2017 Content Marketing Predictions

CONTENT MARKETING INSTITUTE™
My predictions this year are mostly focused on the business side of our industry, as it’s been a year where more media companies than ever are struggling to maintain their relevance and value under their traditional business models. In contrast, brands are picking up the slack and are pushing content forward through strategic acquisitions, diversified revenue streams, and by breathing new life into older content formats.

1. Brands’ acquisitions of media sites, blogger sites, and other influencer sites will expand from “here-and-there” isolated occurrences to a full-blown trend “on steroids.” In 2017, we will see a number of large and medium-sized companies actively purchase media brands that are ripe with both subscribers and content, rather than building the platforms themselves.

2. In the wake of the election, paid subscriptions will substantially grow at traditional news companies. This will open up the opportunity for brands to start charging for their own content, as more of them start to drive direct revenue from their content in the form of subscriptions, training, and events.

3. Custom print magazines have finally hit the bottom as a content marketing tool; so more brands will launch print magazines in 2017 as a way to cut through the clutter – a critical goal that has been proving increasingly difficult to do online.

Joe Pulizzi
@JoePulizzi
Founder • Content Marketing Institute
I see 4 major content marketing trends coming in 2017: specialization, visualization, personalization, and humanization.

- Specialization will see brands moving beyond trying to be everything-to-everyone, or even everything-to-someone, and will instead become something important to a highly targeted audience – creating a niche they can own.

- Visual content will need to be engaging, emotional, and authentic. And visual content takes budget and skills many brands haven’t invested as much in as they need to.

- Personalization will see brands focusing on getting the right content, to the right person, at the right time, in the right place.

- Finally, brands will become more human by tapping into the expertise, the authority, and the real passions of the employees, customers, and partners that already sit inside the company.

Michael Brenner
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CEO
Marketing Insider Group
Brand marketers will continue to create tons of content. It’s just where we are right now; however, I think more brands will start to realize distribution is equally critical. And not just a “blasting content out everywhere approach,” but really smart, sophisticated, thoughtful distribution. Even though everyone’s talking about more content, that’s not how we win. It’s about the right content on the right channel at the right time. There are more tools providing us with more data to get more precise and personal with our content, and hopefully more brands will embrace these tools and technologies to serve their audiences with content that is over-the-top relevant to them.

Amanda Todorovich
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Content Marketing Director
Cleveland Clinic
Content marketing will continue to expand beyond static assets that people passively consume, and will move more towards dynamic content that incorporates interactive participation. More brand marketers will experiment with interactive content – quizzes, assessments, calculators, solution finders, etc. The top quartile will produce such content more systematically and will better harness the data they collect.

Scott Brinker
@chiefmartec
CTO
ion interactive
Last year, according to a report by Beckon, enterprise content creation increased by 300%, yet less than 5% of that content had 10 or more shares! Some corporate content is so bad, that the employees won’t even share it.

As a result of poor organic reach of content, we’ve been seeing a rise in content advertising and paid content amplification. Not only with channels like Taboola or Outbrain, but also on Facebook, Twitter, LinkedIn, YouTube, and many others. I’m advising my clients to devote a portion of their ad spend to amplifying content to highly targeted audiences. It works great with B2C, and it’s a terrific addition to any account-based marketing campaign for B2B companies.

With the right audiences developed, your results can be tremendous in 2017.

TRAVIS WRIGHT
@teedubya
Cofounder, Chief Marketing Technologist
CCP.Digital
Content marketers will rely more heavily on sponsorships to generate storytelling opportunities in new ways, and I’m not just saying that because I work on Visa content. The contracts for today’s sponsorships, both of events and individuals, were in large part signed years ago. As new contracts are written, they will include clauses that a brand’s content marketers can capitalize on. Appearances on Facebook Live and Snapchat, interviews for publication on the brand’s website, editorial films... you name it. Content marketers and Legal are the new corporate partners.

**Stephanie Losee**

@slosee
Head of Content
Visa
If content is king and context is queen, then personality is... the court jester?

To effectively communicate in 2017, showcasing your brand personality will be a requirement. In fact, Facebook has changed its algorithm to reward brand communications that convey personality. So, if you plan on creating content in 2017, your brand communications should lighten up and loosen up if you want to break through the noise.

