

# PUNCH DIGITAL

## 2018 MARKETING PREDICTIONS

FEBRUARY 2018

# CAN MARKETING EXPERTS REALLY PREDICT THE FUTURE?

What we've found in years gone by is that while yes, experts' predictions are destined to be BIG, they aren't always realistic to the everyday business.

They're often out of reach due to the serious cost, time and resources needed to put them into action.

At PUNCH Digital, we wanted to test the year's marketing predictions against what business and marketing professionals are REALLY focusing on in 2018.

We conducted a survey to business owners of all sizes to discover what trends were of focus in the year to come.

# ABOUT THE AUTHOR



**Brett Hardiman** is Managing Director at PUNCH digital. He's passionate about digital marketing, and devoted to helping companies achieve remarkable success online.

Brett has more than 19 years of marketing experience; he works with many of the world's leading brands, including Toyota, Mercury, Gazman, and Marshall Batteries.

Gifted with extensive digital marketing expertise across search, social, and digital strategy, Brett will show you how to leverage the latest technologies to engage consumers. With Brett's skilled guidance, you'll achieve rapid business growth.

# SURVEY OVERVIEW

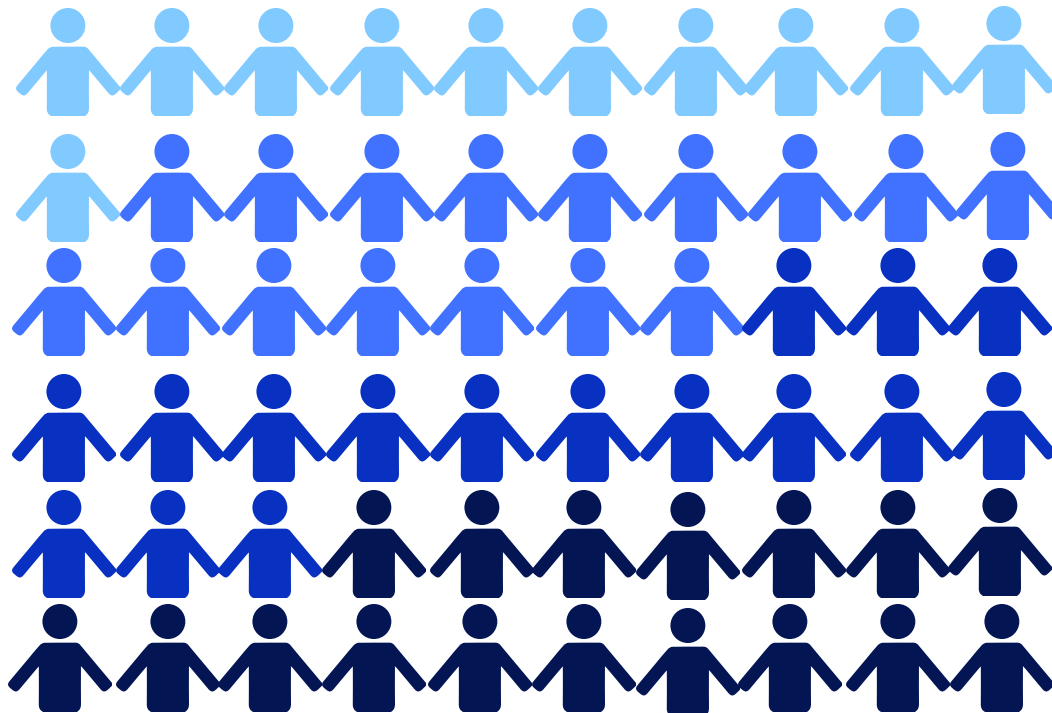
WE ASKED BUSINESS OWNERS:

What best describes the size of your business?

What industry do you work in?

What are the top 3 areas you plan on investing your hard earned marketing time and money in 2018?

Are you planning on implementing any of the following hot 2018 trends into your marketing this year?

