

MARKETING TRENDS TO WATCH FOR IN 2018

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As the year comes to end, we begin reviewing the last twelve months and looking forward to what the next twelve will hold. As with every year, 2018 will bring a shift in how marketing is done. With implementations of new technology, updated platforms, and endless Internet space, the field of marketing is getting ready to expand with new horizons. Let's look into a few trends that we see growing into the new year.



Video Streaming

Video really is the future of content marketing and it's a format that's gained serious momentum in the last 12 months. Video streaming was 75% of all internet traffic in 2017, and it shows no signs of slowing down. Social media giants like Facebook, Instagram, and Twitter are investing more energy and money into improving their video capabilities. For starters, Facebook video sees an average of 135% more organic reach than images.

Mobile video ad spend will grow 49% to roughly \$18 billion in 2018, reports Recode, while non-mobile video ad spend is expected to fall 1.5% to \$15 billion. You can expect to see a decline of video consumption on laptops and computers for the first time — while video views on phones and tablets is expected to grow by 25%.

It's clear that video has become a major player when it comes to driving engagement. According to the Content Marketing Institute, audiences are around "10 times more likely to engage, embed, share, and comment on video content than blogs or related social posts". This is because video speaks one, universal language, meaning you're able to connect with many audiences right across the globe.

With the younger demographic viewing more video on a wider range of devices than ever before, in 2018, video advertising will prove very fruitful for brands or businesses looking to market their products or services.



Virtual Reality (VR)

While live video is super engaging and certainly interactive, there's another kind of interactive visual content that allows you to create an entirely different experience for your audience — virtual reality. VR refers to an artificial, computer-generated environment that uses high-end graphics, as well as audio and aural sensations, to make users feel as if they are in a real world where they can interact with — and sometimes manipulate — what's around them. Most VR experiences are generated through the use of specialized headsets that fully immerse a person in the virtual world.

This offers new opportunities for content marketing as well as customer engagement. For example, Ikea is now rolling out 'Place,' an app for iOS users to preview furniture in their home before buying. This type of VR integration with ecommerce is ingenious as Ikea seeks to increase conversions by showing customers how their products will look in the surroundings of their own home. Mainstream consumer adoption of VR technology will be key to it becoming successful and widely used as a marketing tool. But even before that time comes, brands with a clear and innovative use for VR can blaze a trail, showing consumers the possibilities of VR and helping to lead the way in establishing its place in marketing.



Micro Influencers

With more content on the Internet than ever before, it seems almost impossible to get your message across to