JUNTAE DE LANE
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Founder
Digital Branding Institute
We’ll see a greater focus on customer-centric content, and greater diversity to reflect the increasing size of internal buying committees: multiple stakeholders and personas, differentiated buying journeys, and segmented but more precise and powerful content.

Matt Heinz
@HeinzMarketing
President
Heinz Marketing Inc.
More marketers are recognizing the value of building content resources on their owned properties. In 2017, we’ll see brands aiming for the inbox with quality email newsletters.

We’ll also see better segmentation for marketing content that’s actionable. Instead of a one-size-fits-all approach, we’re going to see more-personalized content that’s based on user input.

Buddy Scalera
@BuddyScalera
Senior Director, Content Strategy
The Medicines Company
I predict 2017 will be the year marketers finally understand the importance of technology (not just marketing tech) and become best buddies with their IT counterparts, learning how to manage and distribute content more efficiently and effectively so that it gets noticed.

Mike Myers
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Consultant, Change Management and Communication
Nationwide
In 2017, our aspirations will get BIG. We’ve spent too much time thinking about content as a glorified replacement for ads. The next wave of winners will think more about content brands – less “be the best at lead-gen” and more “be the ESPN/This American Life/Daily Show for X.”

Jay Acunzo
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Founder
Unthinkable Media
Context will be the foundation of the next phase of content marketing. Brands will develop highly contextual content that goes beyond the screen into the “phygital” world, enabled by beacons, sensors, and the Internet of Things. They will develop methods for making highly personalized and relevant real-time messages based on triggers such as purchase history, the weather, physical location, and myriad more factors. Such campaigns are highly complex and technically demanding, but as one Disney executive once told me, “The more context there is, the higher the ROI.”

Rebecca Lieb
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Analyst, Author, Advisor
Conglomotron LLC
Brands will be creating more and more content in-house. As an agency, we have rolled out a content marketing coaching program where we teach in-house teams how to create agile strategies, ideation, writing, promotion, distribution, etc. So far the response has been outstanding. This leads me to believe deeper, more focused training of internal teams on how to create and distribute content is in our future.

ARNIE KUENN
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CEO
Vertical Measures
Businesses will create content the same way they always have (for better or worse). Distribution is the more interesting question because, as the majority of businesses continue to struggle, they must find new ways to find an audience. We’ll see a decline in the focus on search, where the rich get richer, as well as moves toward “nichier” strategies involving apps, mail, email, online communities, events, and more.

BARRY FELDMAN
@FeldmanCreative
Founder
Feldman Creative
If there is anything we learned in the election of 2016, it’s the ascendancy of marketing over advertising. People want authentic voices in channels they choose, not canned messages in contexts they don’t. Content marketing will become even more important for connecting people to ideas and values. In 2017 we need to start sharpening our focus on delivering utility as the Internet of Things comes online, to prepare for the future frictionless world.

Julie Fleischer
@jfly
Managing Director
OMD
I predict two trends for 2017:

1. Marketers will see the value in intelligent content and start working on solutions to write content once and use it multiple times. This will enable them to deliver the right content, to the right people, at the right time, in the right language – without breaking the bank or losing their minds.

2. User-generated content will become an increasingly important part of translation efforts. Rather than maintaining language silos in the user community, companies will see the benefit of translating information provided by users. I predict that we will see an increase in the use of machine translation for this effort.

Val Swisher
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CEO
Content Rules, Inc.
The rise of account-based marketing will create the need for bespoke (or at least tailored) content for individual accounts or thin cohorts of similar accounts. This content will be delivered through narrowcast advertising and directly from sales.

Joe Chernov
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VP of Marketing
InsightSquared
I see more of the following in the upcoming year:

- Short videos
- Mobile platforms
- Video illustrations/depictions
- Home-grown spokespeople
- Compelling hardcopy (for emphasis)

**Rick Short**

@RickShort21
Director, Marketing Communications
Indium Corporation
In 2017, most brand marketers will continue to struggle with their inability to scale. Providing personalized content is the holy grail of content marketing; but without a streamlined production process – backed by data and implemented with the help of automation – most will make minor improvements that are lacking in the return-on-investment department. Only when content is manufactured in the way physical goods are will marketers see the light at the end of the tunnel.

