



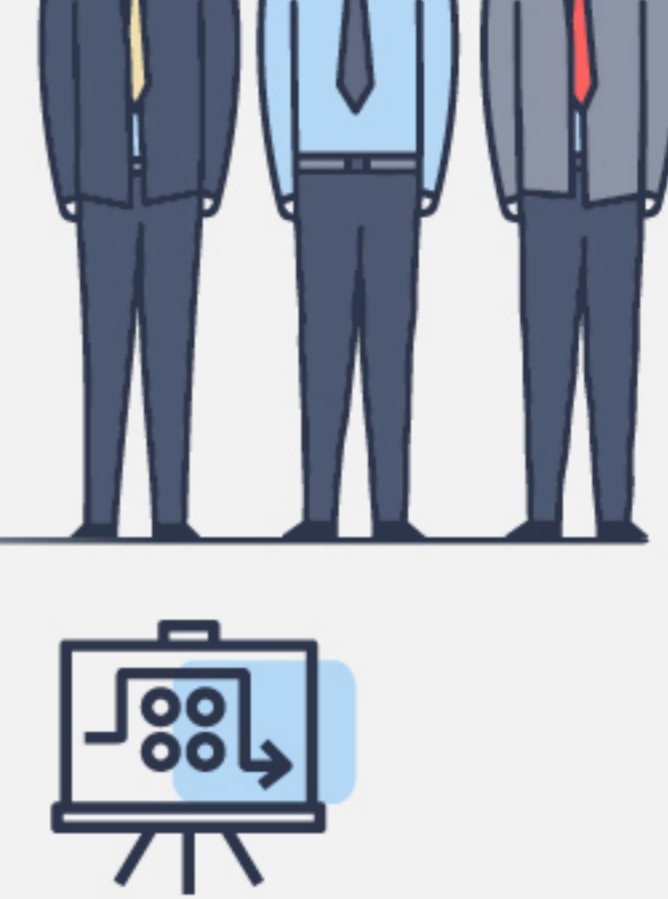
# RESOLUTIONS EVERY MARKETER SHOULD MAKE FOR 2017

Which strategies, tactics, and channels should you be paying more attention to in 2017? Which bad (marketing) habits should you leave behind?

Choosing what to focus on is never easy, but we believe the seven resolutions below could benefit every marketer in year ahead. Making each of these should set you up for success in 2017 and well beyond.

## I WILL FOCUS ON INDIVIDUALS, NOT CHANNELS

Thanks to new technologies and approaches it's now possible to **effectively engage a single consumer across multiple digital platforms**. That ability is incredibly powerful, yet many marketers are not fully capitalizing on the opportunity.



**90%** of marketers say they struggle to seamlessly connect more than three channels to the buyer journey

**25%** of enterprise workers say their company has a comprehensive cross-channel strategy

This failure is partially due to the fact that **many marketers still construct their strategies around individual channels, rather than individual consumers**. In 2017, that should change.

## I WILL AUTOMATE WHAT CAN BE AUTOMATED



As marketing channels grow in number and complexity, it's increasingly difficult to manually **execute tactics like email messaging and digital advertising**. That's why automation is so important.

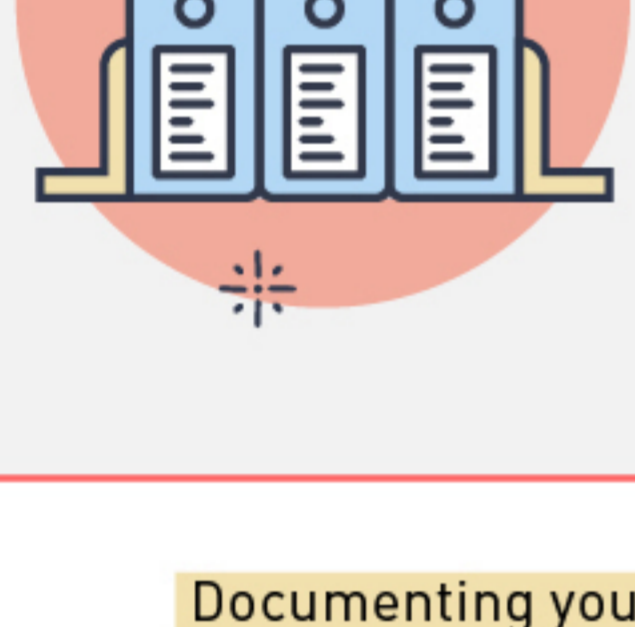
**94%** of marketers who automate at least some of their programs say that it has improved their company's performance

**21%** of marketers who utilize automation say that it has helped their firm better achieve its marketing goals

If you haven't done so already, **take a step back and look at how automation can help you in the year ahead**. Doing so will make your spend more efficient and free up staff to tackle other work.

