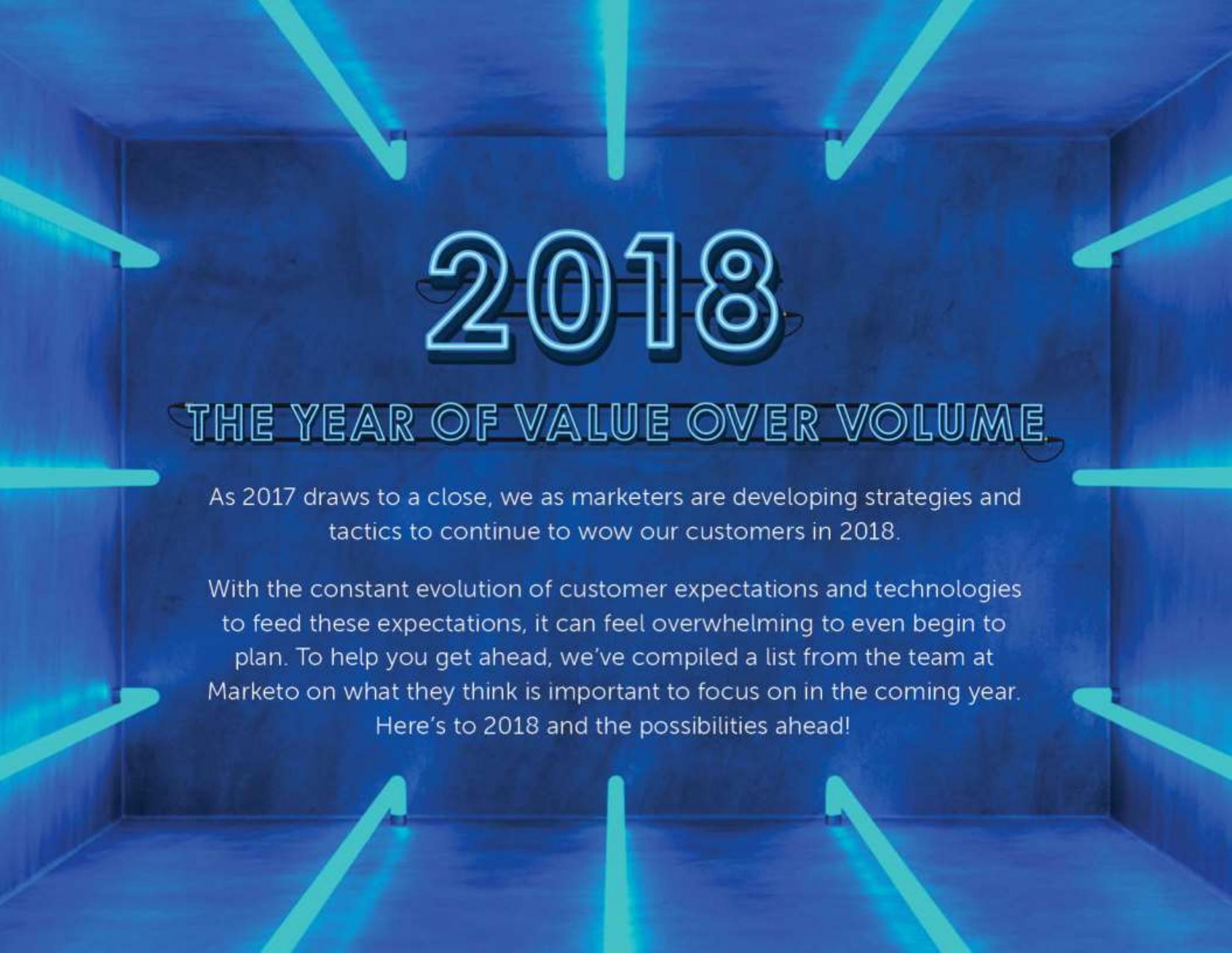




# 2018

## MARKETING PREDICTIONS





# 2018

## THE YEAR OF VALUE OVER VOLUME

As 2017 draws to a close, we as marketers are developing strategies and tactics to continue to wow our customers in 2018.

With the constant evolution of customer expectations and technologies to feed these expectations, it can feel overwhelming to even begin to plan. To help you get ahead, 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 2018 and the possibilities ahead!



