



evolve

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THE ELEVATOR TO SUCCESS IS
OUT OF ORDER. YOU'LL HAVE TO
USE THE STAIRS . . .
ONE STEP AT A TIME.
~ Joe Girard

If we wonder often, the gift
of knowledge will come.
It is truth that liberates,
not your effort to be free.
~ Arapaho

~ Jiddu Krishnamurti

IF YOU
LOVE LIFE, DON'T
WASTE TIME, FOR
TIME IS WHAT
LIFE IS MADE UP
OF.
~ Bruce Lee

STRENGTH
DOES NOT COME FROM WIN-
NING. YOUR STRUGGLES
DEVELOP YOUR STRENGTHS.
WHEN YOU GO THROUGH
HARDSHIPS AND DECIDE
NOT TO SURRENDER,
THAT IS STRENGTH.
~ Arnold Schwarzenegger

Difficulties strengthen the mind,
as labor does the body.
~ Seneca

12 Marketing Trends To Take Advantage Of This Year

Post written by

Forbes Communications Council

The world of marketing is constantly changing, especially in the modern era of social media, automated ad tech and audience analytics. Brands need to stay on top of these changes to successfully reach their audiences, especially as consumers become savvier and more skeptical of advertising. Because the members of Forbes Communications Council live and breathe marketing every day, we asked them what today's marketers can expect to see on the horizon this year. From technology like virtual reality and artificial intelligence to overall strategies like influencer and account-based marketing, here's how you can take advantage of the latest trends.

1. Virtual Reality

Virtual reality is becoming increasingly commonplace as a marketing tool for brands big and small. The challenge is using VR in a way that makes sense for your overall brand messaging and target audience. VR marketing is still emerging, so it's a great time to explore your options and get ahead of the curve. - Ashley Murphy, Stribling & Associates

2. Interactive Content

Many brands, especially in the B2B space, have relied on blog content or PDF content (white papers and guides) to generate leads as part of their content marketing strategy. This year, you can expect interactive web experiences to take the lead in engaging visitors – experiences that display thought leadership content in more compelling, animated and visual ways. - Erin Moloney, Perficient Digital

3. Pinterest

Though Pinterest is often seen as a niche social media platform, I predict it to be the next big thing. Using Pinterest Lens and its functionality to engage with customers and put your products, services and style in front of consumers will be a surefire way to capture additional marketing attention in 2018. - Adam Durfee, Y Digital Agency

4. Artificial Intelligence

Early adopters of AI have already found it to increase user engagement. However, integrating AI with a site's chat box or Facebook messenger will require perhaps even more creativity and understanding of the brand's target market. AI still has to address customer needs and problems just as aptly as a human agent, and it helps if the AI experience delights customers in a fun and lighthearted manner. - Amanda Hinski, Frost Valley YMCA

5. User-Generated Content

In the next year, consumers will crave authenticity from brands. Our recent survey shows that 86% of consumers say authenticity is important when deciding what brands they support, and 60% say user-generated content (UGC) is the most authentic form of content. By integrating trusted and engaging UGC throughout their multichannel marketing efforts, brands can win consumers' hearts and wallets. - Mallory Blumer, Stackla

a highly targeted, unique user experience, leveraging a customized content journey with micro-sites, landing pages, images and/or calls-to-action. - Tami McQueen, 31south

6. Voice Search

Voice search is one of the most rapidly adopted technologies in recent history and it's changing the way consumers interact with the world around them. When you ask a question, you don't get 10 links back; you get one direct answer. Marketers should ensure the main voice providers (Google, Apple, Microsoft) have the correct facts about their businesses so they can provide the correct answers. - Elizabeth Walton, Yext

7. Honesty

Brutal honesty is a current trend that has been gaining steam, and we should all expect it to continue in 2018. Marketers can take advantage by clearly stating what their products and services are good at and where they need improvement. These statements can be backed up by objective customer reviews. This honesty translates to brand integrity, leading to trust and sales. -Pat Scheckel, Singlewire Software

8. Chatbots

Chatbots are popping up everywhere, both in Facebook and other live chat solutions. As chat-based AI takes off, I expect to see more chatbots being utilized in everything – answering FAQs, placing orders and getting in touch with customer service. Marketers should be on the front lines embedding sales material and messaging as their company rolls them out to ensure they drive real value. -Zach Kwarta, Endurance International Group

