

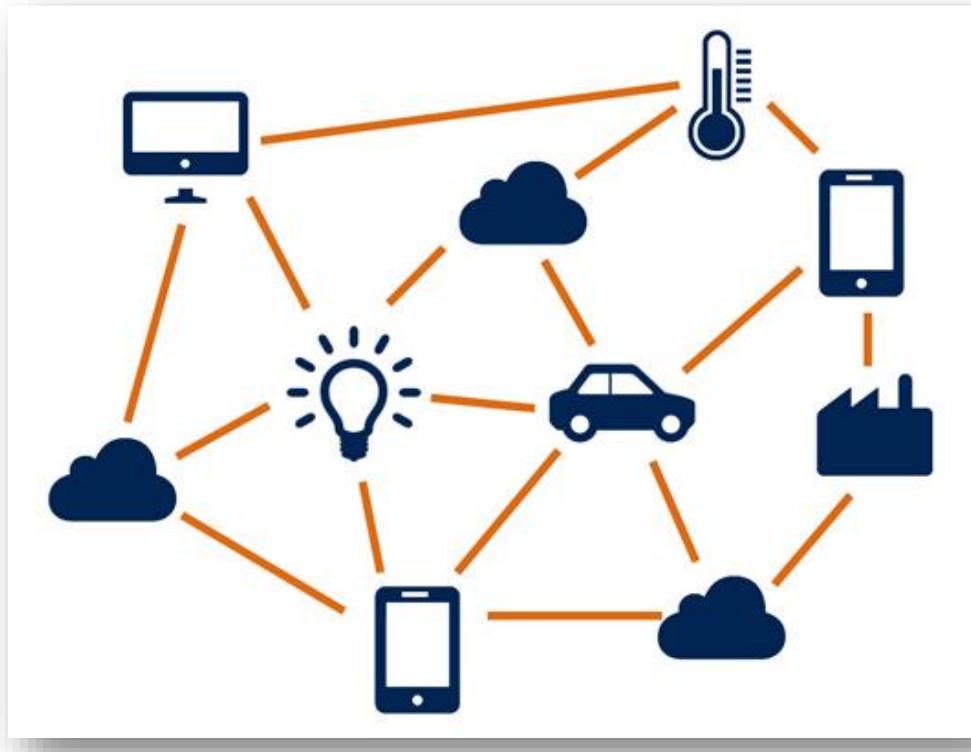
A vintage typewriter with a dark wood base and a light-colored keyboard is positioned diagonally across the frame. It sits on a dark wooden desk. In front of the typewriter, there are two crumpled pieces of white paper. The background is a warm, golden-yellow color.

