

[youtube:https://www.youtube.com/watch?v=Rot7eFlpeQ8] **VIDEO: Future of Marketing - keynote at Confinn October 2021, 800 in theatre, 300 virtual, Lithuania**

Sharpen Your Marketing Strategy Today!

Welcome to keynotes on the Future of Marketing. Consumers are changing really fast in many ways, but the basic principles of brilliant marketing remain unchanged.

*What will be the future of marketing? What are future marketing trends for 2030? What will advertising look like in 2025? What will be the future of digital marketing in 2035? What will be the impact of AI on marketing strategies? How can I use AI in marketing campaigns?*

**\* "How AI Will Change Your Life - A Futurist's Guide to a Super-Smart World" - Patrick Dixon's latest book on AI is published in September 2024 by Profile Books. It contains 38 chapters on the impact of AI across different industries, government and our wider world, including the impact of AI on the future of marketing.**

Watch videos of Futurist keynotes on location-based marketing, multichannel marketing, AI marketing tools, social marketing, viral marketing, mobile marketing, location-based marketing linked to Artificial Intelligence, print marketing, marketing strategies, using Big Data and AI in marketing, marketing ideas, omnichannel marketing, neuromarketing, relationship marketing, direct mail, and email marketing, brand development, campaign slogans, market research, selling to consumers, consumer trends. Huge number of marketing resources on this site, which has had 15.5 million unique users, plus YouTube [marketing videos](#) - over 9 million video views of Patrick Dixon's keynotes, marketing presentations and seminars. Read about the ultimate [marketing slogan](#) and the fundamental values that will underpin all effective marketing in future.

But watch out also for marketing Wildcards - I warned in my book [The Future of Almost Everything](#) that Number 1 on

my Wildcard list was risk of "viral plaque, cases spreading rapidly in every continent" - written several years before COVID. Another of my listed Wildcards was a major "miscalculation by a powerful nation leading to sustained regional conflict".

[youtube:https://www.youtube.com/watch?v=wWKbJiUFzZ8] **Watch on right - entire Digital Marketing Keynote for Google's Premier Marketing Partners**

Patrick Dixon has advised over 400 of the world's largest 2000 companies on a wide range of marketing trends and related marketing issues and has been ranked one of the 20 most influential business thinkers alive today. He has given Futurist marketing trends keynotes to hundreds of thousands of marketing executives and business leaders in over 50 nations, helping sharpen marketing strategies and customer focus.

In his marketing keynotes and Futurist books, he correctly forecast hundreds of factors that are now impacting marketing campaigns, and is widely regarded as a reliable guide to what kind of future marketing campaigns will be most successful.

[Need a world-class marketing keynote speaker? Phone Patrick Dixon now or email](#) . Read [FR EE SAMPLE of The Future of &nbsp;Almost Everything](#) - his latest book.

## **Location-based Marketing is Powerful and Personal**

Location Big Data means marketing teams map consumers, know where they are, what they are doing, how they are likely to be feeling. Build campaigns based on Big Data analysis of customer behaviour linked to AI / Artificial Intelligence. Impact on telecom, telcos, smartphone users, future of banking, future of retail, retailing trends and customer insights.

Location-based marketing is extremely important - the end to shouting the same messages in mass marketing, with shift to whispering very personalised messages about products and services, to mobile users.

[youtube:http://www.youtube.com/watch?v=ucXEANC\_XHg] Most e-commerce in many

countries is now conducted on smartphones. Forget about someone going online at work or at home using a desktop or portable computer.

The most important thing now is to know where your customer is located when they are on your website or using your own App, where they have been, and take a guess as to where they are going. If you know where the customer is located, then you can make an intelligent guess about what they are doing, or how they are thinking or feeling.

Very few corporations or marketing strategies include location-based marketing, because it is difficult to deliver well. Location-based marketing requires total insight into the customer, with the ability to respond to what the customer is doing in real time.

Patrick Dixon has given keynote presentations at a number of Google VIP client events on social networks and multichannel marketing, as well at conferences for many of the world's largest multinationals on marketing-related issues.

