

Marketing Trends Report 2018

Technology continues to disrupt the media landscape, marketing must keep up. Don't leave your audience lost in outer space. Keep these trends at the top of your mind this summer.

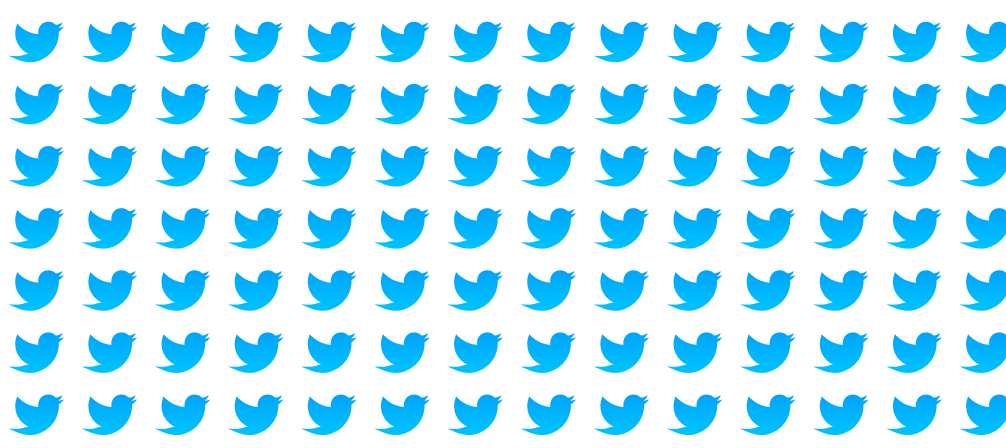


1.7 MB
Per Human
Every Second
of Every Day*

Omni Channel Data

By 2020 1.7MB of new information created for every human on the planet – every second of every day¹

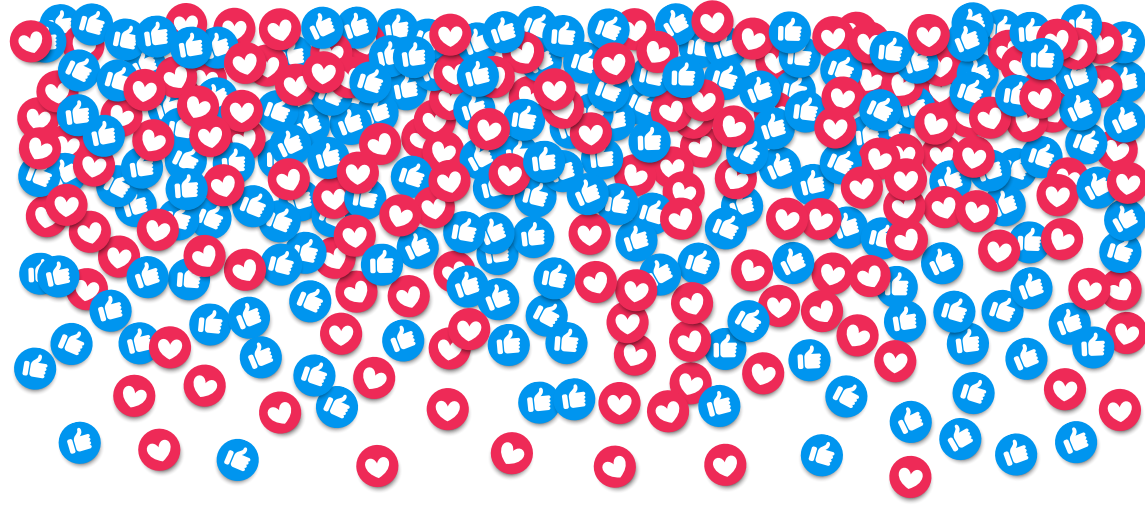
We have been talking about Omni channel marketing programs for years. Now data needs to be looked at in the same way. Brands need to be able to utilize their data quickly and intelligently to stay ahead. Expedient big data processing is critical to creating omni channel data sources.



AI is Real

230 Million Tweets are sent everyday²

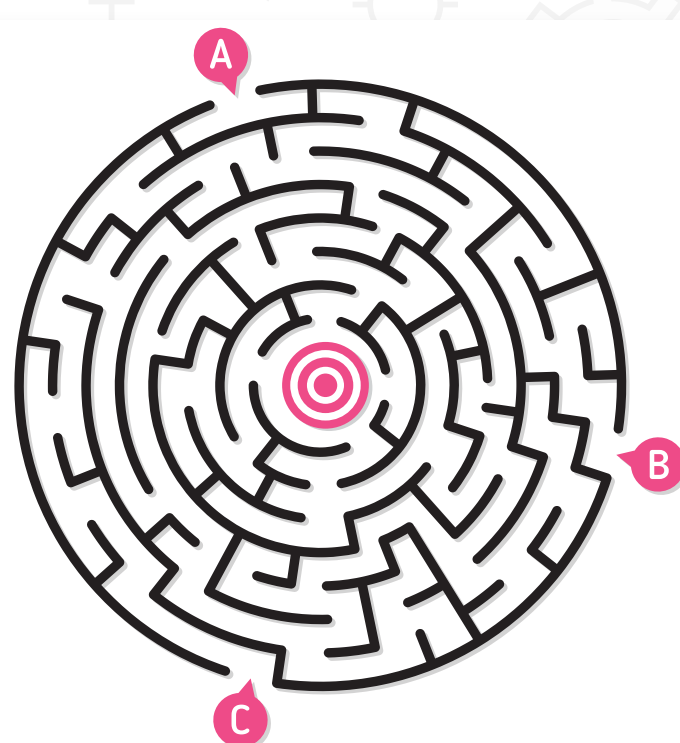
No doubt AI and blockchain are the most overused hype terms of the year. Widely available marketing AI tools are a way off, but machine learning and big data analysis is here in a big way. Using the right tools can enable your Brand to personalize content and messaging on a level that was previously impossible. Offers and alerts can be scaled and unified across marketing channels. The future of personalized advertising is now.



Shrink Your Ads

86% of consumers want honesty from Brands³

Micro ads are exploding as consumers start to use platforms differently. YouTube, Instagram, and Snapchat have changed the duration and velocity of content consumption. Learn how to build small engaging ads that can achieve huge results.



Focus on your Mission

In 2017 there was a 23% increase in overall response to direct mail catalogs⁴

Consumers, especially millennials want to support Brands that stand for something. Work to communicate the values of your company and build a genuine connection with your audience. Even small statements on what your Brand stands for can make a big impact on your audience.



Delight

Creativity still wins, developing engaging strategies can help you to fly past your competition. Interactive campaigns that think outside the box can go a long way. Physical media and direct mail can be a great way to create a tangible connection with your audience. Make the formats fun and engaging to set your Brand apart.

We are an end-to-end marketing supply chain company with over a decade of experience in creative, logistics, and everything in between.



Engaging People

Engagement isn't just about finding new customers – it's also about understanding the ones you already have.



Delivering Results

From brainstorming through transport, our team will work tirelessly to make every step of the supply chain as productive – and efficient – as possible.



Exceeding Expectations

Every business has goals. Ours is to make sure you do more than just reach yours.