## I WILL DOCUMENT MY CONTENT MARKETING STRATEGY

Ever wish there was something relatively simple you could do to significantly increase the likelihood that your content marketing strategy will be successful? There is: **simply take the time to write it down**.

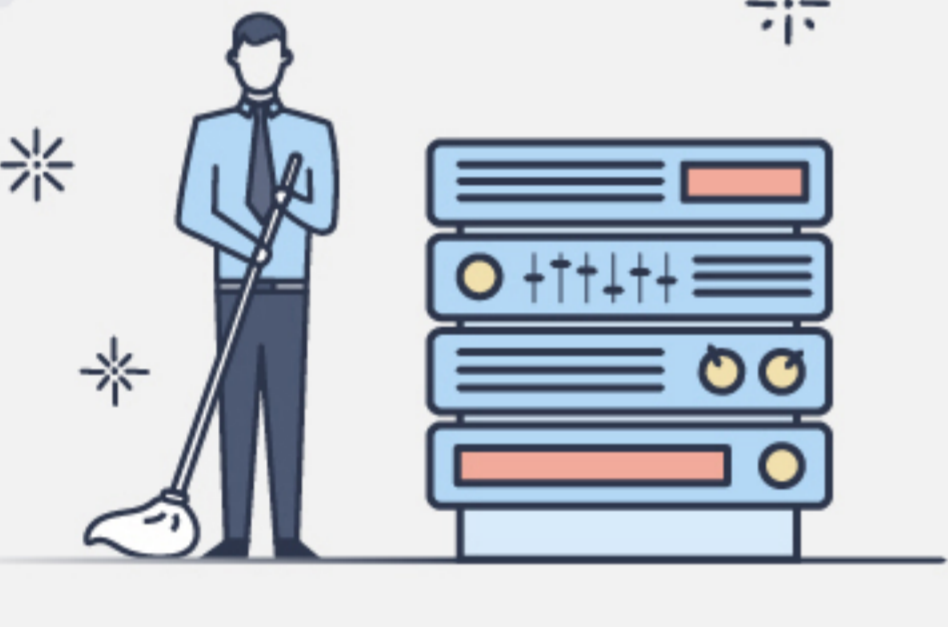


**58%** of the most-effective B2C marketers have a documented content marketing strategy

**53%** of the most-effective B2B marketers have a documented content marketing strategy

**Documenting your strategy focuses efforts, clearly outlines your goals/success metrics, and helps to provide clarity** throughout the year as different demands compete for resources.

## I WILL EXAMINE AND CLEAN ALL MY DATA



**Data is increasingly the foundation of marketing success**. It's what powers everything from high-level investment decisions to real-time programmatic executions. There's a problem, though: **a lot of marketers' data isn't very good**.

**34%** of retail marketers' customer data is inaccurate, on average

**40%** of enterprise workers aren't confident in their company's data quality practices

Bad data leads to bad decisions. Given that, don't just focus on getting more data in 2017; **take the time to examine your current data quality and build systems to keep it accurate**.

## I WILL CONSISTENTLY INVEST IN VIDEO CONTENT

Video is a challenge for many marketers. However, in 2017 you should dive deeper into video, not pull back. Why? Because **video is rapidly becoming the favored content medium of many consumers**.