This will drive some brand marketers to create intelligent content (semantically-rich, discrete modules of structured content). The early adopters of this approach will make the same mistakes made by the early adopters in other sectors; but in the end, the lessons they learn will equip them with content assets that are both human-readable and machine-processable. The move to intelligent marketing content is imperative. The coming “cognitive content revolution” – powered by natural language processing, pattern matching, and machine learning technologies – will usher in a new era of computing. Prospects and customers will have increasingly higher expectations as voice interfaces are laid atop content repositories, allowing consumers to request information without touching a computer keyboard.

Scott Abel
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CEO, Chief Wrangler
The Content Wrangler
Content creators will become an endangered species.

Algorithms, bots, artificial intelligence, and people working for very big companies will destroy the business models of those who produce content by disrupting the free flow of information.

Before the internet, the power brokers of information were a few media companies that controlled the newspapers, magazines, radio stations, and television. The internet busted through those barriers and allowed anyone to produce anything for any audience. Information flowed, and content mediums like blogs and podcasts flourished.

The internet was the great system of disintermediation, eliminating the middleman and allowing a free flow of information.

But, in the very near future, this information flow will be filtered, measured, and censored in the name of “reducing clutter” and revealing “only what’s important.”

Facebook will decide what consumers see online. Google will serve up only that content that complies with its rules and is housed on its servers. Email solutions like Gmail and Yahoo will tighten their own algorithms, as well; so the content creator’s ability to reach the inbox may be at risk.

The information distribution highway will have toll stations, which will be paid for by those who create content.

If you want your content to get seen, you’ll need to house it inside the companies that control the toll stations. Google, Facebook, LinkedIn, and others will incentivize content creators to avoid linking to off-site content. These large businesses will become the equivalent of 1990s America Online – a type of “Hotel California,” where you can enter but never leave.

Traffic to websites will decline, and blogs will shut down. Gone will be the days of unrestricted information flow and true information freedom. The future will only be more controlled, more filtered, and less open.

But, born from this filtered, computer-curated world will be something new. Some young person in a spare bedroom will invent the next big idea that frees information once again. The pendulum will start swinging back, and content creators will experience a new creative renaissance.

Are you ready for the change?

Mike Stelzner
@Mike_Stelzner
CEO and Founder • Social Media Examiner
Content is moving to the cloud, with meaningful implications for content marketing.

One of the most powerful mantras in this digital space is to never build your house on “rented land,” meaning that you should base your content on your website. Today, all content is moving to the cloud. It’s time to give up and surrender to Facebook. They want the content, and you’ll have to give it to them. Seriously. It’s time to surrender!

People don’t want to visit your website anymore. They don’t even want your app. Increasingly, readers want all their information in their news streams. This means we will soon be optimizing for Facebook, Apple News, and even Amazon instead of optimizing for people.

This trend is creating enormous problems for publishers big and small. How do you monetize when Facebook and Apple own your content AND your audience? We will need new and creative efforts to maintain direct connections with our content customers.

MARK SCHAEFER
@markwschaefer
Executive Director
Schaefer Marketing Solutions
2017 will be about value and conversation as a tool for customers to get more of what they want and for brands to keep engagement high. This means marketers will need to be super clear on the benefits of their message, connect it deeply to solving a problem or creating an opportunity for the customer, and deliver on the promise. Specific, niche, visual, and interactive content – both long form as well as short bites – will coexist within a structure that will help brands build momentum by taking customers on a journey.

Valeria Maltoni
@ConversationAge
Founder & Head of Strategy
Conversation Agent LLC
I predict that marketers will continue to find it difficult to break through the noise in 2017, which will hopefully make them move from simply creating “quality” content to “resonant” content. Resonant content is unlike what others are publishing, and it drives its readers to take action. Resonant content helps companies build an audience because it’s something people will eagerly anticipate – and will subscribe to receive. Of course, it’s imperative that marketers have a great distribution plan – which includes a combination of earned, owned and paid media – to ensure that their resonant content will reach the right people.

