



# Digital Marketing Trends, 2015

Christopher S. Penn, @cspenn | [cspenn.com](http://cspenn.com)

# Agenda

---

What's Now: 4 Big Trends

1. Discontent Marketing
2. Broadcast Social
3. Video 'Games'
4. Make It Stick

Winners and Losers

What's On Your Mind?



# Discontent Marketing

---



# Discontent Marketing

---



76 **Chris Brogan** ✓

@chrisbrogan



Following

You want to boost your content marketing success? Get a food truck - [chrisbrogan.com/foodtruck/](http://chrisbrogan.com/foodtruck/)

RETWEETS

6

FAVORITES

12

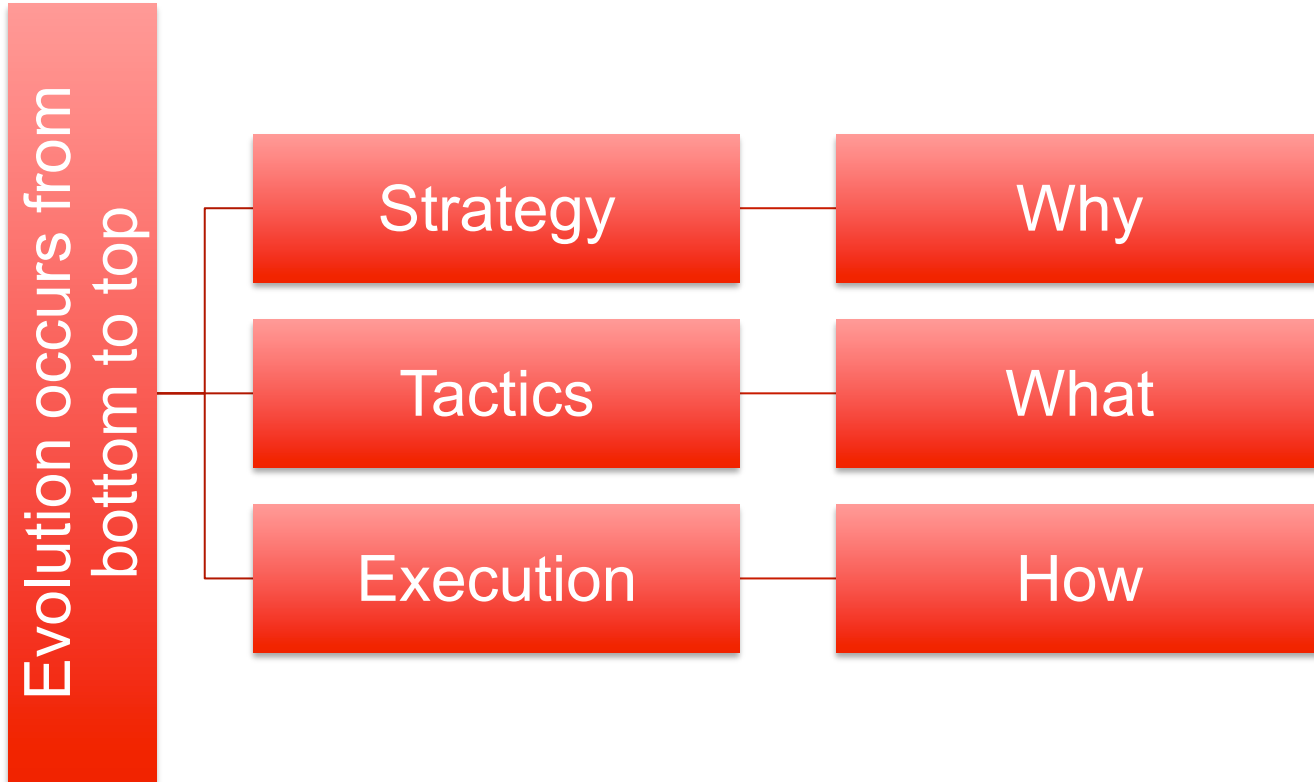


1:47 PM - 6 Apr 2015



# Discontent Marketing

---



# Discontent Marketing

## Audience Overview

Jul 3, 2015 - Aug 2, 2015 ▾

Email Export ▾ Add to Dashboard Shortcut



All Sessions  
100.00%



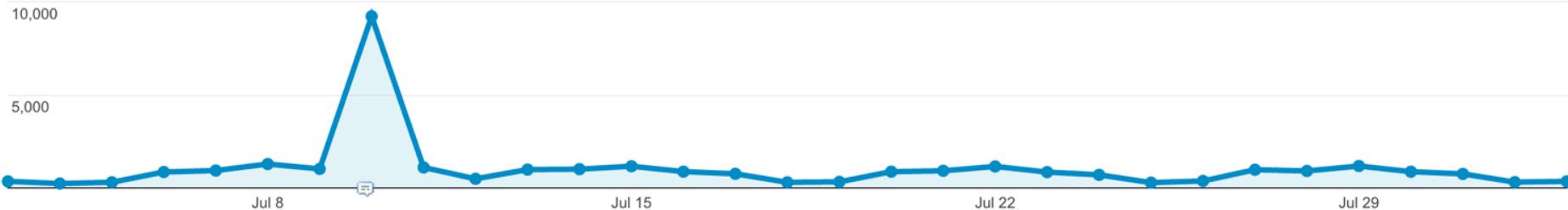
+ Add Segment

### Overview

Sessions ▾ VS. [Select a metric](#)

Hourly Day Week Month

● Sessions



# Broadcast Social

---



# Broadcast Social

---



