Marketing 2020:

How to focus on the consumer.

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Key trends for 2020
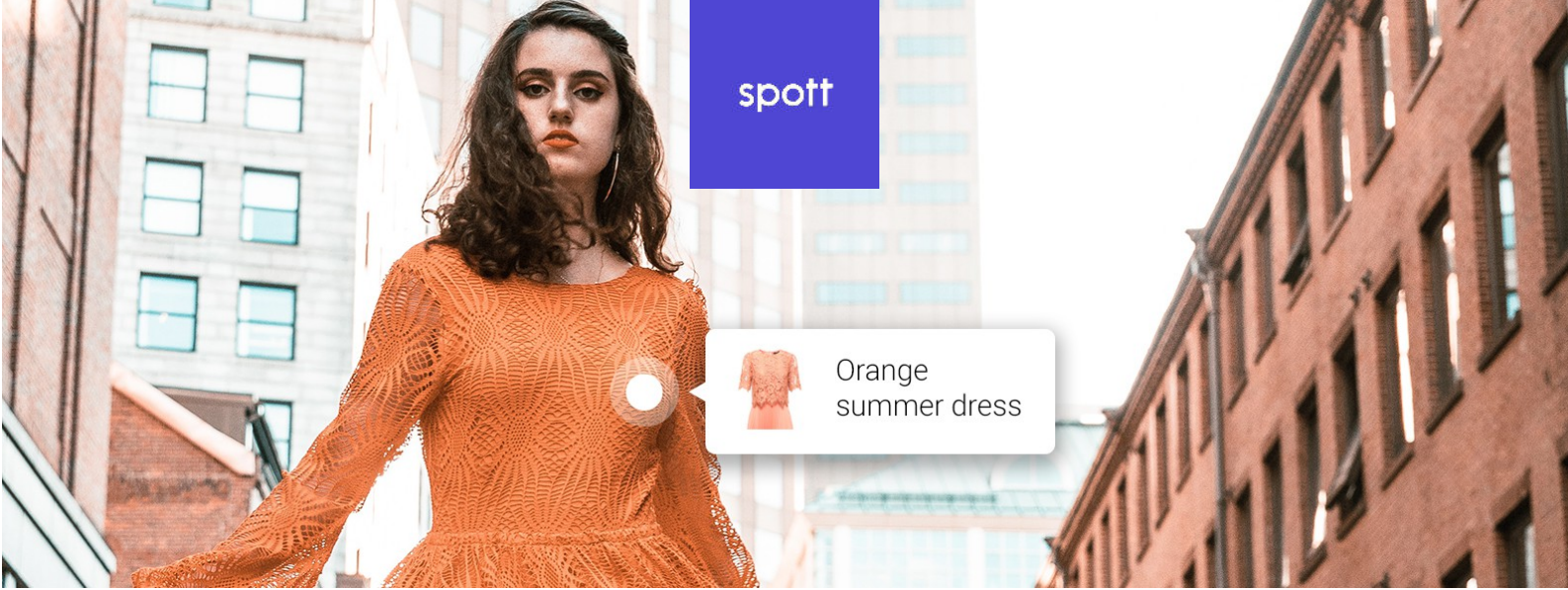
Marketing trends 2020

When discussing the future of marketing in 2020 Microsoft, delaware and Spott came up with a few guidelines. Get inspired and use them to shape your company's marketing strategy. In this whitepaper, you'll read up about:

Outside-In Marketing: Start with the data from the users, visitors or clients you know and build a strategy onwards.

Customer-driven marketing: Make a switch from a marketing department steered by sales to a marketing department that works customer-driven.

Consumer empowerment: Ensure that your visitors, users and clients have the power to do what they want. Don't chase them down the funnel but let them figure out on their own what stage they are in.

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Start Outside-In

An outside-in marketing strategy means that you start from known customers. Focus on your best customers and learn from them. Why are they your client? Why are they happy? And what can you learn from them to attract new customers?

