

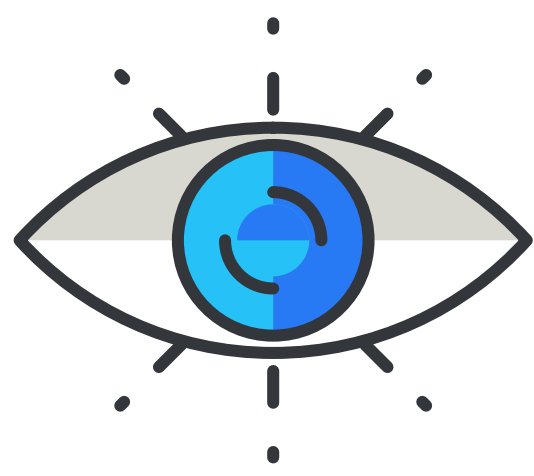
# 7 Digital Marketing Trends That Will Rule 2017



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

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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.

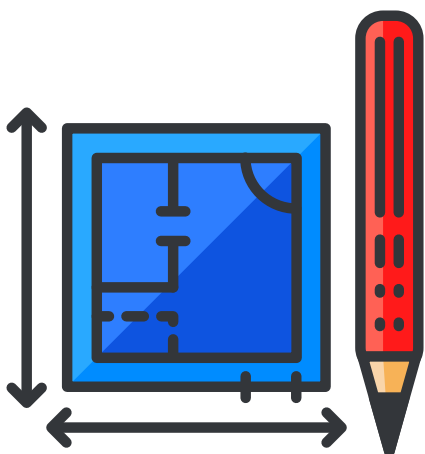
*What this means:*  
While Facebook is the dominant B2C social media platform, Twitter is the dominant B2B social media platform for sales reps

4

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

6

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

