

DIGITAL

TRANSFORMATION



Do you remember the world of marketing before digital took over?

In the span of a decade, **digital media has completely changed the way customers act** and, as a result, the way brands do business.



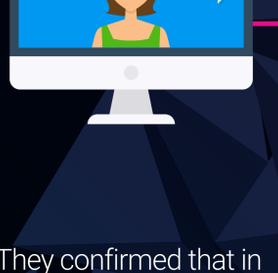
This transformation has directly challenged original marketing behemoths like **TV, print, and radio advertising in favor of digital alternatives.**



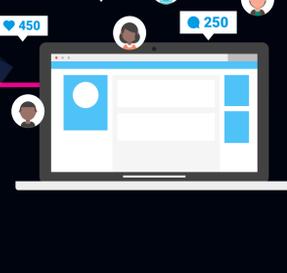
In fact, digital **advertising spend across mobile, wearable, and online devices will exceed \$285 billion by 2020**, up from an estimated \$160 billion in 2016, according to Juniper Research.



We spoke to **marketers and experts across industries** to get their opinion on marketing in a digital world.



They confirmed that in the past decade, new industries have emerged (and old ones have crumbled) almost completely due to **changes brought about by advancements in digital technology.**



For marketers, **embracing digital transformation is no longer optional**; it is vital for a brand's survival and growth.



RECOMMENDED STEPS

Do you want to ensure your digital marketing efforts are fully leveraged?

ANA members have access to the full report, which includes expert perspectives on digital transformation, but here are 3 steps to get started:

1 Understand the Latest Trends.
Ensure your team is aware of the technologies that are engaging consumers, and disrupting the marketing industry overall, by reviewing the topics available within the ANA's Innovation Hub such as chatbots, virtual reality, augmented reality, artificial intelligence, and other disruptive technologies.

2 Train and Hire Digital Marketers.
As technology shifts, so does the requirements for the marketing team. This may require adding new staff, or training your existing team members to tackle new marketing initiatives and take full advantage of the data this technology generates.

3 Invest in Digital Marketing, Media, and Technology.
Competent marketers with up-to-date skillsets will require the latest technologies for them to fully apply their abilities. Ensure they have access to a digital ad spending budget (including social media, videos, and mobile ads), and a fully articulated martech stack to bring digital campaigns to life (including marketing analytics systems able to optimize, personalize, and test out ideas).



To learn more about how marketers are using digital transformation, check out the [full research report](#).

You can also visit ANA's Innovation Hub for other cutting-edge marketing topics that are changing the world of marketing forever.