In an outside-in marketing strategy user actions will drive your marketing strategy

The true digital transformation lies in creating long-term customer relationships. You should be gathering all client data and user data in one 360° centre. Once you do this you can find ways to create a customer-driven purchase process. The best time to reach out to your prospects is when they interacted with your content.

Not every company has the budget or resources that Microsoft has. But there are few key learnings you can easily apply to your business:

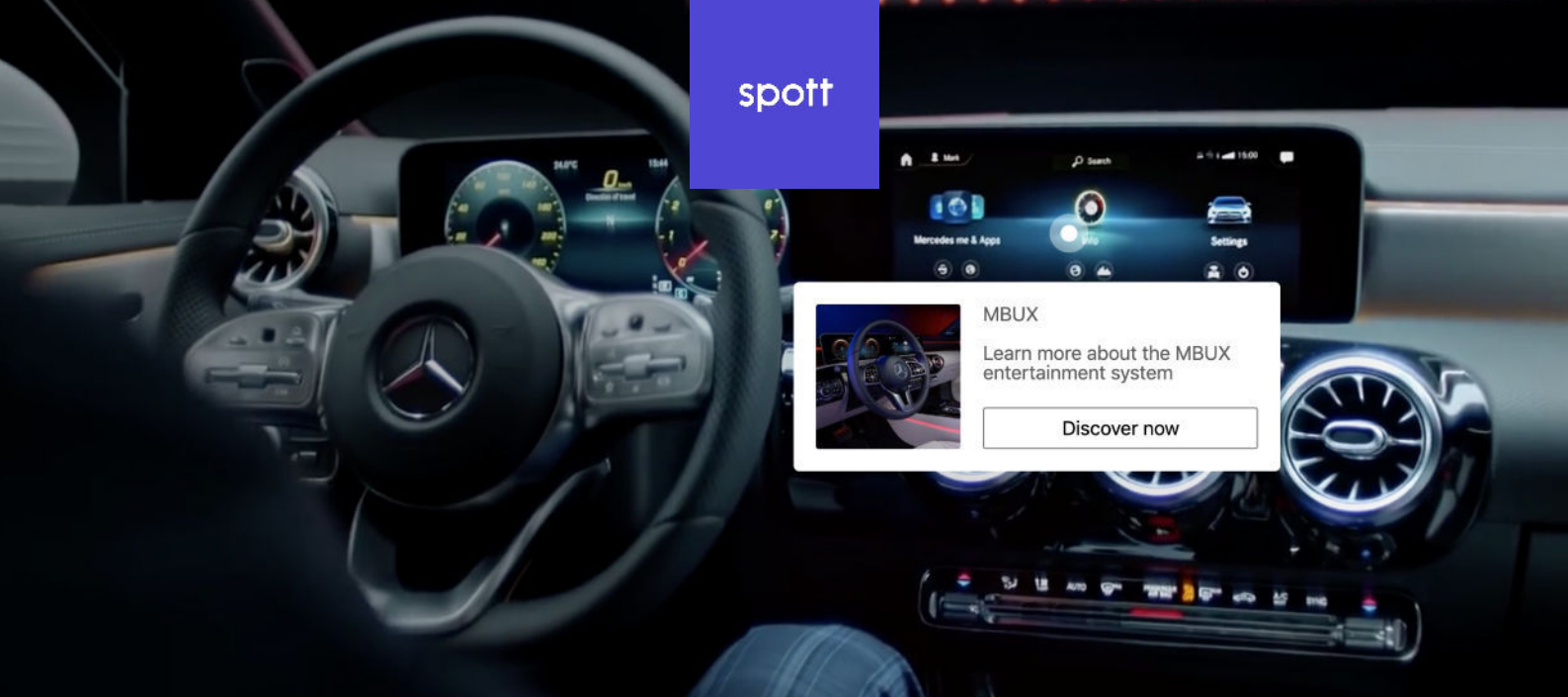**Measure** what people are doing online

Make sure people can interact with your website

Increase interactivity in images and videos

Measure all interactions on your website

Focus on customer-driven marketing

Sales-driven marketing is the old-school way of doing marketing. By turning marketing into a customer-driven process you change marketing to something of this age. Marketing at Microsoft made this switch a few years back and is now fully customer-driven. Making the switch to a customer-driven form of marketing is not an easy switch, but in the long run, it will bring results.

