

7 Digital Marketing Trends That Will Rule 2017



1 Content marketing is still the dominant digital marketing technique.

What this means:

Stop focusing on paid search marketing



2 The top priority for B2C Content Creators are creating more engaging visual content.

What this means:

Companies face many challenges when trying to engage audiences on the merits of quality content

3 Facebook posts with images still perform better than posts without images

What this means:

Engagement equals likes, shares or comments



4 Tweets with images still get more engagement than tweets without images.

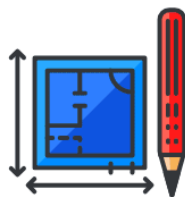
What this means:

While Facebook is the dominant B2C social media platform, Twitter is the dominant B2B social media platform for sales reps

5 Infographics are performing better than other any other type of content

What this means:

Infographics work for several reasons



6 Visual user-generated content is more engaging than brand produced photos

What this means:

This has become a major challenge for brands using visual content marketing

7 The demand for interactive content is increasing

What this means:

People are moving away from static 'Web 1.0' content pages and towards interactive 'Web 2.0 and 3.0' content