MICHELE LINN
@michelelinn
VP of Content
Content Marketing Institute
Unfortunately, marketers will create even more content next year than they did this year. This will add to the noise. Slightly more of them will have an actual research-backed documented strategy, compared to 2016. Fortunately, all signs point to a growing and maturing native advertising industry that’s gearing up to serve the needs of content marketers. That means many of these networks are beginning to price on top-funnel KPIs, like cost-per-engagement and cost-per-action. Look for content marketers to invest even more in native advertising (programmatic units, paid social, and sponsored content) in 2017. These channels were woefully underutilized this year. That’s about to change.

**Chad Pollitt**

@ChadPolllitt

VP of Audience

Relevance
Rather than living an isolated existence in marketing, in 2017 content will make significant inroads to benefit the entire organization. At progressive organizations, salespeople will curate content, customer support will send content to solve problems, and management will use content engagement metrics to manage the business.

David Meerman Scott

@dmscott
Marketing Strategist
Freshspot Marketing LLC
In 2017, content marketers will focus on non-fiction, not fiction. Millennials abhor falsehoods; as they become the dominant audience, storytelling will become grounded in reality. In addition, the rise of live video (a cause and effect of the non-fiction shift) will require brands to use documentary-style communication, warts and all.

Jay Baer
@jaybaer
President
Convince & Convert
I think that companies will (and need to) develop even stronger content distribution plans, with a mix of organic, paid, promoted, and influencer marketing strategies. Companies need to seize the opportunity they have in influencer marketing, in particular. B2B companies should develop opportunities to share their expertise and establish themselves as influencers in their own right, leveraging the influential impact of top business and niche industry outlets to serve as a platform for their own industry insights. This type of influencer marketing is a natural complement to an existing content marketing strategy and can make a powerful impact, with far-reaching results.

**Debbie Williams**
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Co-Founder and Chief Content Officer
SPROUT Content
We’re going to see marketers go niche within their organization’s areas of expertise to corner their marketplace. So, if you’re a construction company that specializes in a certain type of cement, you’re going to go deep on that topic. If you’re a cardiologist who specializes in arrhythmias, you’ll go deep on arrhythmias... an IT firm that specializes in cloud security... and so on. It’s not that content marketers haven’t been doing that; but I think we’re going to see a narrowing of focus. Tactics content marketers might use include building libraries that function as media centers for content. So you’ll find a collection of articles, blog posts, social media posts, videos, and podcasts all posted in one location for consumers to start to build knowledge from. Clearly designed one-stop media libraries are the future for content marketers.

Ahava Leibtag
@ahaval
President
Aha Media Group
Sadly, in 2017 many companies will buy into three destructive beliefs, all stemming from the deeply flawed myth of “content shock” within the content marketing space:

▶ There is already too much content in your space (industry, niche, etc.).
▶ People are too busy to care about your content.
▶ If it has already been said (written about, discussed, etc), then you shouldn’t add to the conversation.

Unfortunately, because of this incredibly misguided mindset, many companies will fail to experience the success that comes with content marketing done right.

Many will fail to see the impact great content can have on the sales cycle (especially when utilized by sales teams) and closing rates.

Many will fail to become the most trusted voice in their space.

Many will fail to produce their art – be it text, video, audio, etc.

All because they bought into these false premises.

Frankly, I wish this prediction were wrong. But I’ve already seen it happen again and again in 2016, and know it will only get worse in the coming years.

This being said, I hope some remember that great teaching, communication, and problem solving through content marketing will be as relevant for businesses in 2050 as it is today.

Marcus Sheridan
@TheSalesLion
President
The Sales Lion
The personalized experience will be a bigger trend for marketers, beyond the large CPG organizations. To this point, consumers have been very leery about sharing any data with organizations, but that is changing. Consumers are becoming more willing to hand over information about themselves in exchange for personalized content, offers, or discounts. As well, consumers will share personal data in exchange for content or product recommendations that meet their needs and personalized shopping experiences. What goes with that, of course, is the expectation that companies will anticipate the content and products their consumers need next.

Still, collecting and leveraging customer data to deliver a truly personalized experience poses a challenge for many marketers. We are at the point where marketers need to figure out how to deliver content that will drive the personalized experience at all levels of the decision-making funnel.

