Critical Digital Marketing Trends for 2018 and Beyond
CRITICAL DIGITAL MARKETING TRENDS FOR 2018 AND BEYOND

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10 Trends to innovate your Marketing Strategies for 2018 and beyond
Frank’s Vitamin C Story
1. Digital Transformation

“When digital transformation is done right, it’s like a caterpillar turning into a butterfly, but when done wrong, all you have is a really fast caterpillar.”

George Westerman, MIT Sloan Initiative on the Digital Economy
1. Digital Transformation

- Increased Productivity
- New Sources of Growth / Business Models
- Digital Transformation to Contribute US$10 Billion to Malaysia GDP by 2021 (Microsoft / IDC)
2. The Growth in Mobile Web Usage

Mobile Web Traffic (2018 vs. 2017)

- Brunei: 60% (-8%)
- Indonesia: 72% (+5%)
- Malaysia: 57% (+7%)
- Philippines: 39% (+2%)
- Singapore: 78% (+7%)
- Timor Leste: 76% (+6%)

Source: Hootsuite & We Are Social (2018)
2. The Growth in Mobile Web Usage

Concerns

- Speed - Avg. page load speed on mobile sites is 22 seconds*
- UX - Layout, Content
- Security - Identity Theft, Data Theft

* Source: Think with Google
3. The Customer Lifecycle

Source: Smart Insights
3. The Customer Lifecycle

● Marketing Automation
  ○ Automated email marketing
  ○ Ad retargeting
  ○ Social media retargeting

● Traditional channels
4. Importance of Personalization

- Improved customer experience
- Increase in revenue
- Increases customer retention
- Increases brand loyalty
4. Importance of Personalization

● “You might also be interested in…”
● Machine-learning Personalization
● Multiple Channels Strategy
5. Integrating Social Messaging Apps
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89% of users worldwide prefer to message with businesses*

- Order / Delivery Status
- Appointment Reminders
- Product Feedback
- Learn about new Products
- Surveys
- Customer Support

* Source: Twilio (2017)
6. Customer Engagement Strategy

- Is about encouraging your customers to interact and share in the experiences you create for them
- Focuses on value creation, not revenue extraction
6. Customer Engagement Strategy

- Humanise your Brand
- Tell your Story
- Provide Value
- User generated Content (UGC)
7. Integrating different Sources of Data

- Online Data
- Offline Data

=> What Google knows about you
8. The Future of AR in Marketing
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9. Micro-Moments

Micro-moments occur when people reflexively turn to a device to act on a need:

- to learn something
- do something
- discover something
- watch something
- buy something
10. Pansexual Marketing

Dolly Babe Jnr
Girls School Shoes
Black Patent

£36.00

Leader Play Inf
Boys School Shoes
Black Leather

£40.00

Miranda Williams
@M_Williams07

Looking at school shoes from @clarksshoes - appalled to find a Dolly Babe range for girls but a Leader range for boys @EverydaySexism

10:00 AM - 6 Aug 2017

Miranda Williams @M_Williams07 · Aug 7
Replying to @M_Williams07 @clarksshoes @EverydaySexism
Disappointed that @clarksshoes are staying silent.

Follow
10. Pansexual Marketing

“SNICKERS You're Not You When You're Hungry”
Resources

Digital in 2018 in Southeast Asia:

MDEC Digital Transformation Acceleration Program (DTAP):
https://www.mdec.my/dtap

Think with Google:
https://www.thinkwithgoogle.com/

Social Messaging Apps:
https://www.twilio.com/learn/commerce-communications/how-consumers-use-messaging
Want the Slides?

Please connect & PM me on

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(Your Skills Endorsement / Recommendation is much appreciated)
- Google AdWords Certification
- Google Analytics Certification
- Social Media Tactics
- e-Commerce Workshop
- Certificate in Digital Marketing
- MBA in Digital Marketing

AsiaTraining: AsiaTraining.com
Skills Academy: Skills.com.my