

4 Marketing Trends to Master in 2018

A not-so-white paper

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Introduction

The challenge of delivering relevant, consistent, and memorable customer experiences has shaped the marketing industry today. Marketers are charged with meeting each customer in the right moment with content that speaks to their behaviors, motivations, and interests. To achieve this type of connectivity, marketers need to stay one step ahead of the curve by:

1. Maximizing the value of technology
2. Harnessing the power of real-time data
3. Leveraging efficiencies made possible by artificial intelligence
4. Building trust with customers

This paper explores how digital asset management (DAM) — the management of digital media throughout its lifetime — will help you master these four marketing priorities in actionable ways, such as:

- Integrating DAM with other systems to extend assets and data across your entire martech stack
- Using DAM to guide content personalization at scale with a data-driven approach
- Allowing artificial intelligence tools to automate manual marketing and creative processes in order to free valuable time for other important, people-focused tasks
- Focusing on customer experience by providing exceptional service with DAM

1. Technology investments





1

Maximizing the value from technology investments

Because technology powers interactions at nearly every touchpoint along the customer journey, marketers strive to use each platform to maximum effect. Integrated systems are vital not only for syncing data but for delivering a consistent and cohesive brand message.

Integrations create workflow efficiencies and improve team collaboration by enabling data to be shared across systems. Integrated systems also help marketers build campaigns, analyze results, and anticipate customer needs in real time.[1] Ultimately, system integrations save teams time and money and can give marketers a competitive edge.

The martech space has experienced remarkable growth in the past several years, rocketing the number of tools available to an all-time high – over 5,300! However, the sheer volume of options can make it challenging to select the best solutions and then connect them all together. In the coming years, marketers need to carefully assess the marketing technology landscape and leverage the power of their existing solutions before investing in the next shiny object. They also need to evaluate how new technologies can help achieve their defined business goals and improve the overall customer experience.[2]



THE CONNECTION TO DIGITAL ASSET MANAGEMENT

DAM platforms will increasingly live at the center of martech stacks to power the connection of many diverse technologies. Integrations and API connectors allow these user-friendly, agile tools to serve as the command center for content operations, supporting collaboration, performance management, and automation.[3] DAM integrations give marketing teams more control by letting them select the best tools possible for each business function and deliver the best experience possible at every touchpoint of the customer journey.

2. Personalization at scale





2

Harnessing data to deliver personalized content at scale

Personalization – the tailoring of offers and messages to individuals based on their tastes and behavior patterns – can have a significant impact on the success of marketing campaigns.[4] Thanks to the volume of consumer data available to marketers today, it's possible to connect with buyers and customers at the right time with the right message and drive higher rates of engagement and conversion.

Data flows from a variety of sources and is often captured in real time. Click-rates, social media activity, purchase history, location information, and smartphone input each provide clues that help marketers anticipate the needs of their customers or customer segments.

But delivering a one-to-one experience at scale – to a variety of customer types across the journey – is a challenge. It requires a robust technical infrastructure for harvesting, storing, and aggregating data, which then needs to be shared across an organization in actionable ways. As Peter Reinhardt, CEO of a growing tech startup observed, "Turning around and activating those insights in an optimized, channel-agnostic manner is the holy grail of marketing."[5]

Having organizational processes in place to make use of data is critical to scaling personalization.[6] After all, there's no point gathering consumer data if you're not equipped to do something with it. The marketers who embrace a collaborative, data-driven approach across the business – focused on using facts and evidence to drive revenue growth – will be the ones to create effective and impactful one-to-one marketing experiences.[7]



THE CONNECTION TO DIGITAL ASSET MANAGEMENT

A comprehensive DAM platform supports this data-driven approach to personalization. Content analytics help marketers understand how their assets are performing. Data on searches, shares, embeds, views, and downloads helps marketers understand who's using their content – where, when, and how – and can be used to guide budget allocation for future content creation. Furthermore, DAM platforms allow marketers to break down content like atoms for easy reuse and repurposing.