## SARAH KENNEDY

*Chief Marketing Officer*

 @saykay

**2018 Personal Goal:**  
I need to get more sleep. 😊

## FROM THE C-SUITE

**2018 will give rise to a powerful new CMO-CFO alliance that becomes the most important relationship in successful C-suites.**

How the marketing and finance teams partner as one “brain trust” will unlock the power of accountability, giving marketing more leverage across the business in the long term. With accountability and power will come untapped innovation and unprecedented revenue growth. And this doesn’t stop at the C-level. Developing marketing leaders with this new finance-first mindset will offer fresh thinking around how to use what can sometimes be constraining factors, from shifting budgets to shifting bodies, as a creative catalyst for driving new multi-dimensional growth.





CONSUMER  
EXPECTATIONS



## HALLY PINAUD

*Principal Product Marketing Manager*

 @hallypino

### **2018 Personal Goal:**

2018 seems like a good year to get a dog, so that's the plan!

# CONSUMER EXPECTATIONS

**Customers in your key accounts will expect a cohesive brand experience.**

And, not just across marketing touchpoints, but across the all touchpoints (think: sales and services—your customer-facing functions.) We must focus on empowering customer-facing colleagues to be trusted advisors. Anyone responsible for interacting with the customer needs an arsenal of tools to efficiently serve as an extension of our brand and campaigns.





## JAMIE ANDERSON

*President, EMEA*

 @collsdad

### 2018 Personal Goal:

I'm going to discover a brand new recording artist and my money is on Holy Motors from Estonia, and I'm also going to add to my humble art collection at home.

# CONSUMER EXPECTATIONS

**In 2018, with regulation changes like GDPR and ePrivacy, we will experience another step in the direction of customer control.**

We've known for some time that companies no longer manage the customer relationship, and today the customer is firmly in the driving seat. The new regulations will disrupt customer relationship management massively and will put the onus on marketers to think more holistically about the customer.

**GDPR validates the value of managing and respecting customer data, the same way a business should value and has a duty of care for the customer themselves.**

In this landscape, what companies can control is the quality of the experience they offer a customer at the different touchpoints encountered on the path to purchase and beyond. The customer will determine when and how brands communicate with them and it is the marketer's job is to be consistent and deliver value at every interaction. The marketers that do this well will have more permission to engage.





## MIKE MADDEN

*Sr. Marketing Manager*

 [@mike\\_p\\_madden](#)

### 2018 Personal Goal:

I just want to do a handstand. That's it.

# CONSUMER EXPECTATIONS

**Every year, consumer expectations grow for how brands interact with them. 2018 will be no different.**

Marketers will be less reliant on batch n' blast emails. We will need to be more engaging, relevant, and conversational in our campaigns. As technology becomes better at delivering relevant, behavior-based communications, more marketers will leverage personalization and interactive emails with increased functionality.





MARKETING  
TEAMS



## MARKETING TEAMS

**CMOs will flatten their teams to drive efficiency and invest to fill knowledge gaps across data, content, and marketing operations.**

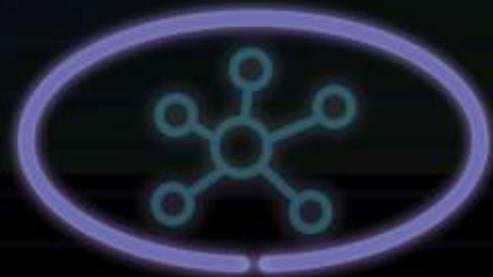
### **SARAH KENNEDY**

*Chief Marketing Officer*

 @saykay

**2018 Personal Goal:**  
I need to get more sleep. 😊

As CMOs increasingly take on the lion's share of technology budgets, they will have to think like CIOs and justify their spend in the language of CFOs: cost savings, revenue, and profit. This accountability will force CMOs to address the elephant in the room—that much of their spending is not able to be measured against revenue and profit outcomes. CMOs will realize that in order to prove their impact on business growth, they need the right technology to connect marketing activities to financial outcomes. Only then can they rise to the challenge of the C-Suite.





