

# Digital Marketing Trends in 2017

*for Small Business and Nonprofits*

## Which trend is right for you?

The digital marketing world is vast and ever-changing. Not every trend will be right for every organization. As you consider each one, ask yourself:



**Time:** How much time can we devote to it?



**Resources:** What personnel and skills do we have?



**Knowledge:** Do we need training?



**Your audience:** Where does our audience spend their time?

2017

Marketing Automation

Content Marketing

Video Marketing

Mobile Marketing

Big Data

## Marketing Automation

Identify repetitive tasks like email, social media, and other website actions. Automate those processes with highly personalized content to create deeper engagement. Make personalization easier by segmenting your audience into groups. **Use one of these ideas to segment or write your own. Then create automated content that speaks to each group.**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Gender                  | <input type="checkbox"/> # of purchases or donations | <input type="checkbox"/> # of visits to website                     |
| <input type="checkbox"/> Marital Status/Children | <input type="checkbox"/> \$ amount of purchases      | <input type="checkbox"/> Likes, shares, or comments on social media |
| <input type="checkbox"/> Location                | <input type="checkbox"/> Types of products purchased |   |
| <input type="checkbox"/> Income                  | <input type="checkbox"/> Attendance to events        |   |



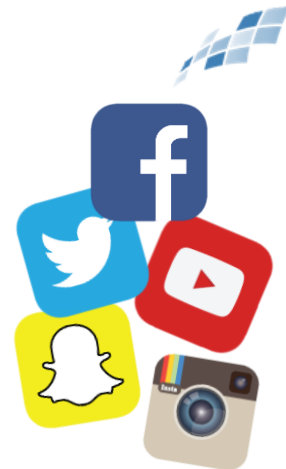
# Content Marketing

Content marketing is all about building trust with your customers by humanizing your brand and providing value to your audience. Traditional content is published on a blog, but the new trend in sharing content is social media. When deciding **where to publish** and **what to say**, here are some questions to help you decide:

Who is my target audience? \_\_\_\_\_

What do they care about? \_\_\_\_\_

Where can we excel? \_\_\_\_\_



## Mobile Marketing

Thanks to widespread ownership of smartphones, as well as ever-increasing data networks, combined with a cultural desire for mobile engagement, this is a trend to seriously consider in 2017. There are multiple ways to get involved with mobile marketing:

### Mobile-Centric Search

Identify the searches your audience is doing on mobile devices and leverage those keywords in your SEO.

### Mobile-Responsive Email

Avoid the pitfalls of poor email design for mobile, like tiny fonts, large images, and too much text.

### Native Advertising

Social media platforms are making it easy to blend ads in with the regular content. If you're paying for ads, consider this option.

## Video Marketing

With internet speeds and mobile usage continually rising, users can stream videos wherever they are, whenever they want – and they are! Before jumping on this trend, understand **what kinds of video** work best on **which platform**:

	Timeless, evergreen
	Shareable, time-sensitive
	Short, humanizing

## Big Data

Once you've developed your content and segmented your audience, and ensured that your communications are mobile-ready, how will you know if you were successful? When **analyzing results and making decisions for the future**, rely on reports like:

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Opens       | <input type="checkbox"/> Shares       |
| <input type="checkbox"/> Clicks      | <input type="checkbox"/> Likes        |
| <input type="checkbox"/> Subscribers | <input type="checkbox"/> Comments     |
| <input type="checkbox"/> Visitors    | <input type="checkbox"/> Demographics |
| <input type="checkbox"/> Followers   | <input type="checkbox"/> Interests    |

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866-289-2101 | [support@constantcontact.com](mailto:support@constantcontact.com)

LynAnn King  
KingSings PR

650-550-0090

[lynannking@kingsingspr.com](mailto:lynannking@kingsingspr.com)