

Content + Commerce Predictions: Looking into the Crystal Ball

What is the future of content and commerce as these worlds increasingly collide?

Today's Connected Consumers buy from and build loyalties with businesses that nurture emotional connection and anticipate their personal preferences. But how will content and commerce continue to evolve? **Here are a few predictions of the future of content and commerce to whet your appetite and turn the wheels of your business strategies:**

- 1 Commerce and content will become seamless.
- 2 Technology will evolve to meet the needs of both content creators and commerce drivers, and these tools will become more powerful and easier to use.
- 3 Content will do more to build brands than any other single type of marketing.
- 4 Traditional content and social content will combine forces: "content marketing" will become simply "marketing" and "social media" will become simply "media."
- 5 Content that lacks a personal and relevant narrative will become invisible—regardless of budget, bells or whistles, if consumers do not fall in love with a story that speaks to their personal experience, the content will fall flat.
- 6 We will see a shift in power as user-generated content, personal brands and online communities command greater respect and take over digital environments.
- 7 Consumers will have more product information than sales professionals and purchases will no longer be transactions but instead evolve into partnerships as customers entrust the reputation of their personal brand as well.
- 8 Wearable technology will transform real-time content demand and point-of-sale purchases as consumers arm themselves with in-depth product knowledge.
- 9 Trust among corporate content creators will increase as content—especially user-generated content—builds greater monetization opportunities.
- 10 Consumers, particularly the Millennial generation, will redefine narrative in commerce as it applies to social good. Brands that do not stand for something will not stand the test of time.

Ensuring that your business delivers seamless integration across content, commerce and delivery channels—whether desktop, mobile, or kiosk—is paramount in this new age of the Connected Consumer. And choosing a truly limitless commerce platform that unites content with commerce creates a consistent experience for both consumers as well as business users, fulfilling the promise of connection and brand credibility—both today and in the future.

To learn more about the transforming relationship between content and commerce, [download our latest eBook.](#)

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