## **CHRIS CONNELL**

*Senior Director, Marketing*

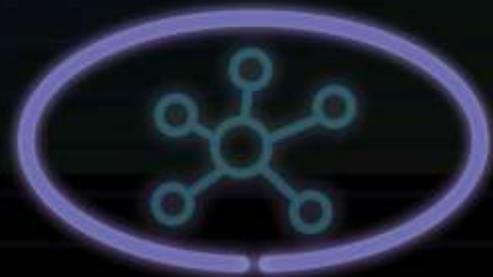
### **2018 Personal Goal:**

I'd like to attend at least one music concert every 8 weeks. Before kids, I used to play in a band and go to concerts all the time, and I miss it!

# MARKETING TEAMS

**Every year, more weight is placed on the shoulders of the CMO and that will continue in 2018.**

In the midst of this change, it will be imperative to centralize support wherever possible in order for marketers to scale to meet a multitude of demands. It's about a unified engagement experience across the organization that puts everyone on the same page to meet customer expectations.





## **YASUTAKA FUKUDA**

*President, Asia Pacific Japan*

 [@Yasutaka\\_Fukuda](#)

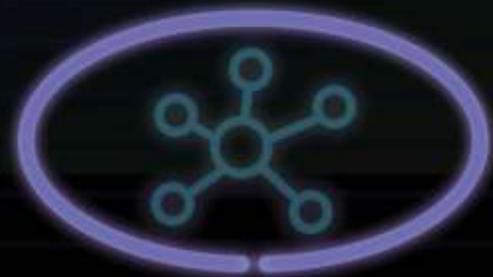
### **2018 Personal Goal:**

I'd like to take more photos with my favorite Leica film camera.

# MARKETING TEAMS

**Marketers will own more responsibility when it comes to growth, revenue, and retention.**

To do so, we must remove silos and see the bigger picture. This year, we'll continue to see the merging of AdTech and MarTech, which is incredibly important in order to deliver messages in a consistent way to build longer term relationships with customers. This transformation is paramount to understanding the whole customer lifecycle because ultimately, it's all about the customer.





## MARKETING TEAMS

The success of marketing teams in 2018 will rely on how well each group comes together to work cross-functionally on truly integrated campaigns.

### MARISSA LYMAN

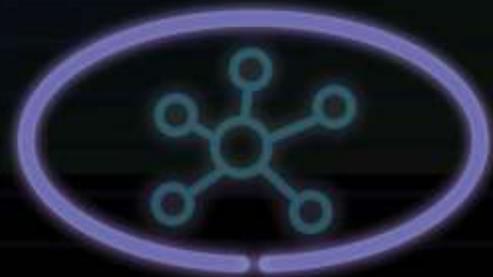
*Sr. Manager,  
Corporate Communications*

 @MissRissLyman

#### 2018 Personal Goal:

I'm looking forward to expanding my horizons beyond communications to learn about other areas of the business. That, and I plan to drink more water.

The most effective teams will take one project and tune its message for every channel and audience. When teams work together in this manner, they'll break down silos, surface new opportunities, and showcase success in new ways.





# MARKETING TEAMS

**2018 is a pivotal moment for marketers to use the seat they've earned at the revenue table to get back to basics.**

We're going to be teaching our whole organization to use content, tell stories, and be a part of our campaigns—all for more revenue growth, of course.

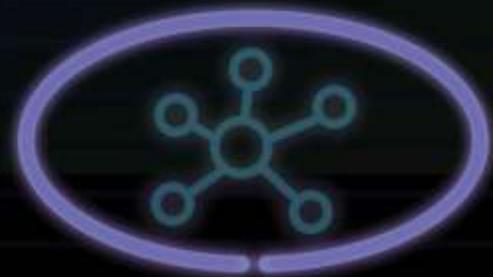
**HALLY  
PINAUD**

*Principal Product Marketing Manager*

 @hallypino

**2018 Personal Goal:**

2018 seems like a good year to get a dog, so that's the plan!





## KRISTEN CARDINALLI

*Group Vice President,  
Demand Generation*

 @k\_cardinalli

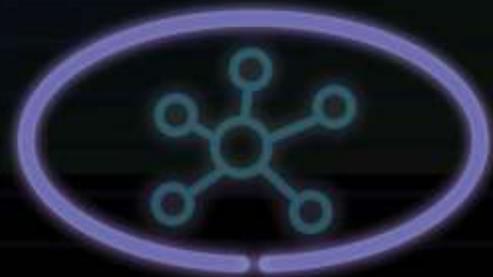
### **2018 Personal Goal:**

I'd like to spend a week doing Habitat for Humanity in Columbia.

