

MARCH 2, 2017

MARCH 2017 MAC MEETING
VISIT DENVER X KARSH HAGAN



AGENDA

- ▶ A look back: 2016 Digital Trends
- ▶ A look forward: 2017 Digital Trends and Best Practices
 - ▶ Influencer Marketing
 - ▶ Video
- ▶ Q&A



2016 TRENDS + WHERE ARE THEY NOW?

PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.



PROGRAMMATIC BUYING IS BECOMING THE NORM

The automation of the decision-making process of media buying by targeting specific audiences and demographics across millions of websites

Programmatic ads are primed to grow 31% in 2017 - ahead of any other media channel

NATIVE ADVERTISING IS STILL GROWING

A form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed

Native advertising continues to see dramatic growth

- ▶ This can be attributed to its seamless integration into the flow of content and higher engagement than the standard banner ad
- ▶ Consumers engage with native ads at between 20 and 60% more than standard banner ads

Native ads are making the move to mobile and are primed to make up the majority of mobile advertising by 2020

VIRTUAL REALITY: WHY HARDWARE IS NOT ENOUGH!

2016 saw the introduction of at least 5 viable VR devices in the marketplace

VR won't be a significant channel until hardware becomes more widespread

- ▶ The next step is someone creating a VR game or experience that will drive usage beyond the first wave of early adoption and point the way for marketers to become part of the experience

The percentage of the US population using VR headsets is expected to climb into double digits in 2017

2017 DIGITAL TRENDS

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INFLUENCER MARKETING

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INFLUENCER MARKETING: WHAT

84% of marketers are planning an influencer marketing campaign in 2017

A form of marketing that focuses on using key leaders to drive your brand's message to the larger market

- ▶ Rather than marketing directly to a large group of consumers, you instead inspire/hire/pay influencers to get out the word for you

Often goes hand-in-hand with social-media marketing and content marketing

- ▶ Social-media component - influencers are expected to spread the word through their personal social channels.
- ▶ Content element - either you create content for the influencers, or they create the content themselves.

▶ INFLUENCER MARKETING: WHY

- ▶ Brand Awareness
- ▶ Authenticity
- ▶ Building Trust
- ▶ Client Acquisition
- ▶ Sales Leads
- ▶ Access to More Content

▶ INFLUENCER MARKETING: HOW

BEST PRACTICES

- ▶ Look Beyond Reach
- ▶ Respect the Influencer's Contribution
- ▶ Be Flexible
- ▶ Remember that the Influencer is Not Your Target

VIDEO ADVERTISING

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DIGITAL VIDEO: WHAT

Video advertising encompasses online display advertisements that have video within them, but it is generally accepted that it refers to advertising that occurs before, during and/or after a video stream on the internet

As mobile technology improves, video consumption becomes more widespread

- ▶ One-third of all online activity is spent watching video
- ▶ The average user is exposed to 32.3 videos in a month
- ▶ 36% of online consumers trust video ads

DIGITAL VIDEO: WHY

- ▶ Builds Trust
- ▶ Google Loves Video
- ▶ Appeals to Mobile Users
- ▶ Video Can Explain Everything

DIGITAL VIDEO: HOW

BEST PRACTICES

- ▶ Invest in quality production
- ▶ Cater video content to devices and audience interests
- ▶ Incorporate compelling content and imagery within the first three seconds of videos
- ▶ Pay by view or completion to keep impressions and conversions high
- ▶ Tell your story with and without sound

Q&A



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THANK YOU

