"The advent of social media has meant that the world of separate internal and external messaging has disappeared. If a customer talks to your Customer Service department, they expect the same response they'd get if they talk to marketing, or sales, or engineering. Creating a unified external face is critical. If you want to build long-term relationships, you've got to have a consistent, human voice - coming from all levels of your organization."

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PREDICTION #12: EMAIL LIVES ON

No, email is not dead. And it won't be in 2013, either (as much as some of us would like it to). In fact, email will continue to be an important part of the marketing mix. However; *how* it will be used, is what will change. Marketing emails will become less “batch and blast” and instead more personalized, relevant and targeted based on real-time data. There will be increased importance in opt-in marketing instead of opt-out marketing and buying lists will become a less-used practice.



JOHN BONINI Content
Marketing Manager,
IMPACT Branding &
Design

“With such a dramatic shift toward more personal, unsolicited marketing, 2013 will see much more targeted, segmented email campaigns aimed at delivering more relevant content to recipients. We’re all after the holy grail of online marketing; sales-ready leads. The ability to segment email lists and personalize the content will help to maximize the effect of each email, resulting in more qualified leads.”

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PREDICTION #13: INBOUND, NOT AUTOMATION, BECOMES PRIORITY

Just a few, short years ago, marketing automation was the “must-have” on every marketer’s wishlist. Unfortunately, the “set-it and forget-it” mentality of automation, while nice sounding, resulted in an unhealthy process of churning a database of email through a set “nurturing” process until they were spammed to death. The promise of marketing automation starts to fail because it is not supported by a solid inbound marketing foundation. Essentially, not enough leads enter the funnel to keep the automated machine running. This is called “**Death by Marketing Automation.**”

In 2013, CMOs and senior executives will allocate more resources to creating a strong inbound engine - generating interest, traffic, leads, and conversions - to support the demand generation engine. The graph below, provided by Google Trends, shows that over time, more marketers will be searching for solutions and best practices to inbound marketing over marketing automation.



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PREDICTION #14: MARKETING TECHNOLOGY EVOLVES

In 2012, we saw a lot of acquisitions, IPOs, private rounds of funding, and the emergence of new startups. As the marketing industry heats up, we can expect even more action. This is great news for the marketing industry. In 2013, we will see two major changes in the technology landscape:

- More investment in technology solutions that solve for inbound marketing, social media management, and marketing measurement, attribution and ROI. More importantly, software and services that are integrated and unified with other channels, departments, and databases is key. In fact, Gartner predicts that CMOs will outspend CIOs by 2017. Specifically, marketers will spend more on unified, integrated technology solutions that eliminate data silos.
- As more widgets, gadgets and devices enter the market, marketers will need to figure how to use each platform in the best and most appropriate way. Taking an old advertising model onto new technologies won't fly.



DHARMESH SHAH
CTO, HubSpot

“New technologies (mobile devices of all shapes and sizes, and location based services) will continue to grow but the best marketers will realize its not about how to jam more ads into new platforms, it is about how to use the new technologies to enhance your inbound powers of attraction.”

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PREDICTION #15: I'LL TAKE SOME CONTENT CURATION, PLEASE

Content is king, whether you like it or not. Creating more and more content will be among the top priorities for marketing teams in 2013. In addition to the increase in allocating budget to content creation, we'll find increasingly more curation services and "content marketplaces" that will help marketers deliver more in a content-heavy world.



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PREDICTION #16: CONTENT CROWDSOURCING GROWS

Socially-generated content, where your audience help builds content for you (usually through a contest), has been done for years. But there is an even bigger opportunity for crowdsourcing platforms that contribute to new marketing ideas. As the social footprint grows, marketers will find more ways to leverage crowd creativity by build interesting and viral pieces of content with their network of fans and followers.



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PREDICTION #17: MARKETING GETS GAMIFIED

Expect to see the convergence of marketing and gaming over the next year. And I don't mean product placement in Farmville. Marketing will become more interactive in how it's deployed and consumed. "Gamification" will help increase the stickiness of content through its entertainment value, reward, and learning abilities. Perhaps through gamification, marketing will actually be enjoyable instead of avoided.



