

Digital Marketing In 2013: Predictions From 86
Industry Luminaries

CMO • COM | DIGITAL MARKETING
INSIGHT FOR CMOs

December 2012 – Gayle Kensten, Managing Editor CMO.com



It's that time again: CMO.com recently turned to its ever-growing array of savvy contributors and colleagues and asked them what they envision the new year will bring for the digital-marketing world.

Among the responses from 86 enthusiastic marketing pros--that's nearly three times the number of people who weighed in last year--are predictions about what's next for mobile (a biggie), content marketing, big data, and customer centricity. And that only skims the surface. Read on to find out what they said we can expect in the coming 12 months. (Responses are arranged alphabetically by last name.)

Return to Stories

In the last two to three years, the pendulum has swung from brand marketing to an overt focus on analytical marketing to acquire, convert, and retain new customers. The shift has created marketing departments with more analytical skills--PhDs and statisticians--and fewer brand marketers. In the coming year, successful CMOs will figure out how to reintegrate great brand storytelling (a priority of old) with innovative analytical marketing to provide an emotional connection that resonates with consumers who are becoming increasingly immune to sharper-edged analytical marketing tactics, like retargeting and couponing.

-- Deborah Op den Kamp, Executive Director, CMO, and Digital Consumer Practices, Russell Reynolds Associates

To view this article in its entirety, follow this link to CMO.com.