Marketing Automation
- **Trend Alert!**
- **Increase in sales**
- **Optimize your local SEO.**

Artificial Intelligence
- **Trend Alert!**
- **Almost 20-30% of companies aim to put more funds into their personalization efforts regarding**
- **Data segments provide marketers with the insight and context they need to provide more pertinent content.**

Voice Search
- **Increase in sales**
- **Retain information**
- **According to Google, 14.5% of all voice search queries are local, so optimize your local SEO.**
- **Almost 65% of Amazon Echo and Google Home users prefer to use a coupon, with 45% of those who use a coupon, with 45% of those used a coupon.**

Interactive
- **Increase in sales**
- **Increase in sales**
- **Interactive marketing strategies agree that marketers will have to invest in AI technology by 2020.**

Multi-Channel
- **Increase in sales**
- **Increase in sales**
- **Increase in sales**

Inbound
- **Increase in sales**
- **Increase in sales**
- **Increase in sales**