

THE MARKETING HUDDLE

The Marketing Huddle Podcast #29 - Marketing Trends to Watch in 2016

<http://themarketinghuddle.com/marketing-trends-2016>

Laura Click: This is The Marketing Huddle, Episode number 29.

[Outro Music]

Stan Smith: Hello, everyone. Welcome back to another episode of The Marketing Huddle where we give you proven advice to help you up your marketing game. This is Stan Smith, and I'm here with Laura Click. What's going on, girl?

Laura Click: Hey. It's my favorite day of the week. It's my time to talk to you. I love our Friday recordings sessions, so I'm doing -- I'm doing great. I'm doing great.

Stan Smith: Well, we're buzzing through the year. We're getting to the end, and I know that at the end of the year, we have that -- we have those posts starting to come out that talk about what people should expect for next year, and I kind of have a love-hate relationship with those because I'm usually -- 50% of my predictions are wrong. I'm not a good marketing Nostradamus, but I'm getting better. I'm getting better.

Laura Click: Yeah, right. I think breaking up the crystal ball and seeing what we find in there. It's pretty cloudy, but we'll see what we can muster up, and get you thinking on for next year. Our hope today is to kind of talk about what we're seeing from a trend perspective and what we think you, as marketers, really should be paying attention to as we get into 2016. Hard to believe it's around the corner, so we want to make sure you are prepared.



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Stan Smith: Yeah, yeah. We'll get you set up right. For the next year, you'll look like geniuses in those meetings, staff meetings, and cocktail parties, and Christmas parties.

Laura Click: Just don't blame us if we get one wrong. If our prediction is wrong, don't be like, "Well, Stan and Laura told me this is going to happen in 2016."

Stan Smith: Yeah, yeah, yeah.

Laura Click: Yeah. Don't blame us but -- all right. well, let's just go ahead and dive in, Stan. I'd love to know -- we might kind of make this a little bit of a lightning round, but let's talk through like what are some of the things that you're seeing? Like what do you think -- what is the first thing you think marketers should be looking for next year?

Stan Smith: Yeah. Well, in the social media realm, I'm calling it. Facebook wins,. I just think that we've been holding on to a lot of other social networks, and of course, the other social networks like Twitter and LinkedIn, they're very relevant. Facebook is really becoming the dial tone for social media. Everyone is on it. I think there are around 1.5 billion users.

Laura Click: That's so crazy.

Stan Smith: Just the other day, they mentioned -- or they announced that they're consistently getting one billion daily users.

Laura Click: Wow.



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Stan Smith: They have other statistics out there that says that 50% of those people are actively engaged. Facebook is going to be relevant. I'm telling my clients that it doesn't matter if you're on -- primarily looking at a professional business audience or a consumer audience. They're all there. You just have to shape your message accordingly. We've seen -- and we've talked in prior episodes, Facebook is ramping up the richness and variety of the content that you can have on that platform, and buying Instagram. Now, they're -- I saw just this morning that they're starting to fold in Instagram into their advertising options within Facebook, which is huge, right?

Laura Click: Yeah.

Stan Smith: Facebook wins. I think that's a major one. How about you?

Laura Click: Well, yeah, and I -- if you don't -- I'm going to kind of jump in a little bit. I mean, I think that there's so many different facets to talk about with the Facebook piece of it. I mean, I think this might be a separate point, but it's becoming more and more of a pay-to-play. As marketers of -- to kind of take your idea about Facebook wins, but I think to be successful on Facebook, you have to be willing to spend some money to have some success there. The other thing too is I think Facebook is trying to make sure you never want to leave. I mean, they've always been really good at the sticky factor there, and their algorithms are just really designed to keep people on Facebook. I'm really fascinated by the fact that they're reworking their notes feature, and they've given The New York Times and National Geographic and some other large media outlets the ability to publish content directly on Facebook. I think that is a shift we'll start to see even more next year, is more offerings for brands to publish content -- rich content on Facebook.



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Laura Click: I guess to kind of take another point to that is look for more content options on Facebook to keep people there longer, so I think marketers really need to be dialed in on what Facebook is offering and staying on top of that so you are taking advantage of that 1.5 billion people that are visiting the site, how can you use Facebook offerings to connect with those folks.

Stan Smith: Yeah, yeah. That's great. You have another one for us?

Laura Click: Okay, back at me. Yeah -- gosh, there are so many different things. I'll kind of take the opposite thought here. Talking about social networks, I think the idea of you have to be on so many social networks maybe will start to change. I think that the companies are -- have spent so much time in the past few years trying to be everywhere, and they're getting frustrated or they're not seeing success, so I'm seeing and hoping that maybe companies will start to shed that idea, and maybe they'll choose one network or two networks. Maybe they even like go of social media altogether. I mean, I think that could be really interesting next year. Even Facebook. Facebook is becoming a great advertising platform, but maybe it's not a great platform for -- we talked about engagement last week. It may not be a great platform for that. I think companies are going to start getting real about social media and letting go of the stuff that's not working.

