



7 Game-Changing Trends for Marketing Services

We are watching a new era unfold in the world of marketing. Rapid change is being driven by ever growing demands by buyers for more relevant information, more flexible ways to shop and purchase, and greater choices for products and services than have ever existed before.

Marketing is being shaped by ever-increasing streams of data about customers, produced by continuously evolving media. Today's marketing programs are highly dependent on capturing and making that data work to the marketer's advantage.

Seven trends that together create a tidal wave in the new world of marketing are contributing to the challenges — and opportunities — for all types of organizations. At the core of each is rapid change — in data, talent and technologies — that marketers are struggling to use in the most profitable ways possible.

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Trend #1 The Democratization of Data

A crashing wave of consumer data from Web sites, mobile phones, social networks and point-of-sale technologies is washing over marketers everywhere. At the same time, more marketing information is being analyzed, used and shared than at any time in history by marketing, sales and service people who are touching the customer and trying to close the sale. Access to data is being given, and demanded, well outside of the traditional corporate marketing department, giving rise to innovation, as well as new issues of control, privacy and staffing across the organization.

Trend #2 The Rise of the "Numerati"

The "Numerati" are the "special forces" who have the skills to make sense of all the data, and who are using it to change the world of marketing. Specialists in "customer DNA," the genetic code that makes customers different from one another, this group of unusually skilled people are using new techniques and tools to change the way we communicate to customers and prospects across the marketing ecosystem.

Trend #3 Analytics Into Action

In the drive to fully leverage analytics for marketing, organizations have made the investment in tools, technology and staffing, but are struggling to turn the analytics into actionable strategies. Learn about the new techniques and disciplines that make some organizations successful, while others fail to cross the "Action Chasm."

Trend #4 Cloud Computing and SaaS

A revolution is occurring in how resources are being provided over the Web to marketing users who no longer need to rely on their corporate IT infrastructure for support. IT market restructuring and outsourcing have contributed to what is now becoming the dominant model for delivering technology to end-users — to businesses and consumers around the world. These factors have not only lowered costs, but are enabling extensive collaboration and accessibility to sophisticated technologies for mobile workers outside of headquarters.

Trend #5 The Search for Elusive ROI

Naturally, return on investment is always important, but even more so in today's challenging economy. As data, technology and communication channels get more complex, the challenge to prove marketing ROI is becoming more difficult, not less. Despite new reporting and intelligence tools, proving ROI still comes down to capturing all the data in the right place at the right time.

Trend #6 Multichannel Integration

The media we can use to talk to customers and prospects is expanding at the same time that exciting new tools and technologies are crowding the market to help coordinate all those new touch points. Integrating communication channels is one of the most important hurdles marketers face today, but tools alone cannot deliver the goods. Media integration cannot happen without data integration, and this more mundane part of the equation often stymies progress at organizations large and small.

All six of the previous trends build to create the opportunity that is:

Trend #7 The New Wave of Distributed Marketing

A growing approach to marketing operations that democratizes the whole process by delivering smart techniques and tools to local field marketing managers, franchisees, or agents. These easy to use, but sophisticated, marketing tools are delivering data and insights and some campaign management capabilities to managers who are much closer to the customers — making communications more local and more relevant.

*These trends are all about getting data, research and insights further dispersed, and into the hands of the people who can use them to achieve their own individual or corporate objectives. Consumers are expressing their marketing preferences with ever more fervency. In response, tools, technology and talent are being democratized and spread throughout the organization to make marketing more local, more fine-tuned and more relevant **to meet those consumers' expectations.***

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