

2018

DIGITAL MARKETING TRENDS

1

SMART INSIGHTS GLOBAL SURVEY

MARKETING ACTIVITY THAT YOU THINK WILL MAKE THE LARGEST COMMERCIAL IMPACT IN 2018



TOP 3 SURVEY RESULTS

10% SOCIAL MEDIA	5% CRO	3% ONLINE PR	2% PPC
9% MOBILE MARKETING	4% SEO	3% COMMUNITIES	2% WEARABLES
9% MARKETING AUTOMATION	3% IOT	2% AFFILIATE PARTNERSHIPS	1% DISPLAY ADS

2

survey results: CONTENT IS STILL KING



consumer want: PERSONALIZATION

3

QUANTITATIVE MARKETING goes mainstream

Annual demand for **data scientist, data developers, and data engineers** will reach nearly **700,000 openings** by 2020

By 2020, the number of jobs for all US data professionals will **increase by 364,000 openings** to **2,720,000** according to IBM

Battle of the Marketing Quants vs Data Scientist

Data Scientist: find & analyze data to optimize processes

Marketing Quants: analyze & manipulate data to forecast opportunities

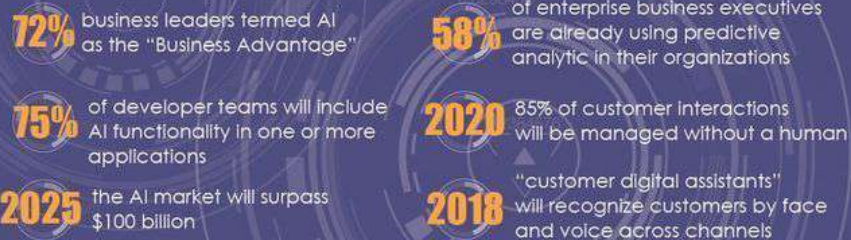


moment of truth:

which does your organization truly need is it **DATA SCIENTISTS** or **MARKETING QUANTS**?

4

Rise of the machines



MACHINE LEARNING sets the stage to replace manual ad optimization