

Emerging Marketing Channels To Be Ready For In The Future

Collin Colburn
Senior Analyst

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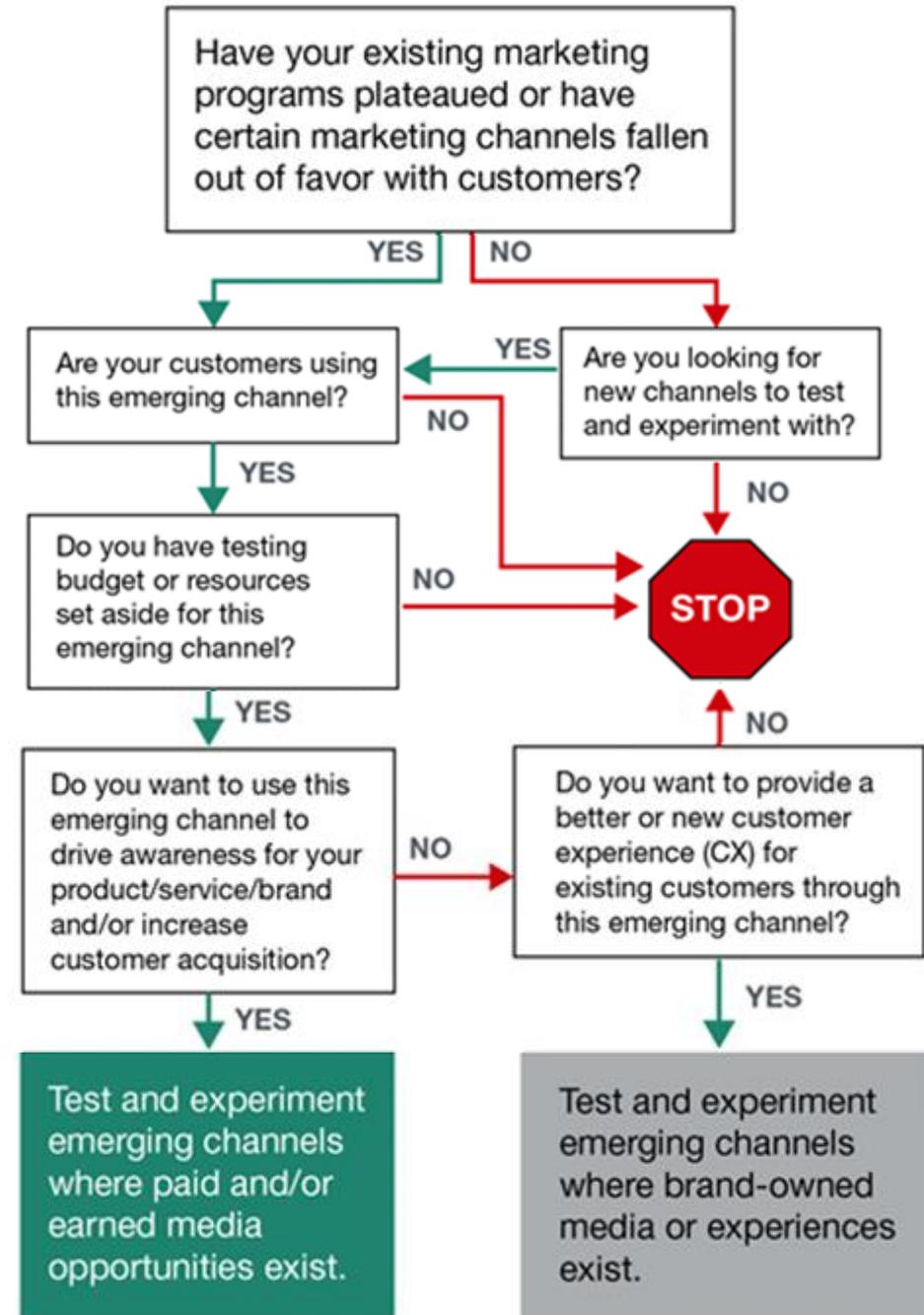
Marketing always
wants to connect with
customers in the new
emerging channel...



...but we must ask ourselves some questions before investing

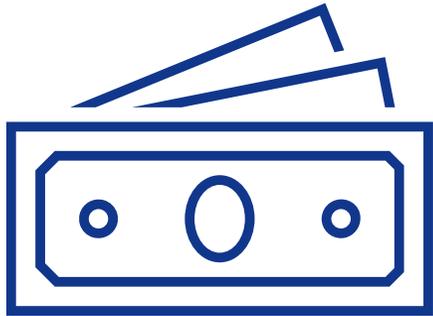


How to determine when and if an emerging channel is right to test



Emerging channels come in two flavors

Paid and/or earned media opportunities



Brand-owned media or experiences



Paid and earned emerging channels offer
good performance opportunities

Audio (podcasts, online radio)

Why is it emerging?



22% of US online adults with an annual income of \$200,000 or more spend at least 5 hours per week listening to audio online content.

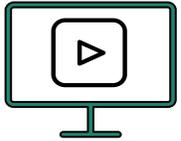
What's the primary limitation?



Podcast ads are relatively expensive and can't be purchased programmatically yet.

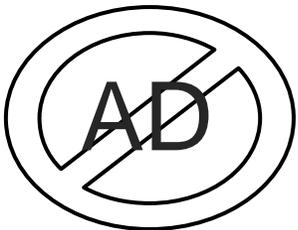
Connected TV (CTV)/over-the-top (OTT)

Why is it emerging?



35% of US online consumers use a connected or smart TV to watch TV shows, movies, or videos. Netflix has more than 66 million subscribers in the US, accounting for over half of TV households.