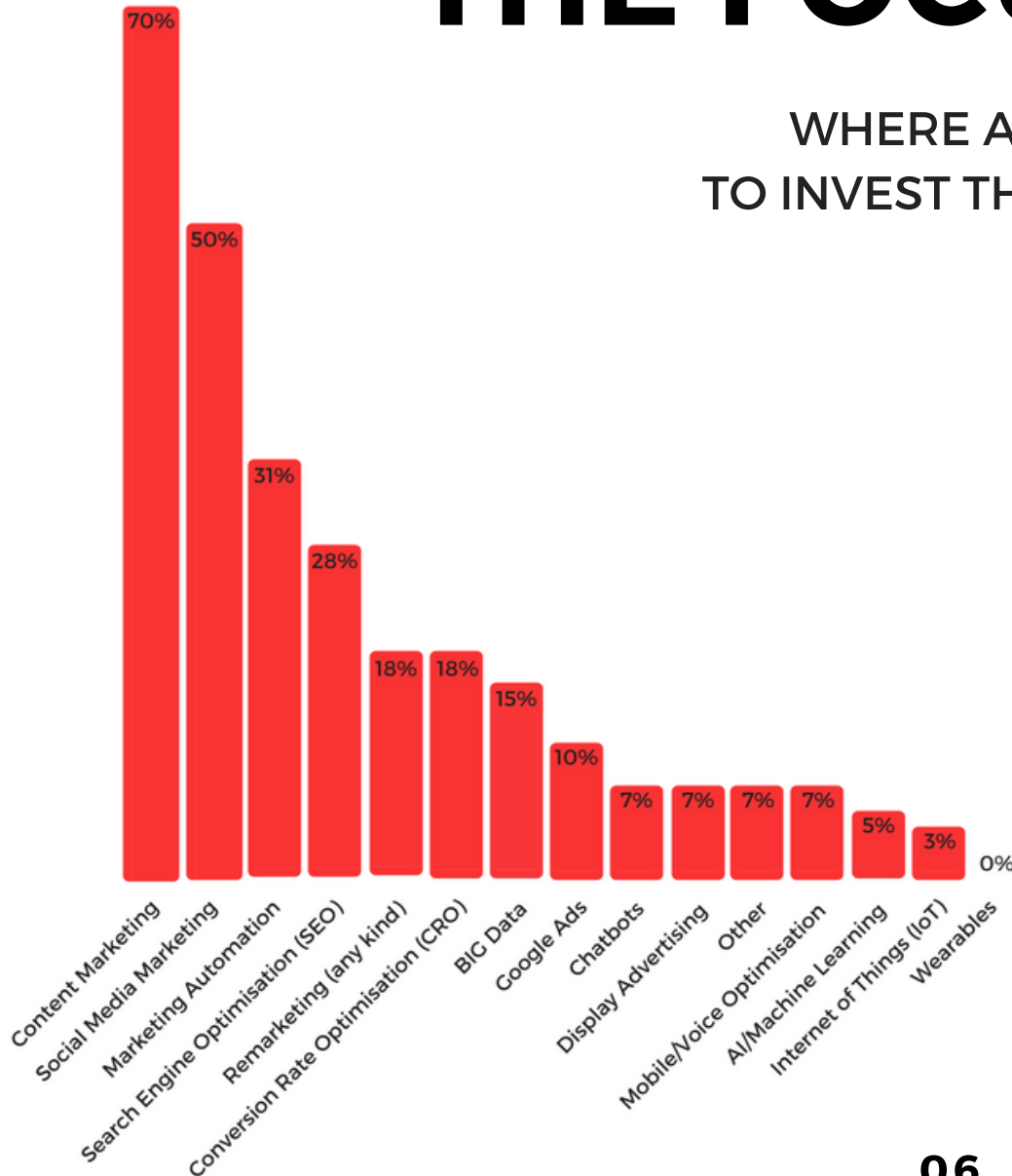


## WHO ANSWERED?

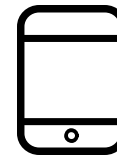
<b>Microbusiness</b> 1-4 employees	18.3%
<b>Small Business</b> 5-19 employees	26.7%
<b>Medium Business</b> 20-199 employees	26.7%
<b>Large Business</b> 200+ employees	28.3%

# THE FOCUS FOR 2018

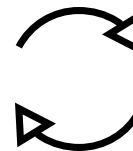
WHERE ARE BUSINESS OWNERS PLANNING TO INVEST THEIR TIME AND MONEY THIS YEAR?



**1. CONTENT MARKETING**



**2. SOCIAL MEDIA MARKETING**



**3. MARKETING AUTOMATION**

# 70%

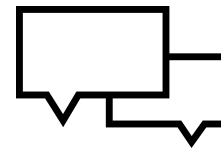
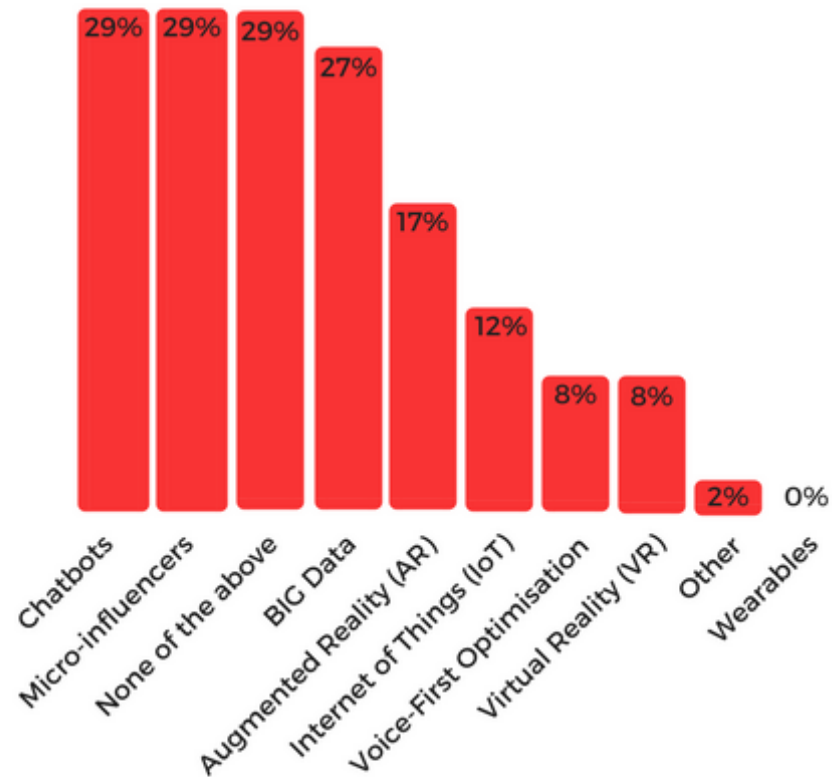
OF  
BUSINESS  
OWNERS  
WILL BE  
INVESTING  
IN