# 7 CONTENT MARKETING TRENDS FOR 2018

# CONTENT GOES OFF-SCREEN WITH IoT



# Brands will market their content using IoT and make it even more inclusive.



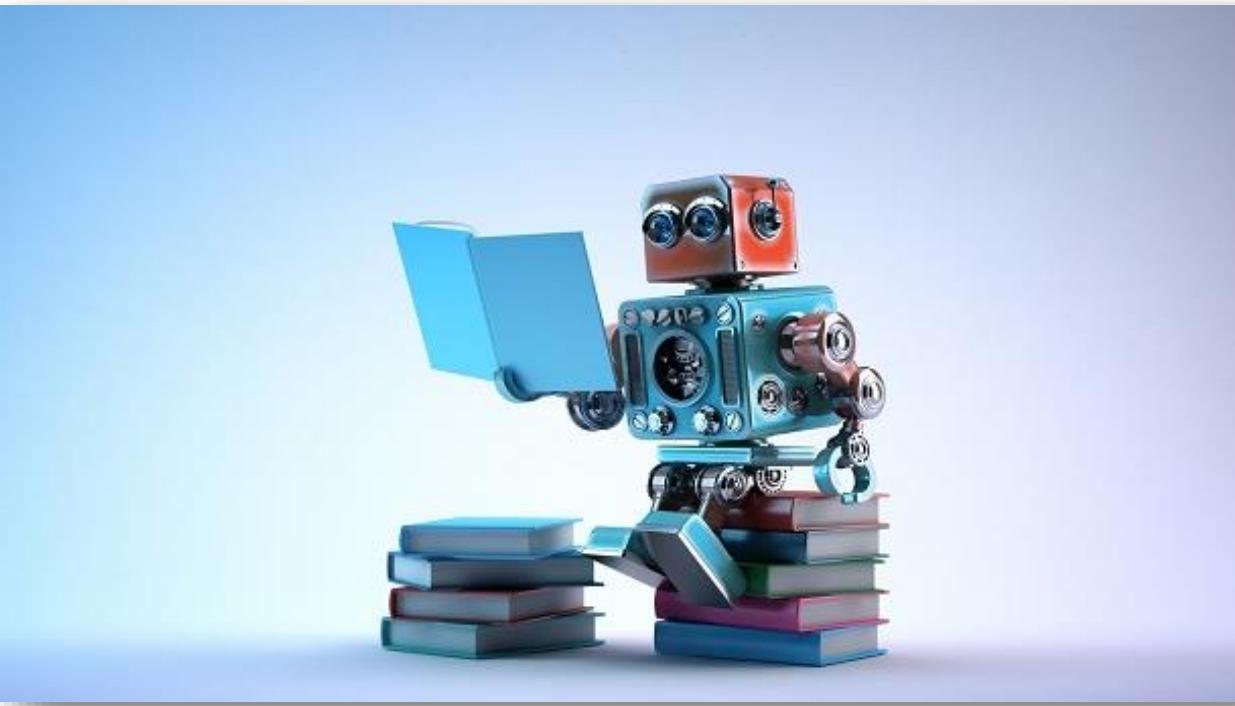
With IoT (Internet of Things), content will be around us in more than one way possible. Even the customers don't want to be limited to the smartphones and screens anymore.



Apple's Siri, Amazon's Alexa, and such technologies with call and response content will be extensively used.



**AI & MACHINE  
LEARNING WILL  
SPEED-UP THE  
CONTENT  
PRODUCTION**



With the help of AI and ML, content creation & marketing processes will be streamlined and made easier.



In addition, AI can smartly add many tags to the images automatically just by scanning the images and making the work easier.

However, this, in no way means that AI & machine learning will replace the content marketers, but it will minimize their efforts.

# MAKE WAY FOR MICRO-INFLUENCERS!

1. 2018 will rise of micro-influencers – Social media users who have a closely-knit and high-engaging fan base.
2. These are the users who are generally cater to a niche audience rather than being an on-your-face influencers.
3. They will target the users who are passionate about the services / products that a particular brand deals in. And their UGC user generated content will continue to enhance the brand – generated content.