BUSINESS  
INSIDER

ADVERTISING

## Facebook has caved to advertisers and is finally letting them buy video the way they used to in the 1950s



LARA O'REILLY



Jul. 28, 2015, 12:36 PM

🔥 4,934



FACEBOOK



LINKEDIN



TWITTER



EMAIL



PRINT








Jump to Channel

Tue, Jul. 28

6:00 AM

Showtimes: [Right Now](#) | [Primetime](#)

	EDT 6:00 AM	6:30 AM	7:00 AM
 <b>ABC</b>	<b>America This Morning</b> <div>NEW HD</div>	<b>America This Morning</b> <div>NEW HD</div>	<b>Good Morning America</b> <div>NEW HD</div>
 <b>CBS</b>	<b>CBS Morning News</b> <div>NEW HD</div>	<b>CBS Morning News</b> <div>NEW HD</div>	<b>CBS This Morning</b> <div>NEW HD</div>
 <b>NBC</b>	<b>Local Programming</b>		<b>Today</b> <div>NEW HD</div>
 <b>FB</b>	<b>Your News Feed</b>		
 <b>TW</b>	<b>Your Timeline</b>		

# Broadcast Social

---

Explore how marketing channels for Large ▼  
businesses in the Business & Industrial ▼ industry  
in The U.S. ▼ influence the purchase decision.