# MARKETING TEAMS

## **Marketing scientists are key.**

Good marketers will know how to manage budgets and use tools to justify spend and leverage predictive buying signals to engage at the right time. 70% of buying decision is made before ever speaking with a company. Reaching and nurturing your target audience without asking anything in return will be essential for success. Marketers will be required to be smarter and more targeted at every stage of the funnel. They are not afraid to fail at the expense of the opportunity to improve.





## ELLEN GOMES

*Sr. Content Marketing Manager*

 @egomes1019

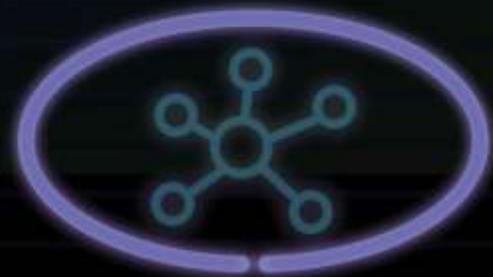
### **2018 Personal Goal:**

Spend more time outdoors, specifically exploring National Parks.

# MARKETING TEAMS

**Cross-functional distribution strategies will become a bigger focus for the content marketer.**

As content marketers shift to create less distracting, noisy content and focus on the content that will truly answer your buyer's questions and move the needle for your business, they will have to focus their energy on fine-tuning (based on benchmarks and testing) the distribution strategy and explore some non-traditional channels.





TESTING &  
MEASUREMENT



## MARISSA LYMAN

*Sr. Manager,  
Corporate Communications*

 @MissRissLyman

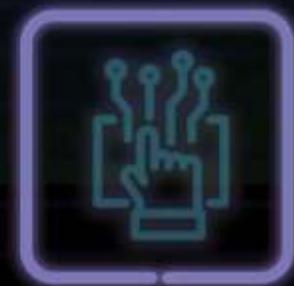
### **2018 Personal Goal:**

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# TESTING & MEASUREMENT

## **2018 will be all about measurement.**

In the last ten years, marketers have finally been able to track the business impact of their activities. Now it's time for communications professionals to be able better report on their efforts and how they affect an organization's bottom line. It comes down to goal setting and tools. Communication teams need to be clear on what their goals are and how they align to those of the greater marketing organization.





## KRISTEN CARDINALLI

*Group Vice President,  
Demand Generation*

 @k\_cardinalli

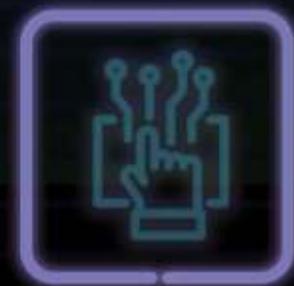
### **2018 Personal Goal:**

I'd like to spend a week doing Habitat for Humanity in Columbia.

# TESTING & MEASUREMENT

**Marketers will be required to be smarter and more targeted at every stage of the funnel.**

As marketers, we rely on data to make decisions. Data-based decisions demonstrate not only ROMI (return on marketing investment) but how spend is directly tied to bringing in revenue. Ensure you have data you trust and can use to develop actionable plans, as well as keep our executive teams informed of marketing's contribution to revenue.





## **MIKE MADDEN**

*Sr. Marketing Manager*

 [@mike\\_p\\_madden](#)

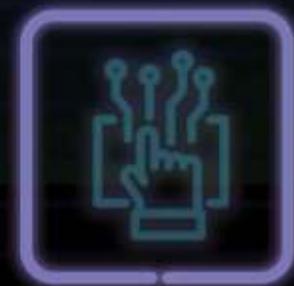
### **2018 Personal Goal:**

I just want to do a handstand. That's it.

# TESTING & MEASUREMENT

**The only way to really get to know your audience is to run tests and understand their core needs and motivations.**

Test, test, and test again. A/B testing advances engagement, campaign effectiveness, and your expertise as a marketer. Simply put, if you know what your audience wants, you'll be able to serve them better.





## TESTING & MEASUREMENT

**In our recent Proving Marketing Impact survey, almost a third of Australian senior marketers admitted they do not measure their contribution to revenue.**

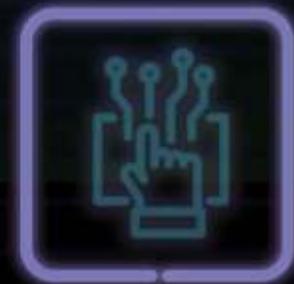
### **CHRIS CONNELL**

*Senior Director, Marketing*

#### **2018 Personal Goal:**

I'd like to attend at least one music concert every 8 weeks. Before kids, I used to play in a band and go to concerts all the time, and I miss it!