3. Using artificial intelligence





3

Using artificial intelligence to push maximum efficiency

Marketers are adopting AI rapidly. Analysts at Gartner predict that by 2020, the majority of enterprises will routinely use AI-based tools for marketing. AI is not an individual technique or a stand-alone tool but rather a foundation of all future marketing technologies.[8]

Operational efficiency is a major driver of AI adoption, as these tools promise to replace time-consuming, manual processes. Marketers already use AI tools to power real-time personalization, content generation, conversational experiences, marketing orchestration, and augmented analytics.[9]

Voice commerce and voice search are among the AI technologies gaining traction. The surge of voice-enabled devices – combined with advances in Natural Language Processing – is creating significant changes in commerce and search engine optimization.[10]

By performing jobs autonomously, AI helps businesses push the limits of work efficiency and re-allocate time and money into innovation.[11] And because AI supports data analysis and production, it plays a vital role in delivering personalized marketing experiences at scale.

In the coming years, marketers should experiment with emerging AI technologies and evaluate them against their existing business needs. They should monitor the challenges with AI tools, including accountability and accuracy, and they should consider how AI might change the profile of marketing teams, with fewer roles focused on manual processes and more defined by creative or strategic thinking.



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AI techniques are beginning to advance the power of DAM technology by supporting metadata automation, image recognition, and voice search. As these tools improve, their ability to streamline manual processes will free up valuable time for other important, people-focused tasks.

4. Building customer trust





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Building great customer experience on trust

The Edelman Trust Barometer runs a global survey gauging trust in business, media, government, and non-government organizations. For the first time in its 17-year history, the study found a decline in trust across all four areas. 48% of respondents don't trust businesses to do what's right, and 63% find CEOs not at all or only somewhat credible — up 12 whole points from the previous year.[12] According to Edelman, these results demonstrate an "implosion of trust."

Forrester reports that companies delivering experiences rooted in the corporate values they're genuinely committed to — like Apple, Chick-fil-A, Muji, and Aesop — will earn more respect, recognition, and profits than companies that don't.[15] All of these companies achieve remarkable business success because of the way they live their values.

And companies that realize they can deliver better experiences by focusing in the unique needs of specific customer segments will excel.[16] As one-to-one marketing quickly becomes one-to-moment marketing, marketers must have an intimate understanding of their customers' needs. Brands trying to cater to everyone will struggle to deliver meaningful experiences to anyone.

Finally, organizations will win customer trust by providing exceptional service. The shift from "just selling" to customer success management has never been more critical for building real connections with consumers and delivering reliable and trustworthy experiences.[17] The person is key to personalization. Despite the increase of digital tools and trends across nearly all aspects of our lives, human connections are still vital to building trust.

THE CONNECTION TO DIGITAL ASSET MANAGEMENT

There are a variety of DAM providers offering solutions. We believe that customer service will continue to be a critical differentiator for business success. The DAM organizations that view the customer relationship as a partnership, listen to their customer needs, and offer exceptional support will rise above the pack to deliver more – today and in the future.

Contact marketing@widen.com for a marketing technology consultation or to learn how DAM can help meet your goals for 2018 and beyond.

Footnotes

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16. Ibid.

17. Ibid.

About Widen

Widen builds high-performing software that empowers organizations to create compelling, meaningful, and measurable digital experiences. Focused on service and fueled by a global community of users, Widen has the highest customer loyalty in the digital asset management (DAM) industry. Its platform spans across brand management, content lifecycle management, and creative work management, serving 350,000+ people at over 600 influential brands around the world. Customers include LG, Energizer, Trek, Zeiss, Cornell University, the Atlanta Falcons, Red Gold Tomatoes, Carnival Cruise Line, Yankee Candle, FINCA, and many more.

With more than 70 years of service experience, Widen is the company that does what it says, striving to be the best part of its customers' day, every day.



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