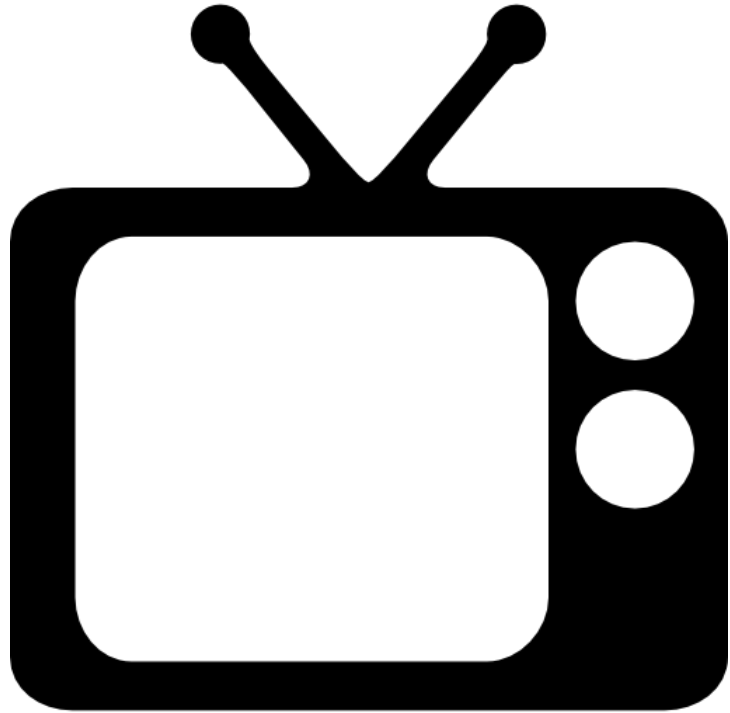
MORE OFTEN AN  
ASSIST INTERACTION

MORE OFTEN THE  
LAST INTERACTION



# Video 'Games'

---



# Video 'Games'

---



**82 Periscope**   
@periscopeco



 **Follow**

You may have heard some news: It involves  
a blue bird. [#YouCanGuessTheRest](#)  
[#WeJoinedTheFlockInJanuary](#)  
[#AreWeUsingThisRight](#) [#IsThisThingOn](#)

RETWEETS  
**681**

FAVORITES  
**808**



1:08 PM - 13 Mar 2015



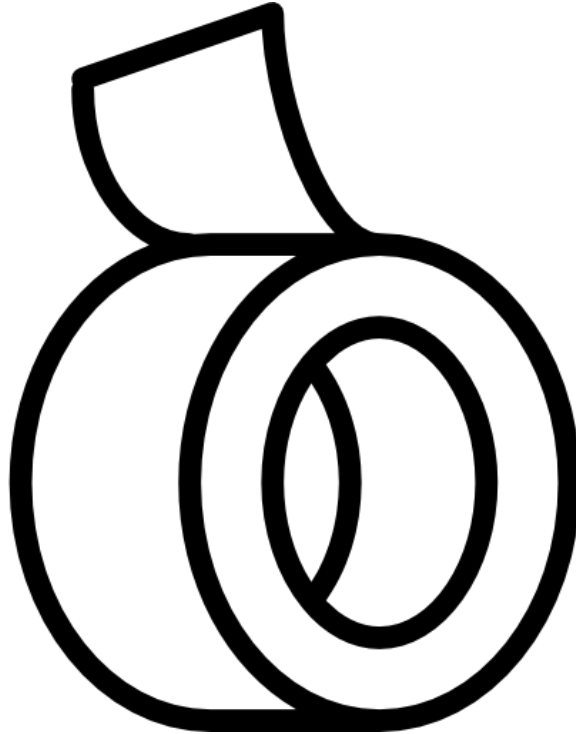
# Video 'Games'

---



# Make It Stick

---



# Make It Stick

---

**Forbes** / Tech

[10 Stocks to Buy Now](#)

