Lincoln Property Company

Trend Alert!

Personalization in Marketing

Personalization is much more than "Dear Sam." It's tailoring marketing messages to fit not only today's modern consumer, but personalizing marketing to fit inside the myriad of ways that today's consumer might like to communicate, search, and shop. Enter the *micro-moment*.

> "You're no longer marketing A1 people. You're influencing them in an environment where they're already had a chance to form a view."
>
> —Kristin Lemkau, CMO, JPMorgan Chase

DOWNLOAD TRENDS INFOGRAPHIC

TREND 01

Marketing Automation

and Personal Experiences

57% Increase in lead nurturing

47% Improvement in campaign measurability

61% Increase in lead generation

Marketing automation utilizes software to manage tasks in the place of human labor. It enables marketers to free up resources and prioritize *personalized experiences*, enhancing productivity on multiple levels. This year, 95% of marketers are planning to allocate more funds to marketing automation and 2.5% of companies consider themselves new to automation.

Marketing Automation

and Personal Experiences

14.5% Increase in sales

12.2% Decrease in costs

Marketing automation has driven a 78.6% increase on sales productivity and a 12.2% reduction in overhead costs.

TREND 02

Artificial Intelligence

in Marketing

Artificial intelligence uses machine learning to anticipate a customer's journey — reducing time and resources spent researching. This information is used for personalized messaging, positioning, and lead generation.

37% of marketing and IT professionals plan to invest in AI technology in the following year.

80% of leaders in the field already plan to use chatbot software in their customer experience plan for 2020.

Artificial Intelligence

in Marketing

Companies that utilized AI for sales *increased their leads* by more than 50%, reduced call time by 60-70%, and decreased costs by 40-60%.

65% of people prefer to talk to a chatbot.

When exposed to AI, 49% of consumers are willing to shop more frequently and 59% will spend more money.

AI is set to boost profitability by 38% and generate $14 million in revenue by 2035.

TREND 03

Voice Search

Marketing and SEO

20% According to Google, 20% of all searches are voice

65% 65% of Amazon Echo and Google Home owners don't want to return to keyboard use

30% 30% of all web browsing sessions will be done without a screen by 2020

Voice-based search queries, in contrast to text searches, are more conversational. They include more words or may often take the form of a question. Which communities are closest to total conversion? or Which apartment communities have the best walking score in Newport?

With Google, Amazon, Apple and Microsoft improving their efforts regarding *language processing*, it may not be worth a marketer's time to revamp their target keywords and phrases.

Voice Search

Marketing and SEO

Google has mentioned that it's looking at including *voice search data* in Search Console, with the idea being that these searches will be separated from keyboard queries.

20% Almost 20% of all voice search queries are triggered by 25 keywords

20-30% 20-30% of all voice searches are local, so it's never been a more important time to optimize your local SEO

TREND 04

Interactive

Experience

86% 86% of marketing executives are to use their and-to-end customer experience by 2020.

87% Virtual tours keep people your website 5.5% longer, compared with a static home tour get 87% more views.

90% 90% of survey respondents agree that marketers will have implemented an omnichannel strategy by 2020.

Information has never been *more accessible* than it is now, and therefore, customers are smarter than ever. It's important for marketers to remain hyper-focused on the *customer journey* and deliver compelling and pertinent content.

Interactive

Experience

Google favors virtual images over still shots 2:1.

4.3% of companies surveyed increase funds instead of maintaining budget or maintain their spend.

Among 18-34 year olds, prospects are 180% more likely to book a tour based on a virtual tour.

"Distinguishing digital from physical experiences is less relevant as we immerse customers into those that are more unified, multidimensional and multimodal." – Richard Fuss, VP, Collective

TREND 05

Multi-Channel

Marketing

It's important to spread a brand message across *multiple platforms*. Consumers interact with companies on different levels of the digital sphere: Websites, apps, social media, and email are all touch points for today's users. When they see a consistent message across these channels, they're more likely to *pay attention* and retain information.

The average consumer has 4.5 connected devices.

94% of Americans switch between devices throughout their day.

Brands that have a multi-channel marketing strategy have an 89% retention rate on average.

35% of users use multiple engagement channels with their interactions with a single preferred retailer.

89% of media is viewed via mobile apps.

The average number of touchpoints today is 6, compared to 2 touchpoints only 15 years ago.

TREND 06

Insights Driven

Marketing

66% of all consumers in 2019 have used a coupon, with 65% of those using coupons very often.

Email marketing campaigns achieve 38.15% higher open rates and 200.06% higher CTRs when they utilize personalized data.

Data segments provide marketers with the insight and access they need to provide personalized messaging to their demographic. It allows them to filter out unnecessary noise and narrow in on affinity data to create

1-5% MORE EFFECTIVE

The use of *customer personal* made websites 1-5 times more effective in their goals and easier to use for targeted strategies.

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