



Balancing the art and science that is marketing can be a challenge, but below you'll see that marketers and influencers alike are willing to find that perfect combination and bridge any communication gaps between brands and customers. Emerging technology like AI in combination with personalized strategies like ABM will improve these efforts, but only if marketers put people before the data.

Find out what the experts predict for the upcoming year ahead.

1

The Customer Experience Will Come Back to the Forefront for Marketers as They Continue to Find Ways to Humanize Their Brand

- Michael Brenner, CEO, Marketing Insiders & Part-Time CMO, Coined.com
The three C's: Marketing will focus less on products, programs and promotions and more on customer experiences...
Alexa Titman, CMO, SAP
It's all one year or an entire brand purpose, 2019 will be the year brands turn purpose into action...
Mark Schaefer, Coauthor Director, Schaefer Marketing Solutions, Keynote Speaker & Author @TheMarketingExecutive
Customer will set top of mind. We need to realize that the shift will be toward traditional marketing programs...
Rachel Miller, Senior Social Strategist, TheMintCo
Strategic influence by decision making. Influencer marketing and content marketing will continue to grow...
Carla Hildreth, Founder & CEO, Wovox
Put an end to it: Before the marketing industry 2019 will have to put up or quit...
Lauren Meising, CMO, Maximo Health
The need for being more human and people-friendly in the future. Our roles as marketers will change...
Todd Michalek, Chief Marketing Officer, BookingUp
Mark is back. Human to human interaction will matter. Personalized and service-led will become...
Grant Johnson, Chief Marketing Officer, Calera Inc.
Customer loyalty and experience will drive marketing success now more than ever.

2

MarTech and Data will be a Necessity not a Luxury for Marketers

- Lee Odden, CEO & Co-Founder, Topical Marketing
Data will continue to be central to the CMO space, but it's not a silver bullet...
Scott Vaughan, Chief Marketing Officer, Integrate
The tech space shows the tech stack gets bigger. In 2019, we're not finding our feet...
Nick Wilson, CMO, Phoenix
Only one of the two will succeed: the customer experience. The line of marketing has just...
Scott Brinker, Vice President of Platform Ecosystem, HubSpot, Editor of chiefmartec.com
Major marketing platforms will consolidate their positions in 2019.

3

Ideation Will Become More of a Competitive Advantage and Applauded by Customers when Executed

- Carla Johnson, Co-Founder, International keynote speaker, Bookending Author
How and what we will become personal. Marketers have spent so much time...
Matt Heinz, President, Heinz Marketing
Ideation will be an essential 2019 marketing. This includes the struggle to continue bringing new and...
Andre Piro, Vice President, Marketing, ClavinBio
Continue to invest in the customer journey. The industry is moving to more continuous, real...
Carla Johnson, Co-Founder, International keynote speaker, Bookending Author

4

Keeping Pace with the Digital Evolution will Go Hand in Hand with Upcoming Security Risks

- Kimberly A. Whittier, Assistant Professor, Darden School of Business (University of Virginia), Former CMO, Current Forbes Contributor
The CMO of 2019 will realize that the industry continues to be in flux...
Bridget Gorman, Chief Strategy Officer at Uplife Health
AI will become more relevant. Marketers have spent so much time...
Alex Bender, Senior Vice President of Global Marketing, Metacast
Marketers and CMOs will be expected to create a more continuous customer journey...
Carol Meyers, Chief Marketing Officer, Rapid
Marketing success in 2019 will be a mix of traditional and digital marketing.

In 2019 we will see an increasing priority in leveraging the power of storytelling to play a role in the Customer programs. Integrated agencies will continue to be preferred for their creativity and segment business opportunities. Traditional marketing has expired, and integration will prove to be a solution for those brands trying to win back customers' trust and advocacy.

WHAT ARE YOUR 2019 MARKETING PREDICTIONS, CHALLENGES OR OPPORTUNITIES? LET'S CONTINUE THE CONVERSATION @PANCOMM.

