

Trends to look for in 2018



Predictions for the coming years



TREND:



INTELLIGENT APPS & ANALYTICS

According to Gartner, Artificial Intelligence will **integrate in some way with every application, app and service**. Organizations should explore intelligent apps that augment human activity, and identify use cases across advanced analytics, intelligent processes and new user experiences.

SOURCE: Forbes, "Gartner: Top 10 Strategic Technology Trends for 2018"

TREND:



LIVE STREAMING

Expect to see a continued shift towards video content and in particular, live video. Video streaming was 75% of all internet traffic in 2017 and there are no signs showing things will slow down. Studies found **viewers watch live streams 3x longer** than prerecorded video. Look for major platforms such as Facebook, Twitter, Instagram and Snapchat to double down on live videos by improving feed quality and adding more interactive features.

SOURCE: Huffington Post, "10 Marketing Trends to Think about for 2018"

TREND:



BRAND BLOGGING

We will see companies taking control of their content by creating their own blogs. Topics like company updates, engaging customer stories, featured guest posts and relevant business trends will allow marketers to cultivate their brand and **connect with customers** while having the interactions take place on their own website. The odds are that 2018 is going to be **another exciting year for new and innovative ways to reach consumers and increase brand awareness**.

SOURCE: Huffington Post, "10 Marketing Trends to Think about for 2018"

TREND:



EMOTIONAL ENGAGEMENT

In today's age of brand experience, it seems that emotional engagement is proving to be more and more critical to achieving winning results and **effective storytelling and digital marketing are at the heart** of this movement. You must tell them the stories they crave to hear, and provide the moments that they seek to feel connected and emotionally engaged.

SOURCE: Forbes, "Top 5 Trends for Marketers and Entrepreneurs in 2018"

PREDICTION:



AI

By 2019, 40 percent of digital transformation initiatives will use AI services; by 2021, 75 percent of commercial enterprise apps will use AI, over 90 percent consumers interact with customer support bots, and over 50 percent of new industrial robots will leverage AI.

SOURCE: Forbes, "IDC 2018 Predictions: If you're not in the Cloud, You're Isolated From Innovation"

TREND:



SOCIAL MEDIA

2018 will be the year of social media. Pivot marketing to millennials. Generation Z is value-oriented, inclusive and socially conscious. Rather than marketing to "all about me" consumers, companies need to adapt to Gen Z's "all about us" mentality and reflect that in their business practices and brand messaging to earn their attention and loyalty.

SOURCE: Forbes, "2018 Marketing Predictions from the C-Suite"

PREDICTION:



BLOCKCHAIN

By 2021, at least 25 percent of Global 2000 companies will use blockchain services as a foundation for digital trust at scale; by 2020, 25 percent of top global transaction banks, nearly 30 percent manufacturers and retailers, and 20 percent of healthcare organizations will use blockchain networks in production.

SOURCE: Forbes, "IDC 2018 Predictions: If you're not in the Cloud, You're Isolated From Innovation"

"Always strive to be on the **cutting edge of change**. And what better time than today?"

SOURCE: J. Gordon Lippincott

Changes are coming. DCE helps you stay ahead in 2018