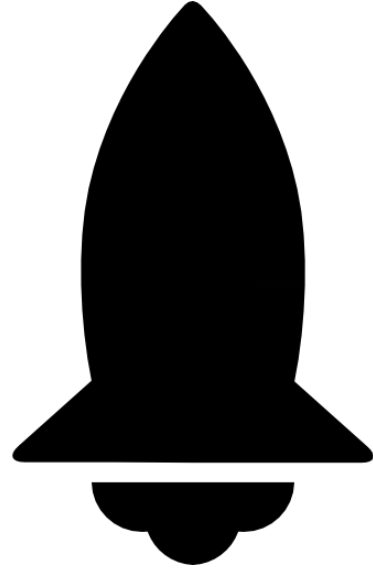
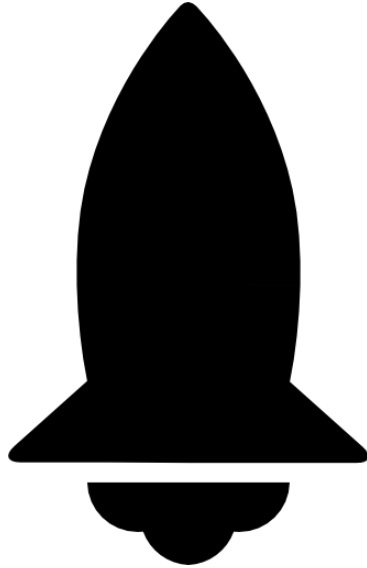
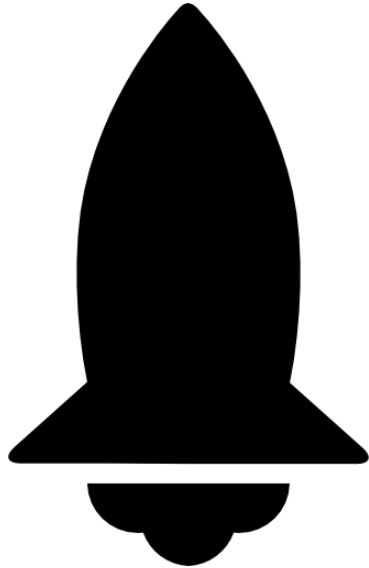
APR 23, 2015 @ 6:40 PM **21,955** VIEWS

## Facebook Changes News Feed Algorithm To Prioritize Content From Friends Over Pages



# Make It Stick











---





# Make It Stick

---

Actions	Site Name	Daily Impressions ▼	Category	Average CPM
 ▼	<a href="#">linkedin.com</a>	968,104	Uncategorized	\$0.21
 ▼	<a href="#">linkedin.com</a>	277,528	Uncategorized	\$2.28
 ▼	<a href="#">linkedin.com</a>	193,691	Uncategorized	\$2.39
 ▼	<a href="#">linkedin.com</a>	187,030	Uncategorized	\$0.76
 ▼	<a href="#">linkedin.com</a>	173,796	Uncategorized	\$1.13
 ▼	<a href="#">linkedin.com</a>	153,059	Uncategorized	\$0.88
 ▼	<a href="#">linkedin.com</a>	133,395	Uncategorized	\$2.51
 ▼	<a href="#">linkedin.com</a>	95,631	Uncategorized	\$0.99
 ▼	<a href="#">linkedin.com</a>	89,171	Uncategorized	\$1.35
 ▼	<a href="#">linkedin.com</a>	63,433	Uncategorized	\$2.64

---

---

# Winners and Losers

---

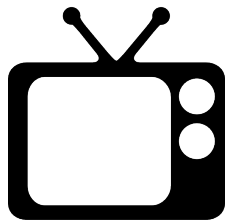
---

# Mid-2015 Social Media Trends



## Discontent Marketing

We still haven't figured out content marketing, which is largely because we still haven't figured out content marketing measurement.



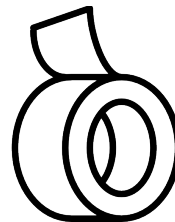
## Video 'Games'

Everyone is jumping into video, but resist the urge to make video one-size-fits-all; instead, customize for each platform's strengths.



## Broadcast Social

We've given up all pretense of social being anything other than a broadcast channel; change your strategy to mirror the reality.

