

6 TRENDS IN DIGITAL MARKETING SERVICES

CONVERGENCE FOR BETTER RETURN-ON-MEDIA-SPEND

With digital marketing constituting 25% of marketing spend and growing at 25% per annum, enterprises are asking for convergence in the digital marketing supplier landscape, bringing together creative agencies, IT vendors and service providers to provide an integrated service.



THE PROS OF PARTNERSHIPS

With marketing spend constituting almost 5% of revenue, technologies are being developed to improve the returns on this spend. Digital marketing service providers are partnering with programmatic platform vendors, to provide an integrated offering.



MACHINE LEARNING (ML) & ARTIFICIAL INTELLIGENCE (AI) DRIVING CUSTOMER ANALYTICS

Digitization of services is breaking down the silos between functions, businesses and legacy systems. Digital data now moves seamlessly through the organization enabling AI and ML platforms, developing deep customer insights through enabling hyper-personalisation, omni-channel digital interactions, creation of customer genomes, and more.



PEOPLE + SOFTWARE = DELIVERY OF SUPERIOR SERVICES

Convergence in the digital landscape will enable a people + software model to deliver global services, using expertise in technologies, automation and people skills to drive value and increase ROI. 'Digital factories' combining all these will replace older models of digital engagement.



DATA PRIVACY AND SERVICE COMPLIANCE

With customers using multiple channels to provide confidential and private data, both compliance and transparency of data becomes critical. There is an urgent need to create fool-proof systems to ensure data privacy, compliance and transparency of operations.



NEW HUES OF MARKETING TO DRIVE INNOVATION

Enterprises are adopting design thinking-led approaches to strategize and plan the right marketing services model. This ground-up strategy is helping them to devise long lasting solutions for their marketing needs such as improving time-to-market and conversion rates, and driving continuous improvement.