2018 START

Digital Marketing in 2018: The Top 5 Challenges for Marketers

1 SEAMLESS, CUSTOMER-FOCUSED EXPERIENCE

Today's digital ecosystem gives brands a chance to be present in almost any part of a customer's life: mobile/desktop, on-site, in-app, social, video, voice, messaging, etc.

Challenge for marketers: Coordinating when, where, and how to connect with customers for the right balance of interaction to nurture positive relationships.

2 INCREASING PERSONALIZATION

Individually tailored messages, offers, and experiences are still difficult to scale, but brands can apply personalization approaches without sacrificing efficiency.

Challenge for marketers: Determining how to use personalization strategically and efficiently to get relevant information without overly granular efforts.

3 AI, MACHINE LEARNING, AND DEEP LEARNING

Machine learning allows systems to "learn" based on experience rather than explicit programming. Deep learning uses sophisticated neural networks to develop *predictive* capabilities based on millions of data points.

Challenge for marketers: Deploying machine and deep learning for the tasks they're best suited for while retaining human control over interpretation and interpolation of data.

4 DATA PRIVACY, SECURITY, AND TRANSPARENCY

The EU General Data Protection Regulation becomes enforceable on May 25. Even if you operate outside the EU, your company can still be held to the standards of the GDPR if you collect data from EU residents.

Challenge for marketers: Determining the extent to which the GDPR will affect their digital marketing and their company's readiness for it, and spearheading efforts to reach compliance by late May.

5 MOBILE. STILL.

Mobile has gone from a separate marketing channel to the central hub of marketing for many segments. Marketers plan to continue investing more in mobile this year.

Challenge for marketers: Understanding their target audiences' relationship with mobile across all channels to "meet them where they are."

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