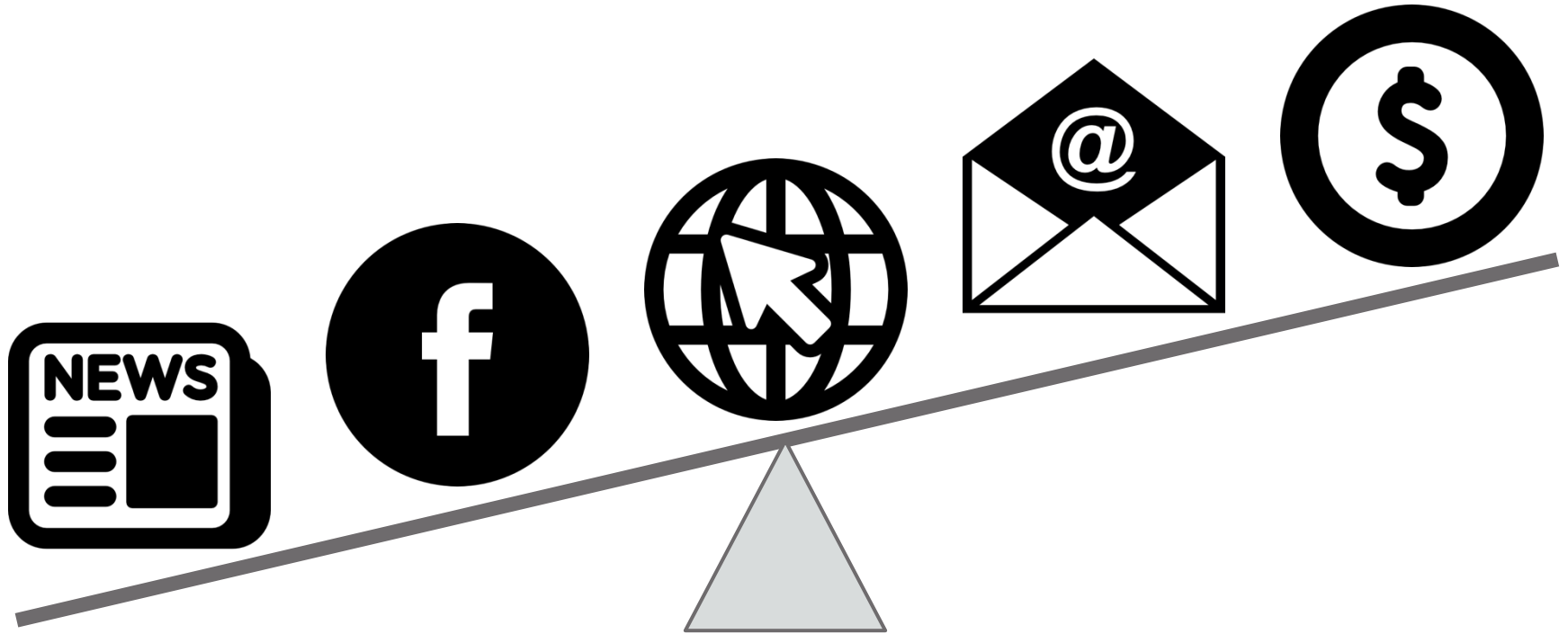


## Make It Stick

Algorithms from SEO to email to social reward bringing back users; be proactive in bringing users to reap the rewards of algorithm favoritism.

# Winners and Losers

---

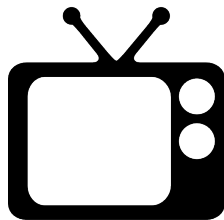


# Mid-2015 Social Media Trends



## Discontent Marketing

We still haven't figured out content marketing, which is largely because we still haven't figured out content marketing measurement.



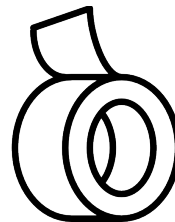
## Video 'Games'

Everyone is jumping into video, but resist the urge to make video one-size-fits-all; instead, customize for each platform's strengths.



## Broadcast Social

We've given up all pretense of social being anything other than a broadcast channel; change your strategy to mirror the reality.



## Make It Stick

Algorithms from SEO to email to social reward bringing back users; be proactive in bringing users to reap the rewards of algorithm favoritism.

# Supplementary Text

---

- [WhereCanIGetTheSlides.com](https://WhereCanIGetTheSlides.com)
  - Special code JUST for people in the room today: get it free instead of \$4.99 with discount code **powerofpr**
-

# Attributions

---

- Compass image by Calsidy Rose on Flickr: <https://www.flickr.com/photos/calsidyrose/4925267732/>
  - Black icons by Flat Icon: <http://www.flaticon.com/packs/>
-

---

# Questions?

---

---