



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





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2016 TRENDS + WHEREARE THEY NOW?

PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.

RSH VRAV





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





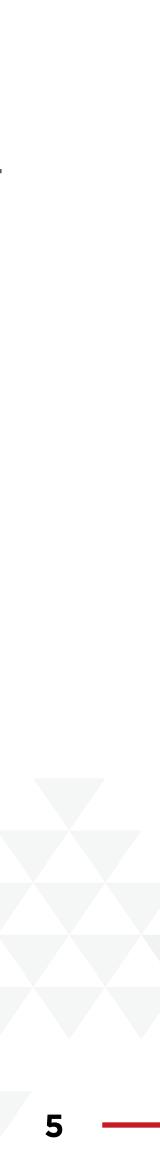
NATIVE ADVERTISING IS STILL GROWING

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

double digits in 2017

The percentage of the US population using VR headsets is expected to climb into





2017 DIGITAL TRENDS



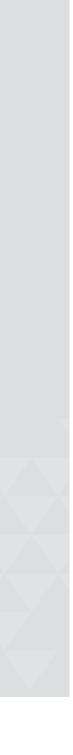




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INFLUENCER MARKETING







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

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 themselves.

Rather than marketing directly to a large group of consumers, you instead inspire/

Content element - either you create content for the influencers, or they create the

Sources: eMarketers, <u>clickz.com</u>,













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VIDEO ADVERTISING







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

Sources: socialmediatoday.com













DIGITAL VIDEO: HOW

BEST PRACTICES

- Invest in quality production
- Cater video content to devices and audience interests
- Pay by view or completion to keep impressions and conversions high
- Tell your story with and without sound



Incorporate compelling content and imagery within the first three seconds of videos

Source: marketingland.com