Stan Smith: Yeah, yeah. I think another trend I think we're going to see next year -- and I'm just going to just call it right now for Google just in case they're listening to The Marketing Huddle, and they should, and they should sponsor us. If you're listening, let me give you some advice. Just abandon social, all right? I think Google+ was a try, but I never really believed, Laura, that Google needed to enter the social media space.



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Stan Smith: I think all the analysts and the Wall Street types said they needed to be there, but you know what? They're the -- if Facebook is the dial tone of social media, Google is the dial tone of the internet. Everybody goes to Google. I really think that beating them out on Facebook is kind of a fool's errand for them, so -- and I -- as a result, I'm kind of shifting away from Google+. At least I'm reframing how I'm looking at Google+, not as a social media platform, but there's other tools there just like Gmail that I can use. I think that's one thing we're going to see accelerate next year.

Laura Click: Yeah, for sure. I would agree with that. So many other things to think about. I think another thing that we may see -- and we've talked some about this in recent episodes, but I think our targeting options are going to become even more laser-focused. One thing -- some of those, I think with trends is -- it turns into a wish list a little bit. I'm hopeful that targeting is going to become more sophisticated. Ads and marketing automation in your website, and all of these things, start working more seamlessly together, so you have more insight as to what people are doing where. I think it's really hard at times to connect all of the dots, so I think technology will continue to improve in that regard. I think it's going to have to, especially if social networks are wanting to get people to spend their money there, they're going to be able to give better data, so we know exactly what people are doing when they click on those ads. I think that's one thing that Facebook does very well is hyper-targeting, and I think for some of the other social networks to compete, they're going to have to start offering some more of those options as well.

Stan Smith: Yeah. Here is one. I think video is going to get -- is going to languish for next year.

Laura Click: I need you to explain this because I'm not sure I agree on this one.



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Stan Smith: All right. I -- and this is coming from sitting in conference rooms with marketing teams. How most companies are structured is that normally, video -- and doing good video requires a skill set that's outside the company. What that means is that often times, it's just not going to be included in the marketing mix. Because of that, I feel like you have some people who are just naturally good at video, and companies are already using video, or have an advertising agency that could do it for them. They're doing video, but for -- by and large, the other 90% of the people out there, shooting good video, shooting video in such a way that builds the message of the company, this is a very, very difficult thing to do, and it's so difficult to do that maybe a person only tries it two or three times a year. I really think that as anything with content, you got to do it more than two or three times a year. I just really see the video kind of continuing to go down this road where people are -- companies, software makers, applications makers, are trying to make it easy for you to do video. I really see Instagram as one place that they can step up and make that easy for us -- easier. That's why I think it's going to languish.

Laura Click: Well, I don't -- well, I guess I can agree on some part of it. I don't agree on all of it. I think that maybe the gulf will widen a bit between those who can and cannot do video. I think certainly, you have to have some tops there and know how to do something well. If everyone is jumping into video, the ones with the higher quality are going to stand out. I think I would look at it from a different perspective. I think you look at content and how it's consumed, I mean, especially on social channels. Photos was the big thing first, right? Photos, photos, photos. Then it's really switched to video.

Last year, when Facebook rolled out the auto play feature, and that movement really captures people's attention, so I still think video is really prominent.



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Laura Click: Then you look at this year, you have live-streaming video becoming a big thing with the advent of Meerkat and Periscope, and now, Blab is really growing exponentially. With Blab, if you're not familiar with it, you've got the opportunity to interview, or have kind of an interview style, almost like Skype, but live-streaming. People can tune into these conversations, or you can even jump into conversations with people through live-streaming videos. I look at it as I think there's going to be even more advances in that realm. I'm really interested and excited with what's happening with Blab and how that's really taking off. I would look at it as video is still really important, but if you're going to do it, you have to be able to do it well.

Stan Smith: I'm not going to let you off the hook that easy though, but -- because I think that the ability to record and distribute sucky video is increasing, but the ability to make great videos and the thought around how to make videos that work for content marketing, I think companies are going to still struggle with it. If you -- so when you get to that point, yes, I -- you have a lot of different ways of getting your video recorded and out there, but I'm seeing a similar trajectory for video that we saw with photos, right? It used to be that to do photos, you needed a photographer. Then the next step was then we didn't see a lot of photos. Then you had Instagram, and then you saw the hardware get to a point with iPhones, for example, that you actually could snap a picture, put a filter on it, and it looked halfway decent, right? Then you have Canva come along that says, "We're going to provide you with even more tools and make it easier for you to make good graphics out of your photos." Then all of a sudden, Pinterest and Instagram became very, very important because now, a normal person could shoot a decent photo and add graphics to it and make it work.



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Stan Smith: I'm seeing a similar trajectory for video, and right now, I think that the phase between where you have a Canva for video, it's just not there, right? I think we still -- my video, I shoot it, and I think it looks great, and people are throwing up because I'm bouncing all around, and it still sucks. That's kind of what I'm seeing.

Laura Click: Yeah, I guess that's -- yeah, it's -- I mean, I don't know. I think it's -- we might agree -- have to agree to disagree, but I think we're more on the same page than we realize. I think ...

Stan Smith: That's all right. I'm coming down to Nashville. We're going to duke this one out.

