



**PRISMINSIGHTS**

**TOP**

**THREE**

**MARKETING**

**TRENDS FOR 2015**

# JANUARY



Time for goal-setting, projections, resolutions and the proliferation of Top “Name Your Number” Lists for the coming year. It is a little known fact that we marketers actually take a secret oath to create at least one obligatory Top Prognosis list every January. Don’t fulfill this obligation and one risks being kicked out of the marketing club and sent to the mail room. (Do companies even have mail rooms anymore?)

So it is with glee that the team here at Prism shares our **Top Three Marketing Factoids for 2015** ...and what they mean for your business.

## MOBILE COMMERCE WILL ACCOUNT FOR 24.4% OF OVERALL ECOMMERCE REVENUES BY THE END OF 2017. (ABI RESEARCH)

If you're a B2C company, having a website that performs well on tablets and smartphones is the equivalent of having a front door that easily opens in a bricks-and-mortar store. But even B2B companies' sites are seeing surges in mobile visits, with all indications these numbers will continue their rapid rise.

## WHAT DOES THIS MEAN TO YOU?

- It's important to invest in responsive design to ensure your website delivers a great user experience for all devices while capturing mobile search visits.
- Responsive design is a site development process where the server always sends the same HTML to all devices, while CSS (cascading style sheet) is used to change the way a page renders on different display sizes.
- It's the coding magic that makes a site like cnn.com readable and easily digestible no matter what device you use to get your daily news.



# TODAY'S B2B BUYERS MIGHT BE ANYWHERE FROM TWO-THIRDS TO 90% OF THE WAY THROUGH THEIR BUYING JOURNEY BEFORE THEY REACH OUT TO THE VENDOR.

(FORRESTER RESEARCH)

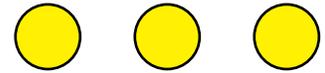
Your company isn't being ignored by your target audiences — every company's salesforce is being ignored by their prospects. But don't misinterpret silence for disinterest. Buyers are actually consuming more content and seeking more sources of information as they make their way through their buying journey. The difference is they're now the ones in control, and most are postponing interaction with potential vendors until they are much farther down the buyer path.

## WHAT DOES THIS MEAN TO YOU?

B2B marketers must now take responsibility for engaging with the customer through almost the entire buying cycle, nurturing leads for far longer than the sales team. This means providing prospects access to information that used to be closely guarded by sales (such as technical data sheets, client testimonials and, yes, even pricing). Content must now be readily available how, where and when your buyers want it. Web searches and vendor websites along with word-of-mouth continue to be the most used and most influential sources for information. While nurturing these leads, make sure your content does more than just sell your products or services. It should also educate your prospects on how to be better buyers — a GPS system for them to rely on as they navigate the buying journey towards your solution.



**BONUS FACT: FORRESTER ALSO REPORTS COMPANIES THAT EXCEL AT LEAD NURTURING GENERATE 50% MORE SALES-READY LEADS AT A 33% LOWER COST.**

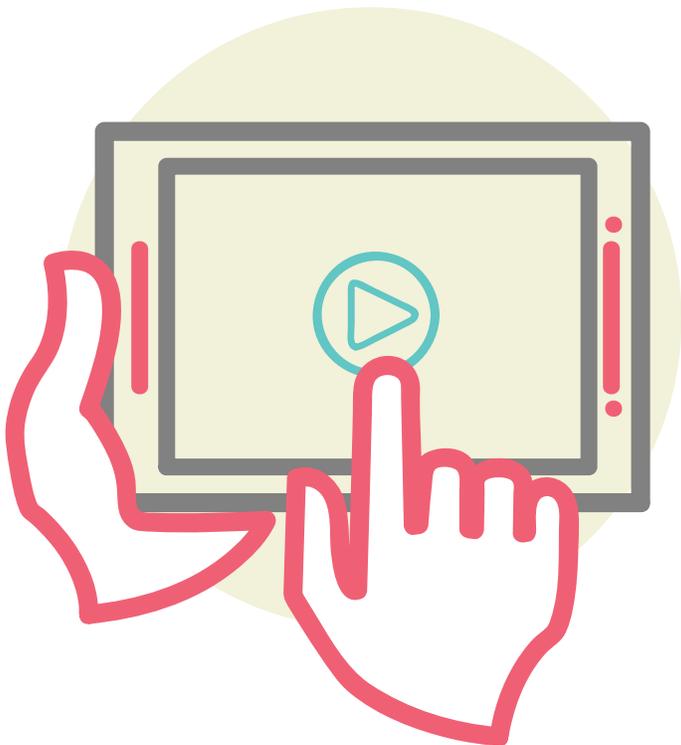


## **YOUTUBE HAS BECOME THE SECOND LARGEST SEARCH ENGINE — BIGGER THAN BING, YAHOO, ASK & AOL COMBINED. (SOCIAL MEDIA TODAY)**

In 2015, the now-familiar marketing mantra that “Content is king” will be joined by a new refrain: “Show, don’t tell”. Just as many of us Boomers and Gen Xers automatically turn to Google for searching the web, Millennials and teens use YouTube in much the same way. And that behavior is one of the components fueling our first trend of the continued rise of mobile. In 2014, 40% of YouTube views were made from mobile devices, up 15% from 2013.



## **WHAT DOES THIS MEAN TO YOU?**



**If you haven’t embraced video in your marketing strategy yet, 2015 is the year to start. In addition to entertainment, a New York Times study shows Millennials use YouTube for news, current events and as their go-to resource for “how-to” videos.**

**So companies have the opportunity to entertain as well as educate via video. How? You’re also going to hear a lot about storytelling in 2015. Companies are finding value in creating narratives that give life to their brands and connect emotionally with their audiences.**

**Whole Foods is a great example. Go to their home page, click on a video and just try to stop watching before it’s done. Telling a compelling story is a proven marketing win. But in 2015, showing a great story via video will be marketing gold.**



# **PRISMINSIGHTS**

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