GINI DIETRICH
@ginidietrich
Founder and Author
Spin Sucks
There are two key trends on the horizon: The first is that brands will increasingly turn to acquisition to jumpstart their content marketing initiatives – both for talent and existing audiences. The second is that publishers/media companies will begin to more prominently disrupt – and displace – agencies to achieve that “trusted advisor” position.

Robert Rose
@Robert_Rose
Chief Strategy Advisor
Content Marketing Institute
Marketers will accelerate adoption of intelligent content management systems to identify topics, images, and other content assets that address the needs of their audience, saving time and increasing effectiveness.

Bernie Borges
@bernieborges
CEO
Find and Convert
This will be the year that enterprises get more creative (read: less boring!) with video content. As video consumption continues to soar, we can say goodbye to clips of executives sitting in a quiet conference room with an artificial plant. In its place, brands will bring on more action, more personality, and fewer scripted talking points.

**Stephanie Stahl**

@EditorStahl

General Manager

UBM
I believe, given the trends of years past, that marketers will continue to create more content than in previous years. The challenge, however, will be in how they distribute. According to recent studies, the majority of marketers have no content marketing strategy. Given this gap, content marketing and brand teams are only giving their best guesses as to the distribution channels preferred by their buyers and customers. While it’s not hard to predict an increase in content production, I am hopeful that 2017 will be the year for more buyer-centric content strategies that account for multi-channel distribution.

Carlos Hidalgo
@cahidalgo
CEO
ANNUITAS
Company silos will crack under the pressure of content demand, opening up a huge opportunity for content marketers. Why? Customers increasingly need content, not only in marketing but also in every other stage of their journey – sales, service, and support. Smart content marketers will see this challenge as an opportunity to get more ROI out of their content by creating and engineering content that can help customers on more than one stage. And REALLY SMART content marketers will set up content intelligence to understand content’s impact across every stage of the journey.

Colleen Jones
@leenjones
CEO
Content Science
Content marketers will experiment and expand into more channels, like video, podcasts, and maybe even real-time 3D and virtual reality experiences.

They’ll start using a more green approach to content creation by recycling their best-performing content.

They’ll reframe the ROI discussion around buyers’ journey stages, rather than “content” overall.

**Dusty DiMercurio**
@dustycd
Head of Content Marketing & Strategy
Autodesk
Get ready for the rise of the machines. By the end of 2017 most marketing content will be written and distributed by artificially intelligent systems. Tools you’re already using now (WordPress, MailChimp, Analytics) will recommend topics, write the outline, reach out to collaborators, finish the first draft, and have it ready for you to push ‘publish’ by the time you finish toasting your morning bagel.

Then it will go live and the systems will take over again, pushing it through social channels, testing and optimizing hundreds of options for headlines and calls to action, and sharing it with relevant influencers – all before you finish eating lunch. You’ll probably have a sandwich recommended by GrubHub’s new algorithm, which will be delivered by a driverless Uber car.

I’m kidding; but in all truth, 2017 will be the year that scripts and robots find their way into the mainstream of marketers’ daily tool sets. Look for new features in tools you already use.

**ANDY CRESTODINA**

@crestodina

Strategic Director

Orbit Media
We’ll see more branded media plays as brands start to resent the huge bite that Facebook and Google take from every budget.

We’ll also start to see a lot more rich, digital content experiences that are tailor-made for screens, instead of pixilated print pieces.

In B2B, content will be much better integrated with performance marketing – including marketing automation, analytics, and CRM – creating a revenue machine that no one would dare unplug.

On a lighter note, native advertising will fall afoul of the regulators, who will force publishers to run a big, black-and-white disclaimer on all native content, modeled on the warnings placed on cigarette packs.

You heard it here first.

Doug Kessler
@dougkessler
Co-Founder and Creative Director
Velocity
Brand marketers will begin to explore the possibilities of virtual reality content to connect with their prospects and customers. VR provides a truly unique content marketing experience and, as such, can achieve higher levels of consumer engagement. Marriott, Lexus, and IKEA successfully used VR for 2016 campaigns. So, who is next?

