



in the know:

marketing trends

in 2017

ADVERTISING EMAIL MARKETING DIRECT MARKETING
 DIGITAL ADVERTISING CONTENT/INBOUND MARKETING
 SOCIAL MEDIA MARKETING EVENTS AND TRADE SHOWS
 BRANDING LEAD GENERATION SALES RESEARCH
 STRATEGY BEST PRACTICES PLATFORMS CREATIVE

Marketing is an essential component of growing and sustaining business. The challenge is predicting which activities will yield the best results for you.

We asked business owners to share their plans for marketing throughout this year. Here's what we learned:

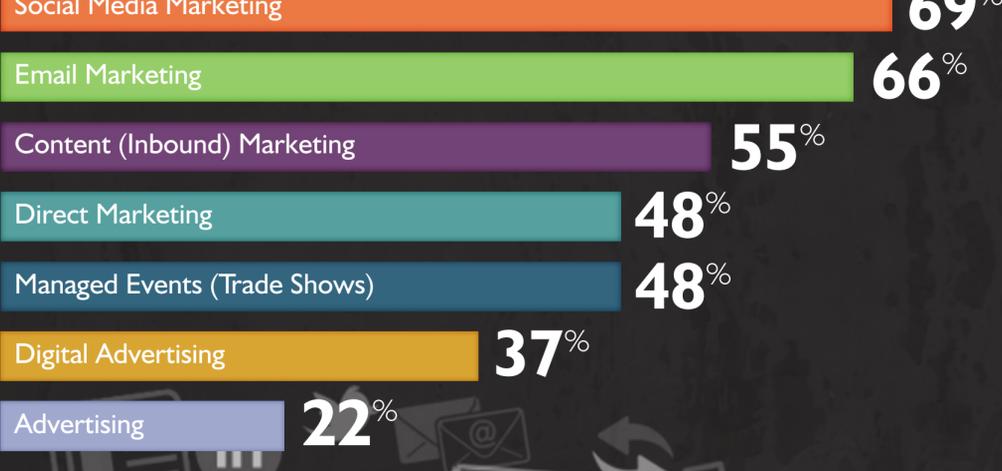
Key Marketing Focus



Some say they plan to **look inward** to build.

Several respondents commented on the importance of putting **the right employees** in place and **supporting the sales force**.

So how do they plan to do it?



Worth Exploring

Programmatic Advertising

Enlisting data-driven automated platforms to purchase and place highly-targeted digital ads.



Account Based Marketing

A strategic approach to marketing and sales efforts with the goal of deepening engagement within specific accounts.



Says Who?

Results compiled reflect the responses of **business owners and CMOs** contacted through social network groups.¹

The majority (66%) represent companies with **49 or fewer employees**.

Here's how the responses shake out:

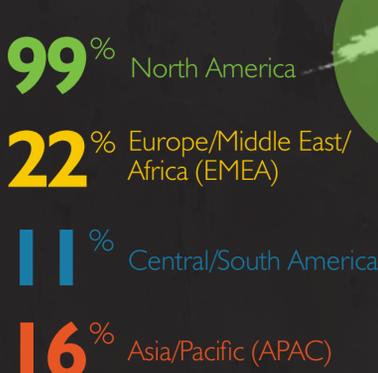


67.4% market exclusively to **businesses**

26.1% market to both **businesses and direct to consumers**

6.5% sell to **consumers** only

Customers All Over The World



The takeaway

Social media and email both ranked at the top of our survey. While these marketing tactics are extremely popular, your message can get lost in the noise. They are most impactful when enhanced by targeted efforts and supported by other traditional tactics such as direct mail or trade shows. A successful digital presence also requires a continual refresh of value-added content. Are you prepared to take this on?

So what is the right marketing mix for your business? *It depends.* The challenge is in knowing *who* your targets are and identifying *where* they prefer to get information on which to base their buying decisions. Armed with this insight, you can tailor your marketing strategies to activities that help you connect and engage your customers. Test different tactics and invest in the channels that yield the best results for you.

Learn more about the strengths of common marketing tactics, including when and how they work best.



I have worked with indigoOne for many years; as a client in both large and small organizations.

They listen carefully, inquire thoughtfully, and proactively make astute observations and recommendations.

indigoOne has been a valued partner that measures success based on client success.

I enthusiastically endorse them! ”

Kim R.
 Senior Director,
 Corporate Communications
 and Enterprise Marketing

Check out our **resources** and learn more at **indigo-one**.

¹ Statistics compiled from indigoOne "What's your goal in 2017" survey. Survey was conducted 12/27/16 - 01/14/17.