9. Account-Based Content Marketing

ABCM will help B2B companies target unique personas as individuals within a company. Marketers now have the opportunity to steer away from a one-size-fits-all advertising approach to

10. Educating Consumers

As decision makers are being inundated with data – and we all know that data is different from knowledge – we must as marketers strive to be educators. Buyers are creating their own paths to purchase, and we have the opportunity to showcase and highlight key objectives and knowledge base points for the end consumer. By making content easy to understand and locate, we can capture mindshare. - MaryAnn Holder-Browne, One Network Enterprises

11. Experiential/Event Marketing

Experiential and event marketing are seeing a big resurgence, and brands will lean in even more to those types of marketing activations. I think that music tour sponsorships will have new life because of this – brands can do even cooler venue activations that audiences interact with, and they'll get broadcast out to a much larger digital audience. -Sherry Jhawar, Blended Strategy Group

12. Influencer Marketing

Influencer marketing has been trending up and was the marketing buzzword and hot topic in 2017. In 2018, I expect job openings to surface specifically for in-house influencer marketing, and for influencers to act as the new media buy at a more efficient cost. It will take some time to nail it, but you might as well start now. - Benjamin Trinh, Postmates

The Eight Best Marketing Podcasts

Henry DeVries Contributor

Leadership Strategy Attracting high-paying clients by marketing with a book and a speech.

“If you want to up your marketing game, you need to do everything in your capacity to understand trending strategies,” says social marketing expert Rachel Pisani. “Podcasts are fantastic resources to gain further insight and optimize your social media content.”

But which podcasts? That is the question.

Pisani is a marketing and business development expert with more than 20 years of experience. She has expertise in strategic planning, branding and cohesive marketing. She represents international speakers and success coaches like Dr. Dave Martin and life coaches like Danielle Hammack. In addition, she has worked with non-profits as an advocate for cancer victims and liaison between federal and state regulators. She has been a regular guest on FOX News, NBC News, and has testified before the Senate Finance Committee.

I caught up with Pisani at Influence18, the national convention for the National Speakers Association, and asked her to rate her top marketing podcasts. She believes every marketer should be tuning into these eight podcasts:

1. Call To Action:

Call To Action covers the fundamentals of digital marketing on a weekly basis. Hear from experts on tips and tricks about conversion rate optimization, pay-per-click marketing, A/B testing, social media marketing, content marketing and more.

2. Social Media Marketing Podcast:

Do you want a more engaging social media profile? Social Media Examiner's CEO, Michael Stelzner, will help you improve your social media marketing strategy in this podcast. Listen to success stories and current industry trends that will optimize your content.

3. Marketing Over Coffee:

This is the perfect podcast to whip out on your coffee break. The hosts record the show in a local coffee shop every week and publish the show on Thursday mornings. Each Thursday, they go over traditional and marketing methods that are essential for a reliable marketing strategy.

4. Social Pros Podcast:

Get a close up of real experts in the content marketing industry. You'll hear pro advice about the best practices in public relations, building your brand narrative, and much more.

5. Success Made Simple:

Learn how to create a winning mindset and succeed in your business. Hear interviews with top marketing and business professionals, athletes, and celebrities on the keys to their success and how they will inspire your brand identity and marketing strategy.

6. HBR IdeaCast:

Hear from the leading figures in business in Harvard Business Review's (HBR) IdeaCast. Learn how these businessmen and women rose to success and apply the methods to your own business.

7. Copyblogger FM:

Each week brings something new and exciting as host, Sonia Simone, and her team analyzes the content marketing trends and downfalls of the week. Stay up-to-date with the ever-changing practices in content marketing, copywriting, email marketing, conversion optimization, mindset, and much more.

8. Perpetual Traffic:

With Perpetual Traffic, you will learn how to generate more leads and sales for your business through different social media channels. A new episode is up every Tuesday.

"The benefits of listening to podcasts is that it can help you increase your brand recognition, create a social media presence, and discover specific marketing campaigns that will your increase revenue," says Pisani.

News from Printex

-Mr. Gomez Ignasi(Sales Engineer – Cresa) is coming to Pakistan on 5th November and will be available till **11th November**. During his stay , he will visit the valuable customers and will discuss the new product launching.

- Mr. Rui(Marketing Director – Sroq) & Mr. Vitor Simao (Sales Engineer – Sroq) will visit Pakistan from **12th – 16th November** and will visit the valuable customers of Sroq.





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