DAN ZARRELLA
Social Media
Scientist

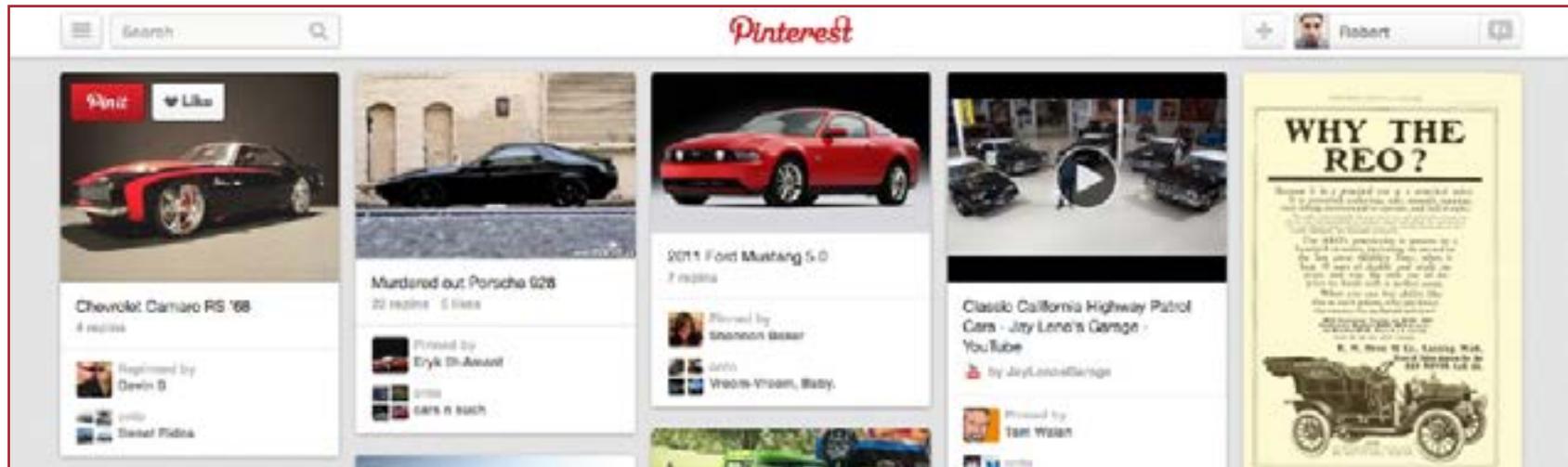
"Gamification presents a repeatable, reliable framework for increasing your social media and online marketing results. In the next year even small and medium sized companies will start to understand and utilize it's core concepts."

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PREDICTION #18: A PICTURE IS WORTH 1000 WORDS

With all this attention toward content as the holy grail of marketing, it doesn't mean that written content is the only form that works. Sites like Pinterest and Instagram prove that visual content is really worth 1000 words (or in Instagram's case, \$1 billion). Infographics, photos, picture boards, video, and other forms of rich-media will increase over the coming years as humans look to digest more information faster than ever before.

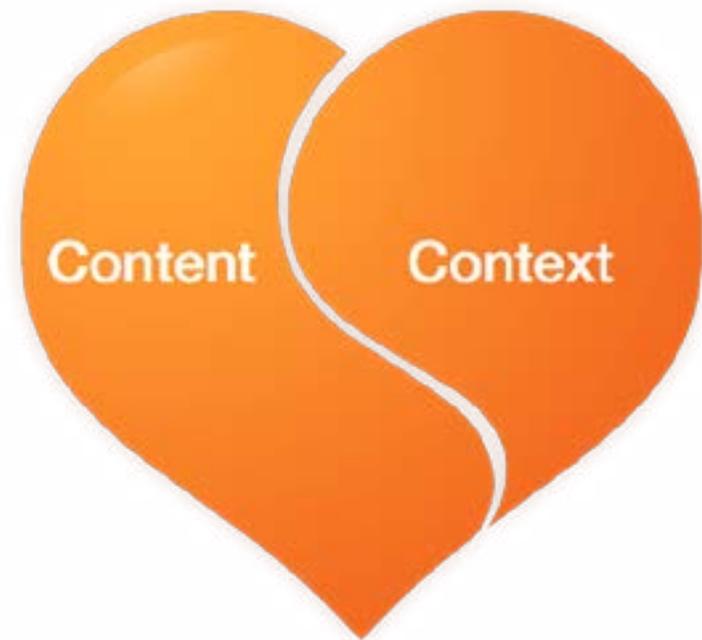


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PREDICTION #19: CONTEXT IS CONTENT'S NEW BEST FRIEND

To do marketing better in 2013, marketers will need to go beyond simply creating content to creating a personalized experience for their target customer that's seamless across multiple interactions. These experiences will leverage context to make a company's marketing jive with the searcher's proclivities – the things you've learned about your leads over months and years of talking with them. The things they do, the things they say, the sites they like, the products they purchase, their happiness level with your company - all to have deeper and more meaningful relationships and better results.