# CONTENT MARKETING



# HOT TRENDS FOR 2018

THE TOP HOT TRENDS FOR 2018 THAT BUSINESS OWNERS WILL BE IMPLEMENTING:



**CHATBOTS**

**&**



**MICRO-  
INFLUENCERS**



# MICROBUSINESS

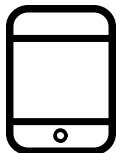
(1-4 EMPLOYEES)

WHEN IT COMES TO  
MICROBUSINESSES,  
THE FOCUS WILL BE ON:



**CONTENT  
MARKETING**

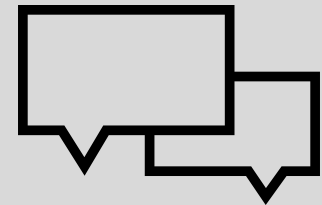
**&**



**SOCIAL  
MEDIA  
MARKETING**

## CHATBOTS

THE TOP 2018 TREND  
THAT MICROBUSINESS  
OWNERS ARE  
INTERESTED IN



# SMALL BUSINESS

(5-19 EMPLOYEES)

# 81%

OF SMALL BUSINESS  
OWNERS WILL BE  
INVESTING IN

**CONTENT  
MARKETING**



IN 2018

IN 2018, SMALL BUSINESSES WILL  
BE IMPLEMENTING:

**CHATBOTS**



**&**

**MICRO-  
INFLUENCERS**



# MEDIUM BUSINESS

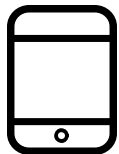
(20-199 EMPLOYEES)

WHEN IT COMES TO  
MEDIUM BUSINESSES,  
THE FOCUS WILL BE ON:



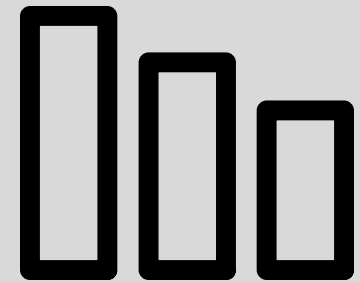
**CONTENT  
MARKETING**

**&**



**SOCIAL  
MEDIA  
MARKETING**

**BIG  
DATA**



IS THE TOP  
2018 TREND THAT  
MEDIUM BUSINESSES  
ARE INTERESTED IN

# LARGE BUSINESS

(200+ EMPLOYEES)

# 64%

OF LARGE BUSINESS OWNERS WILL BE INVESTING IN

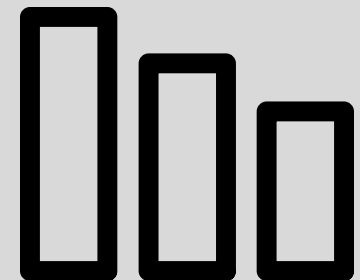
**CONTENT MARKETING**



IN 2018

IN 2018, LARGE BUSINESSES WILL BE IMPLEMENTING

**BIG DATA**



# CONTENT IS STILL KING



# RESULTS SUMMARY

As our study of 60 businesses revealed, content marketing remains the top digital marketing channel that business owners of all sizes are focusing on in 2018. We will also see an emphasis on building strong social media marketing strategies this year. Sorry wearables, you won't be of great importance this year.

2018 will be a year of new marketing trends for businesses of all sizes. Despite what the experts predicted, there will be less focus on the unrealistic high budget trends of years past such as VR/AR and IoT, and more on chatbots and micro-influencers. BIG data will get some attention from the big companies this year as well. These are all areas to keep an eye on this year.

# ABOUT PUNCH DIGITAL

At PUNCH digital we specialise in connecting businesses with their customers. Whether you're a small grassroots business or a large franchise or enterprise, we offer custom solutions to suit your needs. We're in the business of making your business stand out from the crowd using the power of online marketing.

We work one-on-one with all our clients to craft, develop and execute online marketing strategies that are tailored to each individual business. We don't try to awkwardly cram our clients into predetermined 'packages' that don't really suit all their needs. Our team take a hands-on approach with each of our clients--at PUNCH you're more than just an account number--or worse an invoice!--and we're more than just an agency, we're an extension of your business.

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**PUNCHdigital**

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