



2017

*Marketing  
Predictions*

# 2017

YEAR OF THE CUSTOMER

**It's almost 2017—wow, that happened fast! Like us, you're probably curious about what's in store for the upcoming year.**

With all the new technologies, strategies, and tactics that are emerging, it can feel impossible to get a grasp on everything. To help, we've compiled a list from the team at Marketo on what they think is important to focus on in the coming year. Here's to a positive year ahead!

*Cheers!*



# Customer- Centric Marketing



## CHANDAR PATTABHIRAM

Chief Marketing Officer

 @chandarp

### **New Year's Resolution:**

Spend more time with  
my daughters.

# Customer-Centric Marketing

**In 2017, we'll see an aggressive shift in attention toward increasing customer spend.**

Historically, marketers have done very little to drive retention since customer behavior was relatively easy to predict. Today, this is no longer the case—the cost of switching is low and customer choices are high.



## CHANDAR PATTABHIRAM

Chief Marketing Officer

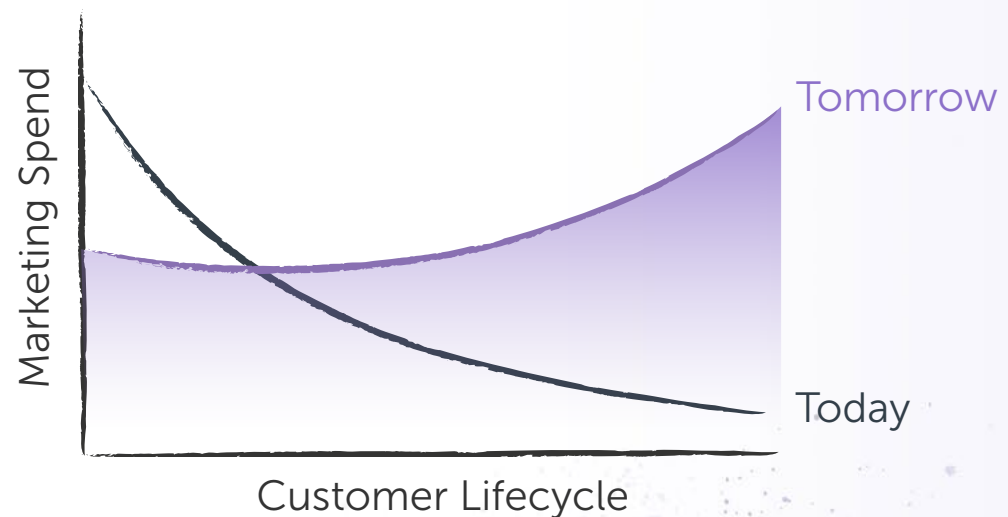
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Tomorrow's marketing teams will focus on building relationships and engaging customers in personalized, relevant ways at every stage of the lifecycle. This requires:

- A)** Balancing marketing spend to also invest in building engagement, brand loyalty, and advocacy with current customers rather than just finding new ones
- B)** Investing in teams that are dedicated to driving adoption, cross-sell, and advocacy.





## ANASTASIA PAVLOVA

*Sr. Director, Marketing*

 @digijinni

### **New Year's Resolution:**

Spend more time with my family and friends building new and memorable experiences. Combine business with pleasure by discovering new places like Australia and Ireland and sharing best practices with the local Marketo teams there.

# Customer-Centric Marketing

As marketing takes a more active role in driving a “customer-obsessed” agenda, organizations will transform at different paces.

A lot of innovation will begin with mid-size companies first, as smaller companies are typically focused too much on customer acquisition and less so on customer success and retention. On the other end of the spectrum, large global enterprises may take longer to embrace the changes, although many will realize the need to do so.