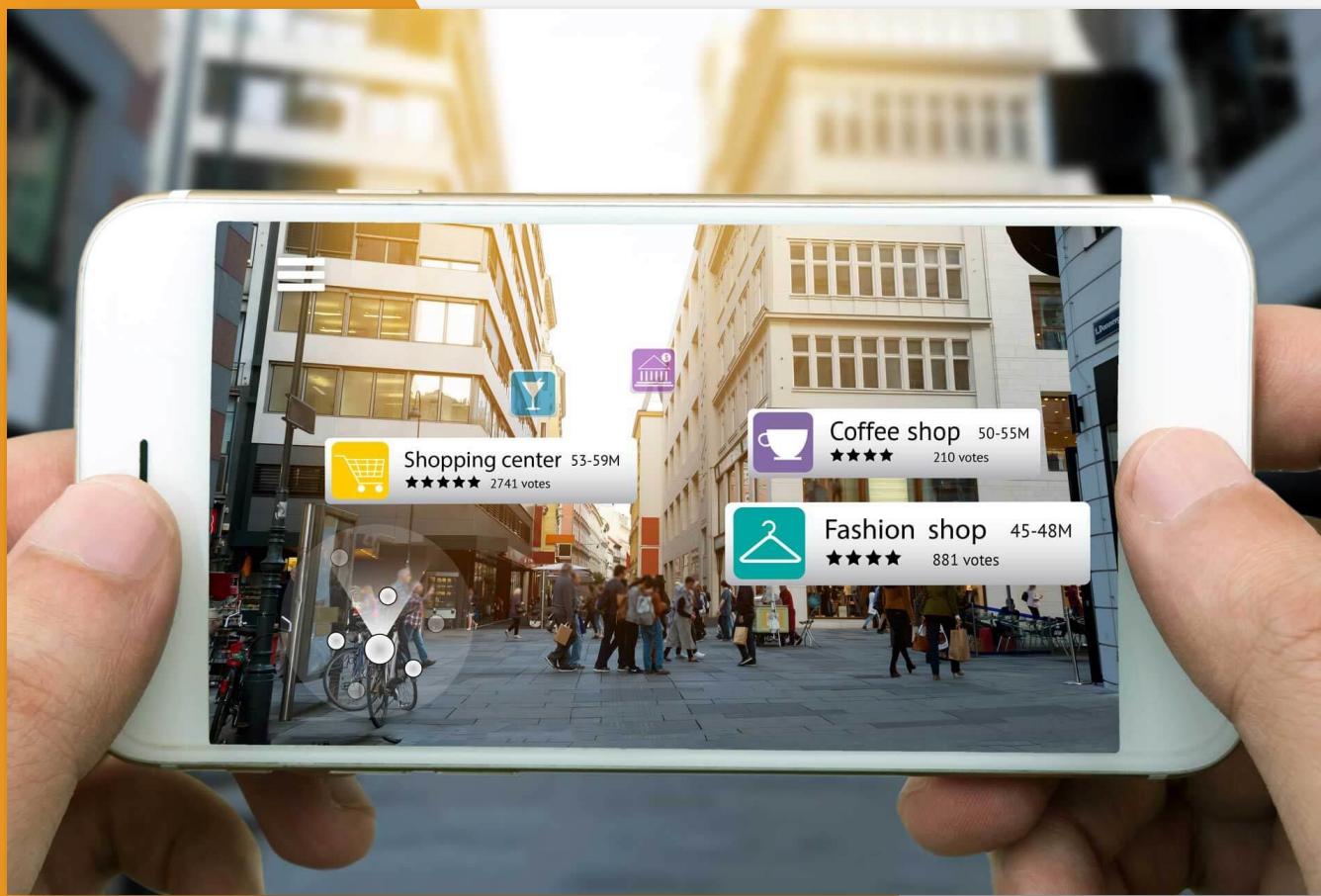
# LIVE VIDEO WILL CONTINUE GROWING

1. According to the Facebook, users spend 3X more time watching the live videos rather than the videos which are pre-recorded.
2. The percentage of commenting on the videos is 10 times more during the live videos. So it is evident that Live Videos are appreciated and viewed more than the traditional videos.

## BIGGER RISE OF LIVE VIDEOS



# MORE EXPERIMENTS WITH AR, VR, & 360-DEGREE VIDEOS



1. There will be many more experiments regarding the use of these features for marketing the content.
2. 360 degrees videos are already a big deal, but continue to be even more so in 2018 especially in the tourism, real estate, sports, and F&B sector.

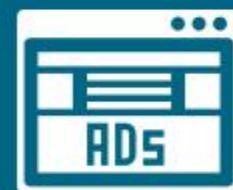
## NATIVE ADVERTISING



86% of the readers online are okay with native ads, only, if they clearly mention so.



Consumers look at the native ads 25% more than the display ads.



Yahoo found out that native ads lead to 3.6x lift in branded search vs. display ads



# NATIVE ADVERTISING IS THE FUTURE

# NATIVE ADVERTISING IS THE FUTURE

It is now established that consumers respond more and better to the native ads rather than the display ads.



The content marketers are ready to shell out money for investing in native advertising.

With a big number of readers being comfortable with native ads, it is obvious for it to get bigger in 2018.

# OVERLAPPING OF CONTENT MARKETING DUTIES

---

1. When it comes to the content, many people have to take the hold and make sure the content has to be uniform, with regards to the communication and the message.
2. In 2018, the overlapping of the duties will continue.
3. Moreover, the content marketing team has to constantly make sure that the content strategy is evolving continuously to accommodate the customer behavior.



**Thank You**

