



Forecasting 2017 and Beyond: 5 Marketing Predictions

Well, it's that time of the year again: the one where we make a few predictions for the marketing world. While the future is never certain, why not read through and see if you agree with our 2017 predictions.

1. Jobs for Data Scientists and/or Analytics Gurus Will Continue to Grow



This may already be a trend, in which case it's a bit of a softball, but data-driven marketers are the best kind of marketers, so we'll see the number of job postings for data scientists (or any similar titles) continue to grow. Full disclosure: by "any similar titles" we reserve the right to deem "geeky math nerd" as the equivalent of data scientists.

2. Influencer Marketing Will Gain a Foothold



Until now, influencer marketing has been operating in the shadows of the digital world. You've probably heard stories of large sums of money being paid out to popular Instagrammers to simply put on a dress and take a picture, but that was during what we'll call the Wild Wild West of influencer marketing. Now, with more influencer marketing platforms emerging and marketers realizing there needs to be more of a relationship between brands, influencers and customers, this relatively young tactic will begin to fully develop.

3. More Small Businesses Will Embrace Marketing Automation



Marketing automation is huge – there's no denying that. But the cost and complexity of setting up and managing marketing automation has been a huge obstacle for small businesses; it's hard to find the time to learn and setup automaton when the one thing you don't have is time!

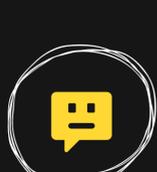
As the platforms continue to get better and using them easier, small business owners – and the marketers who serve them – will realize marketing automation is the way of the future.

4. The Use of Video Will Keep Climbing



Stats show that a third of all online activity is spent watching video and the average user is exposed to 32.3 videos in a month. Smart marketers are in tune with these numbers, and whether it's video ads, video storytelling, or live streaming, they'll find a way to incorporate more videos into their 2017 marketing strategy.

5. A New and Significant Content Marketing Technology Will Emerge



This is going out on a limb a little bit, but we believe the advances in artificial intelligence and machine learning will soon impact the world of content marketing. As these amazing technologies are used to create real-world applications and devices, it won't be long before somebody finds a way to use them to do better content marketing – hopefully in 2017!



See Ya Next Year!

Wish us the best of luck with our 2017 marketing predictions. If you believe in us, you might even get a jump on your competition by using these predictions to implement some new marketing processes.



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