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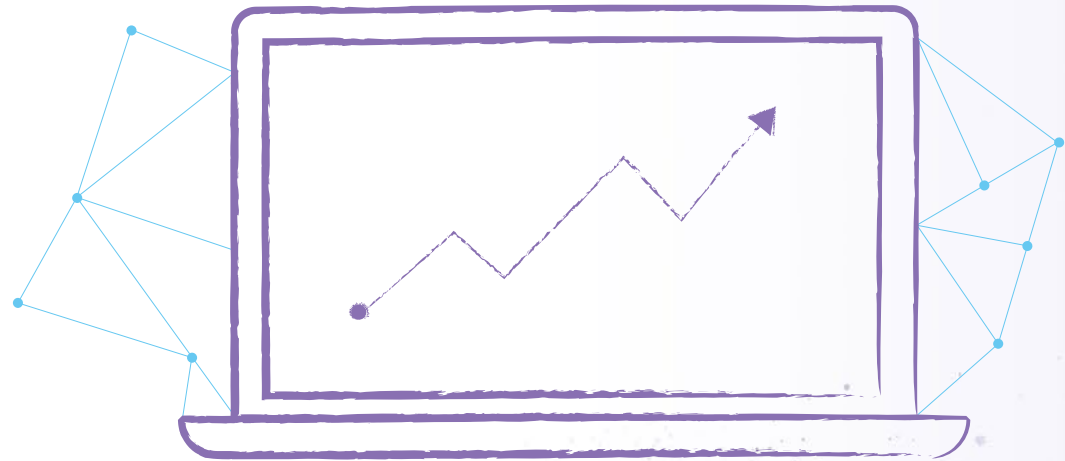
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Technology will play a critical role in this transformation. New marketing leaders will need to be tech savvy and have the right tools to “listen” to customers’ digital signals, analyze product usage patterns, and respond by orchestrating programs across the lifecycle and on channels where customers choose to engage. Additionally, many organizations will undergo restructuring and cross-functional realignment to develop a customer obsessed structure and focus.





## JULIE PERINO

*Director, Customer Marketing*

 @JuliePerinopr

### **New Year's Resolution:**

Be bolder!

# Customer-Centric Marketing

There will be an increased focus on building authentic connections, and a shift toward giving as much as you get, if not more.

More companies will use customer advocacy as a strategic weapon. To prepare for this shift, it's critical for marketers driving advocacy programs to focus on building relationships beyond the transactional relationship required to source a reference or case study. This means going beyond just asking customer advocates for their support, to providing them with opportunities to showcase their expertise and be recognized by their peers as leaders and innovators, and ultimately helping them advance their careers.





*A New  
Generation  
of Marketers*



## CHANDAR PATTABHIRAM

Chief Marketing Officer

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### **New Year's Resolution:**

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# A New Generation of Marketers

**Specialization is no longer the ticket to success.**

This is contrary to what we commonly believed, but tomorrow's marketer isn't a specialist. The current trend in engineering is to build around a team of "full stack developers"—technicians who are not micro specialists but those who are well-versed in both front-end and back-end technologies.

The parallel marketing trend is to build a team of "full brain marketers." Specialists will still have their place for discrete functions like programmatic buying or SEO, but the trend will shift towards leaders who are multi-talented generalists and can comfortably handle myriad challenges from creative and brand design to product marketing and demand generation—and beyond. In other words, both art AND science.



## HEIDI BULLOCK

*GVP, Global Marketing*

 @HeidiBullock

### **New Year's Resolution:**

I don't believe in them.

Why wait on good things!

# A New Generation of Marketers

**It will no longer work for marketing  
to think and operate in silos.**

Your marketing org should always be connecting with and working with other teams within the company—sales, customer success, services, support, education, product, operations, etc.—on key programs. Traditionally, this has been hard to do because there hasn't been the technology to support it and help scale efforts—but that is no longer true.

For example, B2B marketers can now use technology to ensure their sales team have visibility and participation in programs—versus being isolated from critical activities.



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To prepare, marketers need to be open and have humility. It takes working with other teams within your organization to drive and implement change. Marketers also have to be very thoughtful about how they think of their organizational structure. You need people that are okay with hard problems and enjoy solving them. People also have to be incentivized the SAME way to drive the right outcomes.

Be open and willing to ask questions. You can't keep doing what you've done just because it worked last year. Challenge things and see if your approach is still the right one—it may not be.



