

Marketing Trends

Content is King

Consumers have learned to tune out banner ads and advertising. Now and in the future, the way to catch attention is with content – articles, videos, games, infographics, etc.

Blogs – With short bits of information that are easy to digest, blogs replace printed newsletters in many cases. Each blog post can be promoted individually for a greater viral effect.

Video - online video will rule over banner ads in 2014. The tablet has already become established as the “second screen” at home, and increasingly consumers on the go are turning to mobile media as their main channel. And as consumers move their activities to their mobile devices, video will move with them. The videos will be “micro” – short 6-12 second videos as attention spans decrease.

Gamification – A tool for customer engagement, it capitalizes on the competitive nature of people and encourages certain behaviors through the earning of badges, points, rewards, etc.

Possible HEPD Implications: HEALTHY Kids news becomes a blog. We will need to invest more resources in content generation: videos, writing, game apps. Graphic design continues to shift from print to electronic. Track Social Media Engagement.

Timing is everything

Right content at the right time to the right person on any device - Real time marketing – messages delivered in real time.

Possible HEPD Implications: More resources needed to develop and distribute content. Social media updates at events. Track Social Media Engagement.

More mobile

Consumers love their mobile devices because mobile allows for personalized experience. Smartphone penetration is only going up. Worldwide, smartphone

sales in the third quarter of 2013 were up almost 46%, compared to the same period in 2012.

Need for segmented mobile apps, different apps that appeal to different segments of our market. In 2014, it will be about specializing.

GPS to target messages to users at the right moments to engage customers.

Walgreens sends a push notification to its Balance Rewards users when they are in the vicinity of a store, provides a link to Balance Rewards card on phone.

Another Example: iBeacon allows retailers (or marketers in the case of sports) to send messages directly to a user's smartphone if they have the Apple Store App.

The MLB became the first major sports adopter of the iBeacon technology. In 2014, the league will start using it to point out things to do and show available seats in a particular stadium. Theoretically, the app could be used to direct fans to the closest restrooms, concessions, etc. without the need to develop an entirely separate stadium app (saving both time and effort for the team).

Blending of apps and gadgets- Customers expect seamlessness in their digital life.

Example: personal fitness monitor syncs with phone, laptop computer, iPad, Walgreen's loyalty card, stand-alone weight and food trackers, and social media.

More Gadgets on the way that will need to blend together: Google Glass, Smart Watches. Example: fitness bands Fuelband, Jawbone, Fitbit blend with apps on smart phone or smart watch.

Possible HEPD Implications: Begin to plan the next generation of mobile apps.

Online advertising continues

Online advertising is still key. 43% of current tablet owners now use their devices daily while watching TV, according to Nielsen data. More than 50% of Internet users will also be tablet users by 2015, eMarketer reports.

Retargeting – An online ad that “follows” the user across websites based on where they clicked.

Native advertising and programmatic marketing – Native Advertising is a content driven approach to advertising using content that is related to the product but doesn't really sell the product and hopes to capitalize on the viral effect of social media. Programmatic marketing sends messages to users based on their behaviors. When a consumer clicks on a facebook ad, more ads appear related to their behavior. Their landing pages relate to the behavior.

Possible HEPD Implications: Focus advertising dollars on online ads.

Brands will get emotional - Values that drive the brand decision process to have become more emotionally-driven. In most categories the rational aspects are price-of-entry. Successful brands will identify what emotional values exist in their category, and utilize them as a foundation for meaningful differentiation.

Possible HEPD Implications: Communicate the true mission of HEPD, to enhance the quality of life for our residents and guests.

Consumers will need a tech break - As consumers get overloaded and begin unplugging and masking their identities online, marketers will need to create more events and situations to give them a reason to interact with their brands in the real world. Consumers will crave more in-person events, meet-ups, socializing in person.

Possible HEPD Implications: Continue to seek out new events to bring people together in meaningful ways.