

2017

THE MARKETING TREND REPORT



WOMEN'S MARKETING

Every year brings the unexpected, but 2016 seemed to bring more surprises than most. Among many, the Chicago Cubs broke a 108-year losing streak, the pop culture world lost David Bowie and Prince—two irreplaceable music icons, and perhaps the most stunning of all—the outcome of the U.S. presidential election defied the polls. One could confidently say this year hasn't been boring.

As marketers, we've seen a few shakeups this year as well. Snapchat, now Snap Inc., has disrupted the way consumers engage on social, PokémonGo brought augmented reality into our backyards, and influencer marketing took off in a big way. As 2016 fades away, we're looking to 2017 and wondering what the future holds for brands and consumers. Here, our top trend predictions for the new year. And stay tuned, as we continue to expect the unexpected!

OmniChannel

One of the big lessons for marketers in 2016 was that consumers won't settle for anything less than an integrated brand experience across all platforms and channels. 75% of retail marketers consider an omnichannel strategy essential and acknowledge that it's fundamental to their future business practices. Currently, only a little over half of all marketers say they have an omnichannel strategy in place, but of those that do, 75% have seen positive return and are likely to make greater investments in the future. As 2017 unfolds, we anticipate the majority of marketers to invest in their omnichannel strategy to convey their brand story across multiple touchpoints and bring more accountability to digital advertising by better understanding the interplay between multiple channels and devices.

Social

Facebook...YouTube...Instagram...brands are increasingly spreading themselves thin by attempting to develop content for each platform. In 2017, we believe strong social strategies will focus on fewer, but more effective, platforms. Likewise, we'll see brands investing in paid social to boost content and creating shoppable posts on those platforms that drive the most ROI.



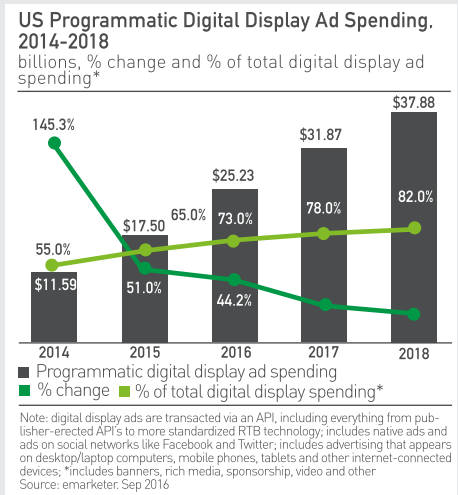
Marketers have been experimenting with live streaming video and 2017 will see a continuation of the live streaming movement. Live streaming offers a different type of brand experience and an opportunity to become part of an event or view behind-the-scenes content that was once considered exclusive to insiders.

Snap Inc. will continue to gain momentum with its fun and playful in-the-moment content that seems to have captured the hearts of Gen Z. The rollout of ancillary products, like Spectacles, will give marketers new ways to produce content and Snap Inc. will continue to innovate and deliver ground-breaking marketing opportunities for brands. Finally, it will be interesting to watch the dynamic between Facebook and Snapchat as they battle for eyeballs and relevancy.



Programmatic Ad Buying

Programmatic advertising has become the preferred method for buying and selling digital display ads in the U.S.; programmatic share of ad spending is expected to rise from 73% in 2016 to 82% in 2018. Programmatic is the primary transaction method for digital display advertising across both desktop and mobile for two major reasons: buyers and sellers are now more comfortable using automation and technology to transact; and the demand for more audience-driven buys has continued to grow. This audience-centric approach and publishers' comfort with programmatic tech has accelerated spending in mobile and other channels. Social buying on Facebook has also increased projections of programmatic's ad share, and, as other platforms such as Pinterest, Instagram, and Snapchat make a greater portion of their ad inventory available, we believe we will see continued growth in programmatic audience-driven buying.



Mobile

The average iPhone user opens her device 80 times every day—Android users average 76 sessions per day—that's about 4 times every hour they're awake! Consumers are spending more time on social, shopping, gaming, messaging, and email than ever before. As consumers become more comfortable using their phones to conduct daily activities, marketers will prioritize a mobile-first strategy and develop more experiences and services that engage mobile users. Marketers will also begin to capture and analyze the vast amount of data available from mobile devices and apply the insights to inform their marketing.



Influencers

The majority of brands are already engaging in some influencer marketing; 84% say they intend to include influencer programs in their marketing strategy in the next 12 months. The biggest challenges for marketers have been determining which influencers are right for their brand and then measuring campaign success. As brands and agencies work together to develop highly personalized campaigns with clear KPIs, marketers will need to shift away from choosing influencers who resemble a target consumer, and instead, build campaigns based on an influencer's audience and performance data.

VR/AR

Visual communication and a growing appetite for sensorial experiences is opening a new frontier in augmented and virtual reality. The overwhelming popularity of Pokémon GO helped consumers to become comfortable with the technology and that opens the door to using VR/AR tools in other environments such as healthcare or e-tail. In 2017, brands will find new ways to enhance experiential offerings and storytelling to engage consumers' senses and meet their desire for enhanced reality.

Sources: eMarketer: US Programmatic Ad Spending Forecast; Most Mobile Display, Video Ad Dollars to be Automated by 2018, eTail Five Insights Into the Omnichannel Landscape, Mintel North America 2017 Consumer Trends; images: Teachers Tech, Facebook, Pokemon



WOMEN'S MARKETING



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