With the majority of these marketers looking to play a larger role in business strategy over the coming year, I expect we will see senior marketers speaking more openly about the career benefits of adopting technologies that help them measure their impact on the bottom line.





CONTENT &  
CHANNELS



## ELLEN GOMES

*Sr. Content Marketing Manager*

 @egomes1019

### **2018 Personal Goal:**

Spend more time outdoors, specifically exploring National Parks.

# CONTENT & CHANNELS

**Content personalization and targeting will become more automated and prevalent with the help of technology.**

The demands on your buyer's attention are higher than ever before. As a content marketer, that creates a direct challenge to break through and be more interesting, relevant, and personal. But creating personal experiences and delivering relevant content in the right moment on the right channel is not scalable when it's done manually. In 2018 technology, like AI, will step in and help bridge this gap by delivering much needed insights and scale.





## LISA MARCYES

*Sr. Social Media Marketing Manager*

 @lisa\_marcy

**2018 Personal Goal:**

Publish more content!

# CONTENT & CHANNELS

**There will be an increase in audiences using social channels as a first line of communication to brands.**

They'll expect quick, timely responses in everything from support issues to general product inquiries. Implement a chatbot strategy to make customer service easier and faster. One caveat to consider, the experience **MUST** feel personalized, otherwise this approach can backfire.

**Video and disappearing content will continue to grow in popularity.**

This highly-consumable content medium provides instant value to an audience, so don't miss out! Develop a strategy that includes video and livestreaming to allow your brand to engage audiences authentically and in real-time. Keep an eye out for new features only available in disappearing content. They can be a great way to encourage engagement.





## SHAINA IVCHENKO

*Sr. Manager, Events*

 @sivchenko16

### **2018 Personal Goal:**

I'd like to create printed photo albums with all of the thousands of photos on my phone that I never look at! It would be nice to have hard copies of those most precious family memories.

# CONTENT & CHANNELS

**Events will become an even more integral piece of an organization's overall marketing strategy.**

Events are not isolated experiences anymore and the expectation is to incorporate them seamlessly into an organization's marketing programs. With all of the digital touchpoints that people are bombarded with daily, live event experiences and face-to-face marketing can create lasting value for organizations.





TECHNOLOGY



## SARAH KENNEDY

*Chief Marketing Officer*

 @saykay

**2018 Personal Goal:**  
I need to get more sleep. 😊

# TECHNOLOGY

**CMOs must bring on more tools with better functionality to support spend allocation and measurement.**

However, as the size of a marketing team's MarTech stack grows, the need to expand beyond current skillsets becomes more imperative. New MarTech delivery roles are needed to drive execution, just as new operational and analytical skillsets are critical to ensure data-driven decisions permeate every layer of the organization.





## LARA SHACKLEFORD

*Global Head of Partner Marketing*

 @LaraShackelford

### **2018 Personal Goal:**

In 2018, I will practice yoga more often.

# TECHNOLOGY

**The MarTech landscape is changing rapidly and partners will have a fundamental role in it.**

Forrester estimates there are more than 100,000 software companies (ISVs) today globally and they are predicting that, with the level of hyperspecialization we're seeing, that number could grow to 1 million by 2027. This growth will require an open ecosystem and the ability to connect data from all applications to have a clear view of business impact. We have already seen this in the MarTech space, and will continue to do so, as CMOs take on more and more of a strategic role and increase their investment in technology.





## CHARM BIANCHINI

*Sr. Director of Marketing*

 [@charmbianchini](#)

### **2018 Personal Goal:**

I hope to continue my love for adventure by visiting two new countries.

# TECHNOLOGY

**ABM strategies will move past sales and marketing being responsible for all outreach and programs.**

A new era of successful ABM programs will emerge leveraging all workers through employee engagement programs. Because ABM has been adopted by so many marketers and is a proven strategy, in 2018 we will see more of an adoption and spend in ABM programs. Marketers will embrace AI into their ABM strategy in order to scale 1:1 interactions.