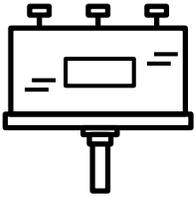
What's the primary limitation?



The bulk of TV viewing is on ad-free streaming services.

Digital out-of-home (DOOH)

Why is it emerging?



42% of US and European online adults say that they read or watch outdoor ads.

What's the primary limitation?



Programmatic ad buys are not widely available, making this a less scalable channel compared to more established digital ad channels.

Influencers

Why is it emerging?



49% of Twitter users rely on recommendations from influencers on the social media network.

What's the primary limitation?



Influencers have lost credibility with advertisers due to inflated follower numbers and lack of self-awareness to sensitive issues like the coronavirus crisis.

Live stream gaming platforms

Why is it emerging?



In 2019, consumers watched 13 billion hours of live streaming video on Twitch, YouTube Gaming Live, and Mixer.

What's the primary limitation?



Live stream gaming platform users tend to heavily skew toward young and male audiences.

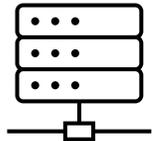
Visual search

Why is it emerging?



Consumers want to use visual ways to search for similar items. Pinterest Lens has 600 million monthly visual searches.

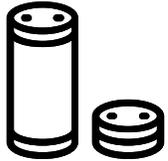
What's the primary limitation?



There are few high-quality visual search technologies in the market, and commercial adoption is low.

Voice search

Why is it emerging?



47% of US online adults use a virtual assistant.

What's the primary limitation?



US online adults who use a voice assistant speaker most often say that they use it to check the weather, listen to audio, and set reminders and alarms.

Brand-owned emerging channels can give customers a better or new user experience

Chatbots

Why is it emerging?



Websites using a chatbot can quickly and conveniently answer questions or help consumers find information.

What's the primary limitation?



Consumers may lack confidence in institutions or companies that require sensitive information to authenticate them as a user.

Messaging apps

Why is it emerging?



There are 4 billion monthly messaging app users.

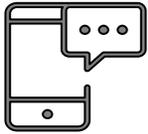
What's the primary limitation?



Messaging apps have privacy concerns: Brands must get permission from customers to engage them via messaging apps.

SMS

Why is it emerging?



SMS is the form of electronic communication that US consumers use most frequently.

What's the primary limitation?

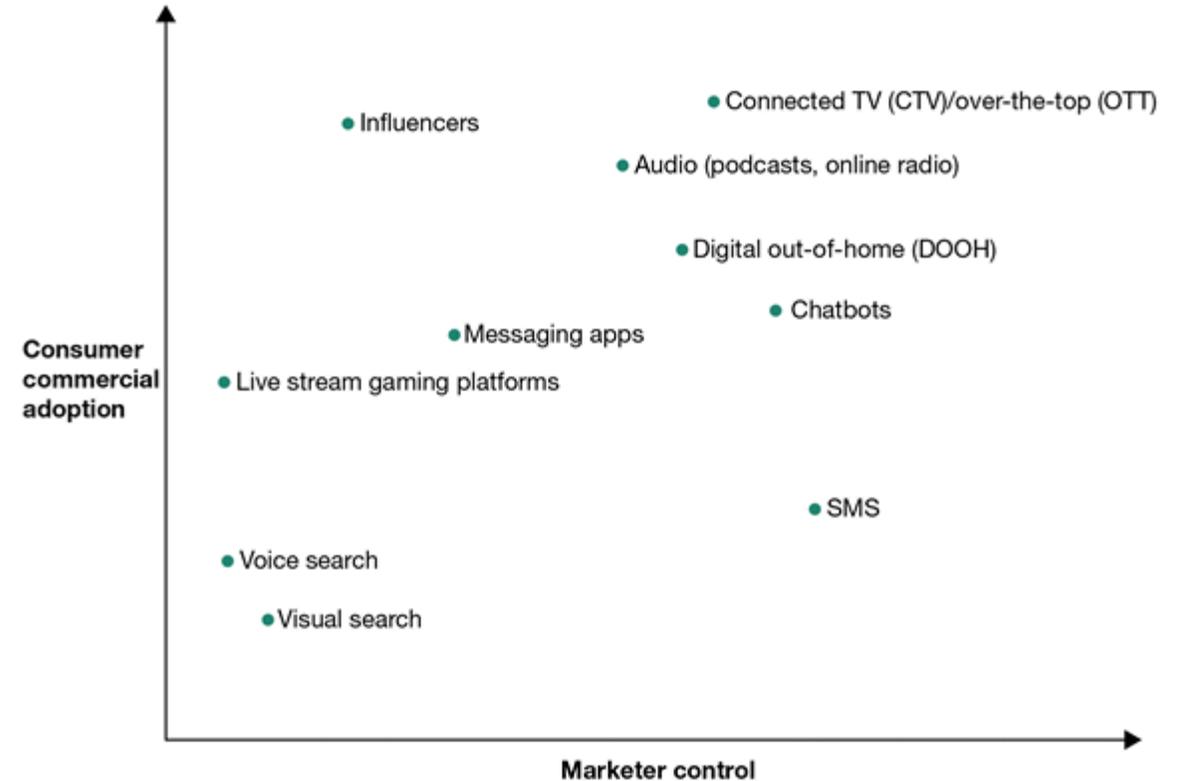


Brands must ensure they obtain consent before messaging consumers through SMS though. Failing to do so can lead to penalties unique to each country's regulations.

Recommendations

Weigh the commercial adoption and control for each channel

Marketers' opportunity and control varies in each channel



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Source: [Weigh The Pros And Cons Of 11 Emerging Marketing Channels](#)

Thank You.

Collin Colburn
ccolburn@forrester.com

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