

What We Do
Case Studies
Blog
Who We Are
Careers
Contact Us
Paid Social
CRO

Performance Marketing Agency Expert Series: What's Next in Digital Marketing

Meet Nikki Henning, our Senior Director of Performance Marketing. With her eye for detail and an intuitive understanding of the digital landscape, she's been instrumental in steering our campaigns to success. Here's what to look for next in digital marketing.

Nikki Henning, Senior Director of Performance Marketing at BMG360
9 min read
11/13/2023

Performance marketing experts who not only understand the current trends but anticipate the future are a huge factor in generating results. Today, we're excited to introduce you to our very own Senior Director of Performance Marketing. With her keen eye for detail and an intuitive understanding of the digital landscape, she's been instrumental in steering our campaigns to success.

But what really sets her apart? How does she stay ahead in a realm that's always shifting? In this Q&A session, she will share her insights on current digital marketing trends and her strategies for staying updated.

What's working today among the latest digital marketing trends?

The digital space is constantly evolving, and currently, we're seeing some distinct patterns. For instance, a static feature call-out excels in a pure direct-to-consumer setting. But what's really fascinating is the shift in User-Generated Content (UGC). Remember the days when unboxing videos had the most sophisticated, Instagram-perfect backgrounds? Now, content that is more authentic and relatable is becoming more popular. We're veering towards content that says, "This is my house. It might not be right from a decor magazine, but it's authentic." There's a refreshing pendulum swing between the super aspirational and the super relatable. And relatability is gold in today's digital age.

Related: Authenticity in Advertising with User-Generated Content Marketing

How do you stay on top of what's working?

First and foremost, I'm an avid social media user. I spend a LOT of time on Instagram and TikTok. But here's my trick: I intentionally like and engage with a variety of content and brands, even if I wouldn't typically be if I were just scrolling for personal use. This strategy ensures that I'm exposed to diverse styles and creative brands.

Additionally, I rely heavily on tools and technology that make my life easier. For example, we use a great tool that allows us to view creative content holistically: Foreplay. Think of it as a digital strategy board

where we can pin our client's content alongside their competitors, giving us a 360-degree view of the digital ad space. We also use Motion.io, a platform that offers a goldmine of creative performance insights directly from platforms like Facebook and TikTok.

Another invaluable tool, Varos, pulls performance insights from various clients and gives us a more in-depth agency look at standard metrics. For example, what our average CPA is across clients that are optimizing for purchase and what the standard CPMs are that we're seeing across one particular vertical.

Always engaging, always observing

The most critical aspect of staying updated is simply being observant. The world is constantly bombarding us with advertisements that seek to capture our attention and persuade us to take action. Observing and engaging with various types of content, I can stay aware of the latest trends and strategies. Whether it's urging us to purchase, sign up, or engage. So, I'm always on the lookout, asking: "Is that a good ad? What's the strategy behind it?" Engaging with as much content as possible helps me keep my finger on the pulse.

The key to mastering the digital landscape lies in embracing the balance between technology and raw human observation. We've got the tools, and we've got the instincts. It's all about merging the two to stay ahead. Whether you're a brand looking to nail that next campaign or just someone curious about the digital marketing world, remember, relatability and authenticity are the name of the game. And always, always keep your eyes peeled.

Get in touch

Blog home

Get performance marketing insights directly in your inbox.

Subscribe to the BMG360 blog.

Work Email*

Related Posts

CRO

Selling High-Consideration Products? Here Are Three Ways to Improve Conversion Rates

Cailin Ramsey, Senior CRO Manager6 min read6/3/2024

Paid Social

Creative

Mastering UGC: Best Practices for Successful TikTok Campaigns

Nikki Henning, Senior Director of Performance Marketing at BMG3607 min read4/29/2024

CRO

Landing Page Optimization Techniques: On-Page Variables to Test and Optimize

Ali DeMocker, Senior Director of CRO6 min read4/2/2024

Services

Performance Creative

CTV/OTT

Television

Radio

Digital Audio

Programmatic

[Paid Search](#)
[Paid Social](#)
[Direct Mail](#)
[Sponsored Content](#)
[CRO](#)
[Out of Home](#)
[SEO](#)
[Data powered by OneSource™](#)
[Company](#)
[Case Studies](#)
[Blog](#)
[Who We Are](#)
[Careers](#)
[Contact Us](#)
[Resources](#)
[Privacy Policy](#)
[Terms and Conditions](#)
[Accessibility](#)

©BMG360 2024

Work Email*