Jon Wuebben
@jonwuebben
CEO
Content Launch
Conducting your own, original research instead of quoting other people’s should drive edgy, insights-driven content in 2017. Delivering exclusive counter-intuitive, research-backed perspectives will make your content bolder and more sought after in a way your competitors can’t match.

Tim Riesterer
@TRiesterer
Chief Strategy Officer
Corporate Visions
In 2017, content marketing is likely to evolve from primarily an inbound marketing strategy of content generation to integrating greater outbound marketing to help customers find you. More content will be targeted and sent outbound to specific accounts or micro-segments to evoke inbound buyer interest.

Wild prediction: We will see a content marketing-related marketing tech company IPO.

Pawan Deshpande
@TweetsFromPawan
CEO
Curata
From where I sit, few things represent a greater potential for advancing the content marketing conversation than the Internet of Things. As interconnected devices become more entrenched in people’s lives, enterprising brands will be presented with exciting opportunities to deliver real-world value to consumers through their content – and to do so in more contextually relevant ways. Forget the sky: The cloud’s now the limit – but only for the brands that prepare themselves to answer the call to “Alexa” or “Siri” (or the like) for always-on customer service.

JODI HARRIS
@Joderama
Consulting Director, Editorial Content & Curation
Content Marketing Institute
55+ Predictions on Content Marketing in 2017

The content marketing stakes are going to be higher for everyone in 2017. Money is likely to be tight all around. The gap between content marketing stars and everyone else will increase. Content marketers with a documented mission statement and plan, an efficient process, and the courage to consistently share helpful, relevant content at predictable intervals will continue to grow, while others will, sadly, try to cut costs in the wrong places.

We will also see the acceleration of the trends we’ve seen in 2016, such as:

- Branded media firms investing in owned channels.
- Rising social media costs as Facebook’s (and others’) profits decline; loyalists will have to pay more.
- An increasing need for genuinely helpful, relevant content as the economy slows and B2B and B2C buyers become increasingly cautious in their buying decisions.
- More firms will publish “annual books,” like those published by Rohit (Non-Obvious) Barghava and Andy Crestodina. Content created throughout the year will be curated into these books.
- More and more firms will use content marketing as a core component of their “reinvention” during 2017, leading to closer partnership of marketing and sales, experience marketing, etc.

Roger C. Parker
@Rogercparker
Content Marketer, Copywriter, Author
Brand marketers will spend less time creating content and more time managing a diverse group of creatives who will be implementing a content marketing strategy. This team will consist of in-house talent, agency staff, and freelancers working together on business objectives defined in the strategy. Brand marketers will be measured on attaining goals, not content creation.

**Sarah Mitchell**
@SarahMitchellOz
Director of Content Strategy
Lush Digital Media
Marketers will explore the potential of artificial intelligence – specifically natural language generation technology – to create data-driven content at scale. However, this technology, which is readily available to marketers today, does not just ingest a data set and output a narrative. The marketers must envision the stories that live within their data (e.g., analytics, financial, research, sales, customer), and write the narrative templates. Then the machine can turn one story into one thousand. I like to refer to it as machine-assisted narrative, and it will open up a world of possibilities for forward-thinking content marketers.

Paul Roetzer
@paulroetzer
CEO
PR 20/20
2017 will be the year that companies start to really focus on content programs that help them deliver on the promise of their marketing technology investments. Too many companies have been going through the motions without really harnessing that power, and strong marketing leaders won’t let that happen anymore.

WILL DAVIS
@willdavis
Chief Marketing Technology Officer
Right Source Marketing
Brand marketers will shift the R in the ROI equation from reach and resonance to relevance and revenue. Long ago, brands got the memo to become publishers and, on the surface, they were publishing. But a true publisher knows that content is just one piece of publishing; it’s about content, community, and commerce.

Andrew Hanelly
@hanelly
Partner, Creative Director
Revmade
When it comes to content in 2017, I think there are five key trends that will separate content ROI from content that makes you cry:

1. Mobile first and foremost
2. Interactive & visual
3. Participative & influencer-activated
4. Personalized & experiential
5. Paid inclusion & distribution

Lee Odden
@leeodden
CEO
TopRank Marketing
No matter what’s ahead, content marketers would be wise to do three things:

1. Understand your audience’s context when they seek and consume your content, so you can enhance your ability to get your content discovered and consumed.