## MATT ZILLI

*VP, Product &  
Segment Marketing*

 @mattzilli

### **New Year's Resolution:**

To take my family on  
3 vacations!

# A New Generation of Marketers

Many marketing organizations will finally find that perfect intersection between fulfilling customer needs, storytelling, and digital interactions.

By bringing all three together, marketers will reach an entirely new elevation. To prepare, marketers must look at their organizations and build deep expertise across these three functions: thinkers (the data nerds), feelers (the storytellers that will make your audience laugh, cry, and/or buy), and doers (the people who bring it all together and execute!). Any marketing organization that's missing one of these three functions is destined for failure.



## DAVIS LEE

*Sr. Creative Director,  
Creative Services & Brand*  
@designsbydavis

### **New Year's Resolution:**

Work on last year's resolution. ;)

# A New Generation of Marketers

The era of specialization will slowly fade outside of marketing as well.

Companies today will need designers to be multi-versed in all forms of design—from visual, to graphic, web, production design, UX/UI, video, and photography. I predict designers will naturally be curious to venture other skillsets. Technology, and its shift toward creating a seamless creative flow, will help them make this shift while producing quality creative with speed and at scale.



## DAVIS LEE

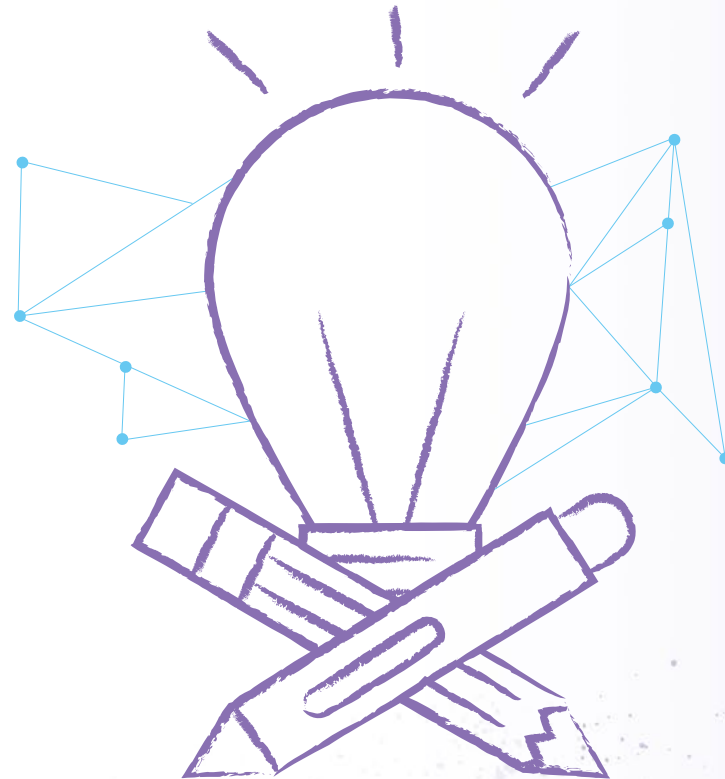
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At the same time, it's important not to forget to allow your creative designers to fail. Trying something different and striving to design something better is what makes designers shine. I empower my designers to not just design outside the box, but design something instead of a box.





*Technology  
& Data*





## HEIDI BULLOCK

*GVP, Global Marketing*

 @HeidiBullock

### **New Year's Resolution:**

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Why wait on good things!

# Technology & Data

**We need to think about how all our systems connect and work together.**

In marketing, we rely so much on technology and data for our jobs and when they are not optimized, it can be expensive and highly inefficient. I don't think it will suffice to have one person think about the website and one person think about CRM.

I think we will start to see more roles in the revenue organization where it's an individual's job to own a strategy and plan for how all the marketing and sales systems work together and how they will evolve with company growth. This will also include processes around data appending, data hygiene/governance.



## RENAUD BIZET

*Director, Global  
Marketing Operations*

 @rbizet

### **New Year's Resolution:**

Teach my 4-year-old daughter how to speak French.

