

Digital Marketing Trends and Techniques That Will Dominate 2017

Presented by



Digital Marketing Trends for 2017

With the end of the year quickly approaching, it's time to start thinking about how the digital marketing industry's going to change in 2017 – and how to prepare appropriately.

The marketing field is one that is governed by those with the foresight to anticipate change, plan ahead, and jump on trends before their competition. The sooner you strike the right nerve of an internet user, the better you can appeal to them and stay ahead of your competitors. With this being said, keep these reliable trends and techniques in mind when planning your digital marketing strategy this coming new year if you want to continue being competitive in your industry.

Presented by





Mobile will completely overshadow desktop.

2016 was a huge year for mobile, and 2017 will be even bigger. This past year we saw Google nearly phase-out all websites not optimized for mobile – a trend that will continue in the coming year. Therefore, mobile search and mobile optimization should be one of the top priorities for digital marketers in the year 2017.



Wearable technology and smart devices will become more prevalent.

The unveiling of Apple Watches, Fitbits and Snapchat's Spectacles have proven again and again that our world has become immersed in remaining connected while on-the-go.

2017 will see far more of these smart devices and wearable innovations, changing the entire landscape of local marketing and diminishing the difference between online marketing and real marketing.

Presented by





Live video streaming will fully take off.

If Twitter didn't already give us enough of a "live feed", social media users are now demanding more. In-the-moment content became all the rage in 2016, and the demand for live video streaming in 2017 will only continue to escalate, being used by more brands and individuals than ever.



Embracing big data and analytics.

Analytics drive business by showing how your customers think, what they want, and how the market views your brand. In the age of the digital revolution, near everything can be measured, and every important decision can and should be supported through the application of data and analytics.



Presented by





Online advertising will continue to become more and more expensive.

The competition for online space and power over the Internet will continue to further increase, as we've witnessed a tremendous amount of growth in digital marketing practices over the past few years. Due to this, as the demand rises for top advertising spots, the prices for online advertising will rise simultaneously.



Content will remain king.

Anyone and everyone in the digital marketing world has heard at one point or another: "Content is king." In 2017, this will remain true, with unique, high-quality content being key. The influx of professional writers, niche-based writers, and video producers will also help to make content marketing even more competitive.

Presented by





Augmented Reality will begin its true ascent.

Even though it's begun its decline in being the "it" thing, the introduction of Pokémon Go this past year proved two things: 1) Users are ready for, and enthusiastic about, augmented reality 2) Earning potential within augmented reality for marketers is astronomical, with the app earning \$10 million in daily revenue at its peak.



Search algorithm will change. And change. And change again.

With the enormous amount of information being added to the Internet every second, the algorithms of search engine giants will continue to constantly change, like it or not. Digital marketers, also, should not just take into account Google's algorithm, but take heed to the rise of Bing's and Facebook's algorithms as well.

Presented by



We, at Magic Logix, believe these new trends and techniques will be at the core of digital transformation efforts come 2017. With so many exciting and innovative digital developments in 2016, it's clear that the year ahead holds a plethora of fascinating opportunities for marketers.

References:

<https://www.engadget.com/2016/08/01/pokemon-go-100-million-downloads/>

<http://www.business2community.com/digital-marketing/2017-digital-marketing-trends-01731208#3aAqKVoPdES81Ht1.97>

<http://www.marketingprofs.com/chirp/2016/31310/2017s-top-10-digital-branding-and-marketing-trends>

<http://www.adweek.com/news/advertising-branding/6-digital-trends-2017-will-redefine-influence-and-interaction-marketers-175143>

Presented by