2. Laser focus on content quality and efficiency; eliminate one-and-done content, which will increase content ROI.

3. Place your blog at the core of your owned media to drive email acquisition, leads, and revenues.

Heidi Cohen
@heidicothen
Chief Content Officer
Actionable Marketing Guide
2017 will be the beginning of a huge change in how prospects locate and interact with content that aids in purchase decisions. Chat bots and machine learning will provide personalized pathways that match the visitor’s funnel stage and intent and even begin to reinvent website navigation as we’ve known it for the last 20 years. Meanwhile, marketers must go “mobile native,” not with apps that no one wants, but by engaging smarter on the platforms where mobile users live – messaging and email.

BRIAN CLARK
@brianclark
CEO
Rainmaker Digital
Virtual reality and augmented reality will change everything for brand marketers. The challenge will be how to creatively integrate their content with publishers in an innovative and entertaining way that makes the best use of this new consumer environment.

Jason Miller
@JasonMillerCA
Group Manager, Content & Social Media Marketing
LinkedIn
Podcasts will become the broadcast medium of choice for Millennials to receive their news, information, and entertainment. Podcast syndicators, content creators, and show hosts will begin to pay-to-play in key traditional broadcast areas and satellite radio, disrupting the entire radio industry.

CATHY MCPHILLIPS
@cmcphillips
VP of Marketing
Content Marketing Institute
In 2017, I predict two significant shifts:

1. Silos are still the biggest hurdle to effective content marketing programs. However, in 2017, departments responsible for advertising and marketing budgets will start including content marketing agencies in their projects.

2. 2017 will, alas, be the year of palpably increased “intellectual attacks” on content marketing, doubting its existence and usefulness/effectiveness.

**NENAD SENIC**

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Group Editor

PM, poslovni mediji
2017 will be a year of content innovation! Already, tech companies are heavily investing in virtual reality, artificial intelligence, and augmented reality R&D. Immersive tech and machine learning will significantly change the way content is consumed, experienced, and shared, and CMOs will need to keep up in order to ensure a competitive advantage well into the future! Tech solutions to content problems will start to gain more traction as the industry tackles problems associated with content authenticity, scale, and resourcing. I, for one, am very excited about 2017!

Cas McCullough
@writally and @casmccullough
Founder
Writally
2017 is the “show me don’t tell me” year.

That’s right, instead of telling us your products and services are different, it’s time to show us.

In 2017, you and your brand will leverage video like never before. We will spend more and more of our marketing energy creating and consuming video on Snapchat or streaming live on Facebook (or, soon, LinkedIn). Our videos will be designed specifically to show our audience what we do, how we do it, who we do it for, and how passionate we are about helping our customers and clients be more successful.

2017 is the year we stop shooting videos of talking heads and start crafting real video stories.

**ANDREW DAVIS**

@DrewDavisHere

CEO

Monumental Shift
I think the owned vs. rented discussion is going to shift to a (mostly) rented strategy. Instead of brands trying to drive eyeballs back to their owned sites, they are going to focus much more on creating and engaging with content wherever their consumers are. I believe that content distribution strategies will become more important than the content marketing strategy for many brands. Complicated and interesting times, for sure.

Mitch Joel
@mitchjoel
President
Mirum
Content creation will be closely tied to the integration of earned, owned, and paid media. Brands will need to understand where content will be distributed, then create the content in several formats tailored to different channels. One size [of content] doesn’t fit all anymore.

Pam Didner
@pamdidner
Global Content Marketing Strategist
Relentless Pursuit, LLC
In 2017, B2B organizations will shift recruiting efforts from digital to strategy talent, in order to tie content marketing to business objectives. Successful organizations will reduce their content volume in favor of producing fewer but more thorough and lengthy pieces. Many will jettison the click addiction in favor of trust as a means of measurement.

**Frank Strong**

@Frank_Strong

Founder & President

Sword and the Script Media, LLC
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Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI’s Content Marketing World event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the Intelligent Content Conference event is held every spring. CMI publishes the bi-monthly magazine Chief Content Officer, and provides strategic consulting and content marketing research for some of the best-known brands in the world. Watch this video to learn more about CMI, a UBM company.