# Technology & Data

**Top-performing B2B companies will have successfully rolled out their account-based marketing strategy by mid-year.**

That means you need to get your marketing operations in order. Marketers can prepare for this by investing in resources and technology to drive data enrichment and data governance activities to set the right foundation for ABM. Your ABM execution depends on it.



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Marketing Operations*

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## Sales effectiveness will increasingly rely on strong performing predictive scoring models.

Marketers should start to work closely with sales now to understand their thought process for lead prioritization and acceptance. A word of wisdom: Be completely transparent about the accuracy/sensitivity of the model in terms of prediction (e.g. If you go after grade A accounts, you are 7 times more likely to convert this account to an opportunity, etc.).





# Techniques



## CHANDAR PATTABHIRAM

Chief Marketing Officer

 @chandarp

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# Techniques

In 2017, marketing will shift away from their tried-and-true formula for engagement and instead incorporate techniques to engage buyers at every stage of the lifecycle.

The new equation is:

Inbound

+

Broad-based lead generation

+

Account-based marketing (for B2B organizations)

+

Paid media personalization

+

Direct marketing

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Successful customer engagement



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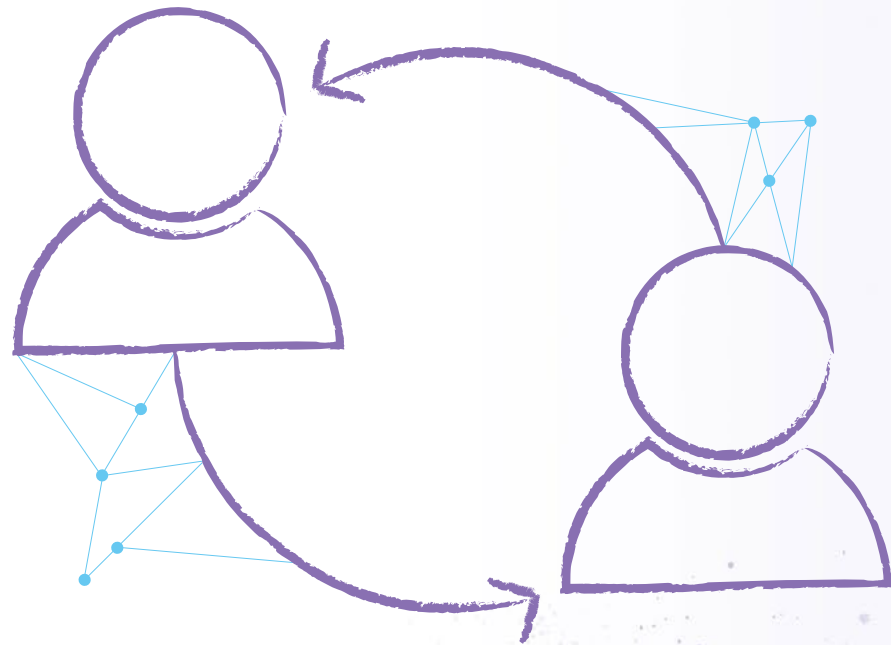
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Tomorrow's marketers will use a combination of these strategies to engage prospects and customers. Combining account-based marketing strategies with broad-based strategies in a single place will help marketers not only build long-term customer relationships but also bridge their advertising and marketing technologies to demonstrate ROI.





## CHARM BIANCHINI

*Sr. Director,  
Enterprise Marketing*

 @charmbianchini

### **New Year's Resolution:**

Take more time for myself to enjoy my hobbies and learn new things.

# Techniques

**We will see a greater adoption of account-based marketing initiatives as more B2B marketers realize that it works in driving closed business.**

The expansion of the MarTech stack and specific ABM solutions will allow marketers to scale ABM programs and become more efficient. By taking advantage of cutting-edge technologies, we will see a new level of sophistication and personalization in ABM programs.

B2B marketers should create a detailed ABM plan for all departments involved to execute against. Included in this plan should be creative marketing ideas to test as well as new technologies that will take their ABM campaigns to the next level.



# Content & Channels





## ELLEN GOMES

*Sr. Content  
Marketing Manager*

 @egomes1019

### **New Year's Resolution:**

There's always working out, but my resolution is to be more present in everything I do.