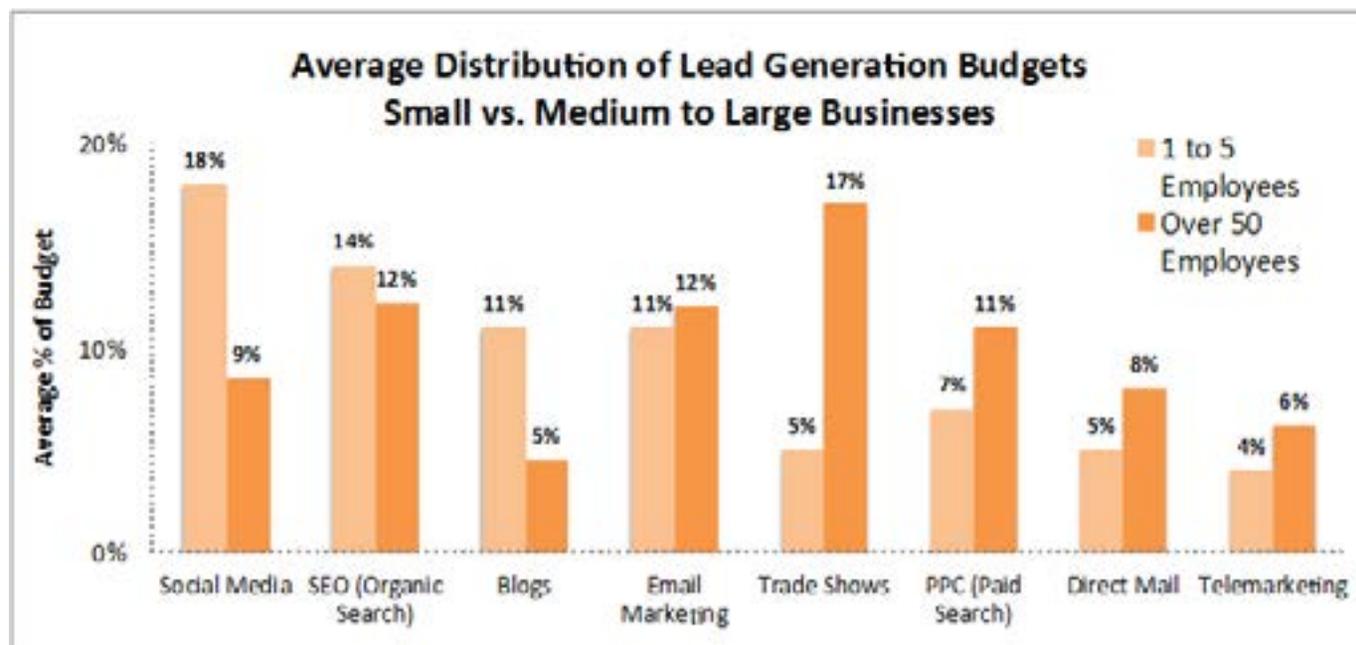


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PREDICTION #20: OUTBOUND MARKETING LOSES TRACTION

Mass marketing gets a 2% response rate, if you're lucky. Inbound marketing, on the other hand, can produce conversion rates 10x higher or more. That's because prospects respond to valuable content that is more helpful and educational. More so than ever before, budgets spent on outbound marketing (paid media) will shift to inbound marketing (earned media and original content). According to 2012 study, one-third of CMOs say that more than half of their budgets have shifted from traditional to digital marketing in the past year.



Source: [State of Inbound Marketing 2012](#)

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I SEE A BRIGHT FUTURE AHEAD...

In the year ahead, we can expect that businesses will experience growing complexity in managing and measuring an emergence of multiple channels and technologies. To adapt, marketing will become more integrated, inbound and real-time. In the end, marketing will grow into a profit-center, rather than cost-center, in the eyes of CEOs.

Marketers have a lot to look forward to in 2013. More opportunities are waiting. And now you, dear marketer, know what lies ahead.

Cheers.

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