This switch required a stronger collaboration between the marketing and sales department at Microsoft. In the past, inbound leads were just forwarded to the best-suited reseller based on business rules. Today Microsoft uses a whole range of metrics to score leads. What are our users doing online? Are they interacting with certain content? What kind of targeting do we need?

As marketers, we know a lot about what our customers are doing on our website. Getting insights into how visitors interact with your content, images and videos is crucial for this approach. Measuring interactions with your brand in an easy and smart way will give you the tools to understand when a client wants to convert with your brand.

Visitors should be treated differently according to their interaction with you, your site and your videos or images.

While helping one of its clients in the musical business, delaware focused on existing customer data. By delivering smart segmentation via client data, delaware assisted in creating a new marketing strategy. One of the focus points was understanding the right moment when customers decide to buy tickets – and why. Did some of them watch a video first? How much time did they take to decide? How many weeks or even months beforehand will different audience groups purchase their tickets? By gathering these insights about the company's customers into one actionable overview delaware managed to change the marketing strategy. one of the most important outcomes was that visitors should be approached differently based on the videos or images that they watch.

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Power to the consumer

One of the strongest changes in marketing is the empowerment of consumers. This trend will certainly continue and become even more important in 2020. Reviews and online reputation will impact every business even more. Your clients need to be happy. The customer experience on your website should be absolutely perfect. Your customers want to chat with you on your website, via social media and many other channels. Their user experience in all those interactions is key for marketing. By looking at user experience from a marketing perspective you can win in 2020.

Spott tackled this issue while working with a major car brand. Their main goal was getting more test drives, so they used Spott to add an interactive layer on their main video to let visitors book a test drive from within the video. In the interactive layer, they also included a link to the "car configurator" option. Data showed that a large number of users mainly clicked the car configurator option in the interactive layer. Despite the main goal being to generate test drives, more users decided to get an image of their dream car before booking a test drive.

From a consumer point of view, it's important to have several options for interacting with your brand. Not every consumer has the same mindset or is in the same stage of the funnel. Focusing on a set of goals in your marketing strategy will turn your website into a tool visitors can use to interact with your website in whatever way they want. Some will want to chat, others want to ask a quote and many others just want to have fun.

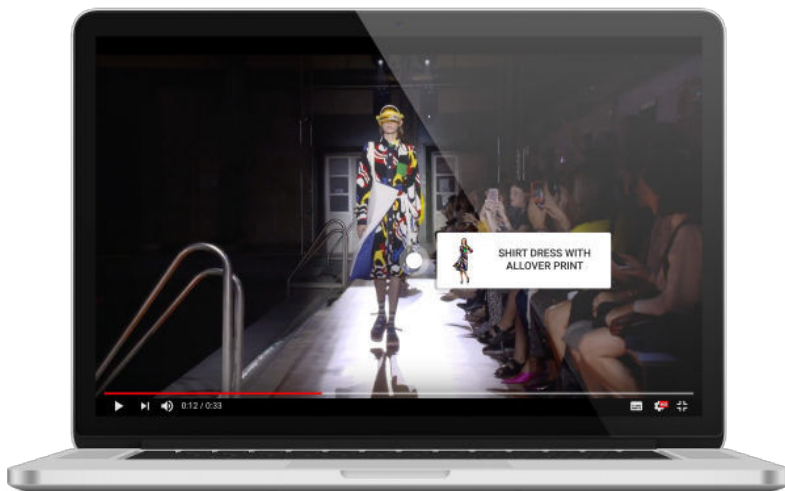The three key takeaways that you should incorporate in your marketing strategy in 2020 are:

Manage your online reputation

Focus on your website customer experience

Use a broad set of goals in your marketing

Add interactivity to your videos and images.

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