# Content & Channels

**One trend I see for 2017 is a return to value over volume—in content assets and in content distribution channels.**

Creating content for the sake of creating it is just making noise. Putting a flag in the ground on a channel your audience doesn't care about is the same thing. In 2017, as marketers and content marketers shift toward deeply listening to and understanding the customer, they will cut some of the fat of content and channels that simply don't add value.



## ELLEN GOMES

*Sr. Content  
Marketing Manager*

 @egomes1019

### **New Year's Resolution:**

There's always working out, but my resolution is to be more present in everything I do.

Marketers can put this into practice today. Start by deeply understanding the content that you already have, take the time to evaluate what resonates and what doesn't, and create a process to map your content strategy going forward to the needs of the customer and your ability to deliver a personalized journey.





## MIKE TOMITA

*Director, Online Marketing*

 @mike\_tomita

### **New Year's Resolution:**

Check my Twitter account more than once a week.

# Content & Channels

**User experience, especially for mobile, will become an increasingly important ranking factor.**

Why? Google is splitting their index to evaluate mobile sites separately, launching Accelerated Mobile Pages project for quicker loading websites, penalizing sites with pull page interstitial ads.

Marketers can prepare for this by adding structured data to your site and providing valuable content that can be crawled by Google's mobile ranking algorithm. Additionally, keeping a close eye on the changing user behavior and expectations will be key as it's the biggest driver of change in SEO.



## LISA MARCYES

*Social Media  
Marketing Manager*

 @lisa\_marcyес

### **New Year's Resolution:**

I'm going to strike at least 2 destinations from my travel bucket list!

# Content & Channels

**Organic social media will face increasing hurdles and real-time engagement will become even more imperative.**

With algorithms continually changing and chronological timeline updates being removed, social channels will put more focus on individuals over brands, leading to a notable absence in brands showing up in feeds organically.

**We'll also see a rise in organizations investing in real-time conversation monitoring to keep a pulse on trending conversations and jump in quickly.**

As you're developing content for social, be savvy about SEO and stay tuned for emerging platforms.



## SCOTT MINOR

Marketing Program  
Manager

 @ScottMinor\_

### **New Year's Resolution:**

Add a new regular exercise or sport so that tennis isn't my only workout.

# Content & Channels

## **Ad inventory will be tighter and more expensive across social platforms**

In fact, Facebook has already said they'll hit the maximum ad slots in News Feed. Advertisers will have to try newer options like different social platforms, partner/network sites, and maybe even Reddit. They'll also have to become more specific about the audiences they target and make their offers even more personalized and relevant.

## **In better news, advertisers will benefit from more ways to track offline conversions and non-immediate revenue.**

Clever B2B and consumer considered purchase marketers will use these options to optimize for their most profitable campaigns even faster than in the past.



## DIVYA DUTT

*Sr. Marketing Manager,  
Search, Paid Social &  
Nurture Programs*

 @dkap\_11

### **New Year's Resolution:**

Visit at least 2 countries that I haven't been to before and taking a ski lesson.

# Content & Channels

**2017 will bring us more ways to target the audiences we want as a result of integrated technology.**

Features like marketing automation lists, custom audiences, and exclusion lists will open the doors for targeted, cross-channel marketing.

**Additionally, contextual video ads and video content will continue to rise and play a bigger role in search ads and search networks.**

Marketers can get ready by investing in digestible, mobile-optimized video content and make the case for testing new options and creating more personalized campaigns.



## MIKE MADDEN

*Sr. Demand Generation  
Program Manager*

 @mike\_p\_madden

### **New Year's Resolution:**

Find that workout sweet spot that allows me to eat more cookies and donuts without getting fat.

# Content & Channels

**If you haven't already, take your emails mobile.**

More than ever before, email clients are starting to get better at accommodating media queries. If your emails aren't beautiful across every device, you're at risk of being ignored or worse, marked as spam!

**Also, email campaigns will begin to predict the content you want/really need.**

Machine learning will allow us to take marketing automation one step further, with the final result being targeted, personalized communications optimized for each person based on their online and email behaviors.



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