

6 trends in Digital Marketing Services from our 44 trends in the BPM industry.

## 6 TRENDS IN DIGITAL MARKETING SERVICES



### Convergence for better return-on-media spend

With digital marketing constituting 25% of marketing spends and growing at 25% per annum, companies are asking for convergence in the digital marketing supplier landscape, bringing together creative agencies, IT vendors and service providers to provide an integrated service. Clients are now aware of the exponential benefits to be derived from integrating the digital marketing value chain to amplify the Return On Media Spend (ROMI)



### People + software = delivery of superior services

A convergence in the digital landscape will facilitate a new competitive edge in delivering value through a people + software model rather than on costs alone. The ability to deliver global services using expertise in technologies, automation and people skills will drive value in digital services and increase ROI. 'Digital factories' combining these skills will replace older models of digital engagement.



### Partnerships with next-gen tech partners to develop custom solutions

With marketing spend constituting almost 2.5% of revenues, technologies are being developed to drastically improve the returns on this spend. Advertising spends, for instance, is increasingly moving to programmatic platforms and personalisation is driven by analytic engines which not only automate but drive ROI of the Ad spends. Digital marketing service providers are partnering with these platform vendors to provide an integrated offering.



### Redesigning marketing functions to drive innovation

Companies are building a marketing value chain by investing in 'design-thinking' workshops to strategize and plan the right marketing services model. This ground-up strategy is helping companies come up with long lasting solutions to their marketing needs such as improving time to market, increasing conversion rates and driving continuous improvement.



### Machine Learning (ML) and Artificial Intelligence (AI) = superior digital marketing results

The digitisation of services are breaking down the silos between functions, businesses and legacy systems. Digital data and information now moves seamlessly throughout the organisation enabling AI and ML platforms to develop customer insights. Hyper-personalisation, omni-channel digital interactions across devices and creation of customer genomes are some of the outcomes enabled by such analytics platforms.



### Data privacy and compliance of services will be key to successful operations

With customers using multiple channels to provide confidential and private data, both compliance and transparency of data becomes critical to customers. Organisations will invest in creating fool-proof systems to ensure data privacy and transparency of operations. This will include ensuring that digital data continues to be owned by firms; and compliance procedures are in place to avoid issues of loss or PII or even conflicts of interest between the different partners of the digital value chain.