



2019 Predictions from Six Top Marketers

What's around
the corner for
digital customer
engagement?

Kickstart your 2019 planning and strategies alike using insights from these six brands:



abbvie



Southwest



You're only as ahead of the game as you are capable of seeing into the future—and in the middle of your day-to-day responsibilities, it can be hard to find the time to pull back and contemplate where digital customer engagement is headed.

That's why we gathered insights and predictions for 2019 from top marketers at household-name companies and asked each of them the same question: What's around the corner in 2019 for digital customer engagement? **What next big thing will drive our strategies and influence our decisions?**

Prediction #1



Messaging will become conversational commerce

The evolution of consumer-to-brand communications through messaging and messaging apps will grow significantly. This growth will result in radical changes to people's communication preferences, not only in their personal lives, but also in the way they interact with businesses and brands. While some brands have tested out messenger-based engagement strategies, the adoption rates have been quite low. As more and more businesses and brands adopt messaging solutions like Facebook Messenger, this will open the door to the growth of conversational commerce. Add in the evolution of in-messenger advertising and chatbot AI, and I believe you will see a sizable growth in conversions delivered through messenger applications.



James Gregson

Global Lead for IP Social Media Strategy & Planning

LEGO Group



Prediction #2



Brands will drive fan engagement through telecasts

One big thing to watch in 2019 is how viewers interact with telecasts. Co-streaming, co-viewing and interactivity over live content—similar to what you see on platforms like Twitch—will be even more prominent in the coming year. At the NBA, we are always experimenting with emerging digital technologies to ensure more personal, emotional and immersive experiences for our fans.



Melissa Rosenthal Brenner
Executive VP of Digital Media
National Basketball Association



Prediction #3 **abbvie**

Employees will become brands' most powerful advocates

I think we'll see significantly more companies turn to employees to get their messages heard on social. As influencers and spokespeople become reputational lightning rods and algorithms limit message reach, companies will turn to the people who are trusted the most – their employees. This will bring up a whole new set of considerations and challenges about compensation, monitoring, training, and what happens when they go “off script.”

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Molly James-Lundak

Senior Director of Brand and Social Marketing

AbbVie



Prediction #4

charles
SCHWAB

Brands will navigate increased consumer savvy and privacy



I think social media will become more integrated into your life and will be viewed as a skill that has to be consciously managed so we can better know what is real or a bot. At the same time, privacy concerns will make it harder for brands to get data and measure outcomes from their messaging. So, it will be a more deliberate and slightly tougher environment for brands to navigate.



Olu Johnson

Managing Director, Social Media

Charles Schwab



Prediction #5



We'll see more exclusive and experiential marketing

We'll start to notice an increase in exclusivity and experiential. The desire to collect stories underpins the choices made by consumers and social media has become a journal of our daily lives. Shifting to exclusivity and experiences will create a large draw for consumers to fuel online story platforms. Limited-edition events and exclusive offerings will drive consumers to share, subsequently leading brands to boost the social capital of those who can access the promotion.



Shawn Silverman

Head of Global Social Media and Community

Dolby Laboratories



Prediction #6 **Southwest** 

Targeting influencers will matter more than ever

I believe that brands will more deeply integrate influencers into their marketing plans in 2019. We now have the tools to better identify and engage influencers and measure their impact. With that in mind, brands will more boldly leverage the unique ability of influencers to create and distribute content to support brands' goals.

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Curtis Midkiff Jr.

Senior Advisor, Social Business Strategy

Southwest Airlines



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