## SCOTT MINOR

*Online Marketing Program Manager*

 @ScottMinor\_

### **2018 Personal Goal:**

I hope to pass the Jeopardy contestant test!

# TECHNOLOGY

## **2018 will be the year of Account-Based Marketing (ABM).**

Marketers' options to deploy account-based ads will continue to evolve, improve, and get more accurate: targeting by company and job function/seniority on networks like LinkedIn and Facebook, or retargeting specific prospect lists on Google.





## CHARM BIANCHINI

*Sr. Director of Marketing*

 @charmbianchini

### **2018 Personal Goal:**

I hope to continue my love for adventure by visiting two new countries.

# TECHNOLOGY

**Artificial Intelligence (AI) will help marketers gather insights from large quantities of data to personalize the customer experience.**

More marketers will use information like intent data, call information, etc. to understand their buyers and create meaningful content for them.





## ARIANE LINDBLOM

*Sr. Director, Product Marketing*

 [@arianelindblom](https://twitter.com/arianelindblom)

**2018 Personal Goal:**  
Get more exercise!

# TECHNOLOGY

**We've been talking about being in the moment with meaningful customer experiences for a while, and AI now empowers us as marketers to realize this vision for our customers.**

We as marketers could all use a little (ok, maybe a lot of) help from our “AI friends” to deliver more relevant experiences to more of our customers—experiences that mean we’re marketing in smarter, more personalized ways that deliver value and translate to revenue.

**Look for AI solutions that are purpose-built for marketers, ones that you can switch on and start seeing value right away.**

Using generic AI toolkits means you’re committed to spending precious time and resources trying to figure out how to make AI meaningful to you and your business. Ain’t nobody got time for that. The goal here is engaging more of our customers in the right way in the moment—while making our lives easier.





## ELLEN GOMES

*Sr. Content Marketing Manager*

 @egomes1019

### **2018 Personal Goal:**

Spend more time outdoors, specifically exploring National Parks.

# TECHNOLOGY

**Marketers always need to stay apprised of current technology but now it's more mission-critical than ever.**

In 2018, content marketers will look to leverage technology, like AI and machine learning to help them not only deeply understand what content is resonating with their various personas and inform their content strategy, but deliver the content they are creating more effectively, at scale. Technology will and can help your team move forward faster and with better synchronization. In order to get there though, it's important to uncover duplicative technology, and keep your eye on the horizon of what technologies you need to meet the customer's needs.





## SHAINA IVCHENKO

*Sr. Manager, Events*

 @sivchenko16

### **2018 Personal Goal:**

I'd like to create printed photo albums with all of the thousands of photos on my phone that I never look at! It would be nice to have hard copies of those most precious family memories.

# TECHNOLOGY

**Event technology will evolve and become even more prevalent to engage attendees and create smoother, more efficient and more memorable experiences.**

Marketers need to ensure that they are strategically integrating the right events when they're developing their entire online and offline multi-channel engagement strategy. They need to think about how to effectively drive attendees to engage with their brand and messaging in more ways, at more times, and in more places to create a stronger, more cohesive customer journey.





## SARAH KENNEDY

*Chief Marketing Officer*

 @saykay

**2018 Personal Goal:**  
I need to get more sleep. 😊

# MOVING FORWARD IN 2018

**If 2017 was the year of customer-centric marketing, 2018 needs to be about customer context.**

Every marketer needs to be proficient in how customer context changes depending on industry, the size of a customer's company, their customer's role within the organization, and even their customer's individual goals. Understanding the influences at play will vary for each marketer, and it will be a fundamentally different skillset for marketers at growing mid-market companies versus established enterprises. Without a deep understanding of customer context, marketers will miss what's most powerful about authentic engagement in the first place.





Marketo provides the leading engagement marketing software and solutions designed to help marketers develop long-term relationships with their customers—from acquisition to advocacy. Marketo is built for marketers, by marketers and is setting the innovation agenda for marketing technology. Marketo puts Marketing First. Headquartered in San Mateo, CA, with offices around the world, Marketo serves as a strategic partner to large enterprise and fast-growing small companies across a wide variety of industries. To learn more about Marketo's Engagement Marketing Platform, LaunchPoint® partner ecosystem, and the vast community that is the Marketo Marketing Nation®, visit [www.marketo.com](http://www.marketo.com).