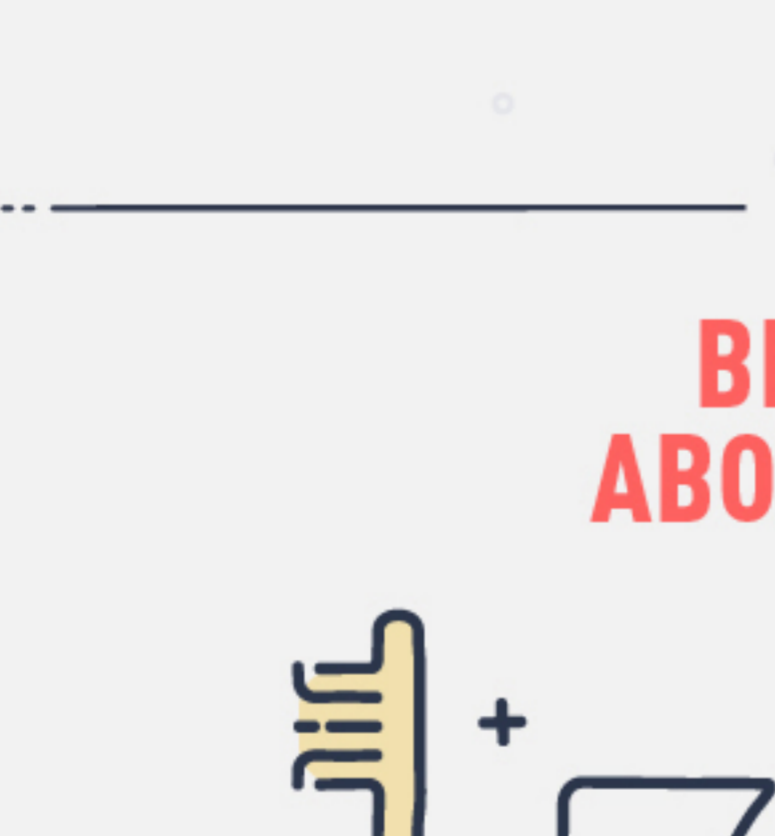


**20%** increase in the quantity of online video viewed by audiences in 2016

**82%** share of all Internet traffic is projected for video by 2020

The key to capitalizing on this growth is to **create videos consistently and across multiple formats** (short-form, live, etc.). That investment will continue to deliver year after year.

## I WILL BE VIGILANT ABOUT SECURITY



The growth of digital channels and Big Data has been a boon to marketers. However, it has also made many **consumers worried about the how secure their personal information is, and also about how it is being used**.

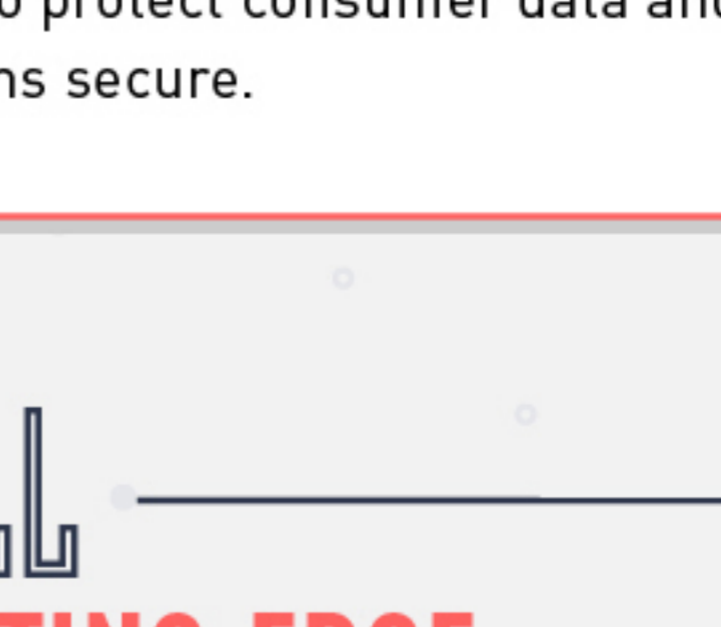
**84%** of Americans say they're concerned about online privacy

**29%** of all consumers avoid some online actions because of security concerns, such as making certain purchases

**Trust is the foundation of marketing success, especially online**. Therefore, make every effort in 2017 to protect consumer data and to keep your systems secure.

## I WILL EMBRACE CUTTING-EDGE TECHNOLOGIES

Finally, it's important to take some chances on emerging technologies and platforms in 2017. Right now it may seem as if some of these aren't relevant to your business, but that can change incredibly quickly.



Virtual reality Internet traffic is projected to increase **61X** by 2020

Artificial intelligence is forecasted to **double the growth rate** of developed economies by 2035

It's impossible to know if these rosy predictions will pan out, but you don't want to be left behind if they do. **Next year, invest time and budget in cutting-edge approaches**. It could be a 2017 resolution that pays off well in the future.