Laura Click: Then we'll live-stream it on Periscope.

Stan Smith: I know, I know.

Laura Click: Yeah, yeah. I don't know. Yeah, I think with anything, and as these things grow and evolve and change, I mean, I think the ante has continually upped. I mean, I think in the past -- a year ago, I was saying that podcasts are going to increase, and I think that has really been true in 2015. You've seen more and more podcasts. I think then the impetus is always that as there becomes more, you have to be better in order to stand out and get attention with it. I think that's true with any of this, whether it's video or podcast or photos or content. I mean, as something kind of gains traction and popularity, you have to be able to really deliver high quality stuff, or you're -- it's just going to be noise.



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Stan Smith: Yeah, yeah. Well, let's do two more. Let's do two more. I really love that debate though. We're going to pike a little long today, guys. I'm just letting you guys know ahead of time, but this is a good topic. Let's pick one more for each one of us. I'll go and give you a chance to try to curate the good stuff.

Stan Smith: I think that content marketing, search engine optimization, and social media as a discipline, I think they're going to merge. I think we're just going to talk about content marketing at this point, because from an SEO standpoint, you have a lot of people who are reading the TLEs from Google on a daily basis trying to figure out how to do well there, and Google has pretty much said, "You want to do well in SEO? Have great content on a frequent basis." They're kind of continuing to say that. Then social media itself as a distribution platform, I think people are starting to get the feeling that it's not a discipline on its own, but it just serves content marketing. I think those are going to -- we're going to see that merge happen even more so in 2016.

Laura Click: Yes, it's interesting you mentioned that, and I -- I'm going to -- I think that's true. But then on the other side of things -- and this isn't so much a trend for marketing itself, but I think maybe how marketing is delivered. I also think that marketing is getting so incredibly complex. Even though content and social and SEO might merge, I think that there's still so many aspects of that that you're going to start seeing more specialists than generalists. Whether that's just from people you hire, or if you're looking at agencies, I mean I think agencies have long been generalist in a lot of ways. I think you're going to start to see people that are agencies or boutique shops honing in more on specific aspects of some of this.



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Laura Click: It might be that you're just the social media advertising shop, or it might be that you are -- maybe you are doing content SEO in social, but I don't know, maybe there's only pieces of that, because I think it still can be challenging to try and do all of those things and do them well.

Stan Smith: Right.

Laura Click: I think you might be right, but I think there's -- it's tricky in a way because I think you tend to have marketers that you look at content, SEO and social -- content and social tend to go together really well, but there's still a very analytical aspect to the SEO side. A lot of SEOs aren't great content marketers, and vice versa. I agree but disagree. So, but it will be interesting to see how some of that shakes out as marketing continues to evolve.

Stan Smith: Yeah, definitely. Yeah, I agree. I mean, like it's one of those things -- I've always been looking at the SEO portion of this. I've always been fascinated with it because it blends the art and the geek together. I just feel that, "Man, it's just really hard to have an SEO only conversation these days."

Laura Click: Yeah -- no, I think you're right. I think you're right. Good, does that cover it, or do we have -- do we want to do anymore, or was that good?

Stan Smith: I think we can go on for a while. I wonder if we need to put on our list just on our show notes.



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Laura Click: Yeah, maybe we'll do that, because we've got some other ideas that I think, of what we might see. Again, who knows if any of this will come true but I think kind of looking at the past year and where we're headed, and I think we've covered some of the good ones.

Stan Smith: Yeah. yeah, and I know we definitely will be hitting a few of these in our episodes in the new year, so stay tuned.

Laura Click: Stay tuned for further announcements. Well, before we let you go, we want to let you know about one thing that you can check out to help you as you plan for 2016. Instead of having to go out and find the best marketing tools, we've done all that work for you, and we've created this awesome eBook with our favorite marketing tools that we use day in and day out. To get that, all you have to do is go to themarketinghuddle.com/subscribe, and we'll send that to you via email, and then you'll be also notified every time we publish a new episode of the podcast. You don't want to miss that, so please go to themarketinghuddle.com/subscribe to get your free eBook. That wraps up our show today. We want to thank our sponsor as always, S2N Design. If you've got a design task that needs to be right the first time, check out S2N Design at s2ndesign.com. We also want to hear from you about the show. We always love feedback from our listeners, so feel free to leave a comment on the show notes at themarketinghuddle.com, or go to iTunes and leave us a review. If you do that, we'll send you one of our awesome leather-bound journals. Go to themarketinghuddle.com/review for details on how to get your leather-bound journal. Thanks so much for listening. As always, we'll be back next week with another episode of The Marketing Huddle. Catch you next time.

[Outro Music]



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Links & Resources:

- ◆ [Facebook draws 1 billion users in a single day](#) – The Verge
- ◆ [Remember Facebook Notes? It's Back With a Vengeance](#) – Wired
- ◆ [Testing a New Way for Marketers to Tell Stories in News Feed](#) – Facebook for Business
- ◆ [Periscope vs. Meerkat: What Marketers Should Know About Live-Streaming Video](#) – Blue Kite Marketing
- ◆ [Blab video chat app is like Periscope for groups of friends](#) – Mashable
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