### **Many global marketing teams are being left far behind digital / AI**

Consumers are thinking and behaving in new ways, expect new things, interact differently - and are increasingly intolerant and impatient with any company that seems to be stuck in a slight time-warp.

That means a totally different approach to marketing strategy - more than just bolting on a new channel or two. More than adjusting marketing mix.

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[youtube:www.youtube.com/watch?v=l3NoyLw-fzU]**Discover why so many marketing directors are tired of marketing. Watch the video:**

**Digital marketing means a different mindset altogether**

A big psychological jump for marketing executives who have relied on large, successful websites backed by direct mail, print, TV, radio, e-mail and online advertising and maybe a few iPhone apps.

Marketing often means rethinking the entire sales package, how we sell, what we sell, when we sell. Effective marketing in future means having to go back to product design teams, and engaging direct with communities online - not just people on your own websites.

Forget multichannel consumers - think about multitasking consumers. Omnichannel marketing strategies are not enough.

You may think you are reaching an audience with a TV advertising campaign, but of course many of them are on Facebook, or searching online, or replying to an SMS or playing games at the same time as you hope they are paying attention to you.

## **Trust is Everything in Marketing - Information and Revelation**

[youtube:https://www.youtube.com/watch?v=dHgcGT\_9txE]The days of shouting, hype and spin are over.

It's just too noisy with too many brands, too many distractions.

Tomorrow's marketing campaigns need to be about information, revelation.

That means timely advice, trusted friends, personal insight, sensitive timing, sharp relevance, saving time and money.

Advice linked to what people are actually doing, where they are or what they are thinking about.

The rest is just irritating.

## **Combine digital marketing and print marketing**

[youtube:https://www.youtube.com/watch?v=VYaMCOIJtA]Use online tools to trigger customised print mailings to customers who fail to complete e-commerce purchases.

Research shows 62% uplift to marketing response rates when email campaigns are combined with well-designed print marketing to the same people.

Another controlled trial of marketing methods showed abandoned e-commerce baskets falling from 63% to 49%.

The most effective print campaigns are personalised, full colour, following directly on from online activity by that customer in the previous day or two.

## **Marketing and call-centre disasters**

Why marketing strategies can be destroyed by poor customer relationship management and robot answering machines.

Reality check in personal marketing. Keeping customer focus. Customer relations really matter when it comes to cross-selling.

Who is really owning the customer relationship? Which department? Which product team? Who is thinking about the overall customer experience?

## **How to build customer loyalty and improve customer retention programmes**

If you want better customer satisfaction ratings, approval ratings, and better Net Promoter Scores, then focus always on serving the client's needs not your own.

What clients want is better information, service and after sales support. Industry and manufacturing customer loyalty.

Retail and online customers need better staff training. Win customers and improve market share with simple leadership strategies focussed on customer needs.

Future of marketing and consumer trends: direct mail, network, email, strategies, ideas, relationship marketing, market research, consumer reports, campaign slogans.

Marketing strategies need to target each niche group - for example focus on older, affluent women. Part of one hour global trends keynote on many consumer, lifestyle and demographic issues relating to marketing. See also [marketing to older consumers](#) (article) and [marketing to older consumers](#) (media interview).

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## **How to connect with an audience**

Marketing ideas to leaders inside organisations, marketing to your clients, marketing to analysts, institutional investors and shareholders. Marketing with integrity, conviction and passion.

[Marketing in an](#) economic crisis, [Future of print advertising,](#) marketing and billboards (video comment).

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## **How to write a Marketing Plan?**

See also [Global trends impact on your](#) marketing plan. Multimedia keynote speeches for Post

Danmark - 900 marketing executives and Advertising Agency CEOs, given in a huge IMAX large-screen cinema.

For more: [Future of interactive](#) marketing.

Themes: branding, successful brands, new consumer values, slogans for the third millennium, direct marketing in the mobile digital age, how to reach target groups more effectively, product placement, designing and testing future advertising campaigns, image-building, corporate identity, selling into developing markets, understanding consumer preferences and behavior.

**Looking for more resources on marketing strategy? See below:**