

DIGITAL  
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TRENDS



# New Marketing Trend: Ethical Marketing

Editorial by Sandra Pedro

## MARKETING WORLD REVIEW

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Marketing is evolving rapidly with new technologies. I remember when I started my career, social media was just launching (and I'm not that old...). Since then other digital marketing platforms and features have evolved.

At the end of each year, marketers write about marketing trends. I also did that. Don't worry, I will not write a list of trends. We all know them, right? Ok, a quick list: mobile –check, virtual and augmented reality – check, interactive and personalized content – check, influencers - check, internet of things - check, video streaming –

check and big data – check.

Now there's another marketing trend that is occurring that will have a big impact called Ethical Marketing. What's that, you must be wondering, right?

Ethical Marketing is a concept that I'm developing resulting from my research on both Corporate Social Responsibility (CSR) and Communication for Development (C4D). Both private and third sectors can learn with best practices from both sides for greater social impact and financial independence.

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## New Marketing Trend: Ethical Marketing

Editorial by Sandra Pedro, CMMP—Editor-in-Chief



Companies with CSR inner culture acknowledging Sustainable Development issues and knowing how to communicate within markets and with their stakeholders can have a greater societal impact.

Civil Society Organizations need to market their work and find other financial sources for their projects other than from donors and state funds.

There are many examples of companies that are doing great work in this direction, many of which are multinationals. A good example is The Body Shop. Its founder, Anita Roddick, not only wanted to give women natural beauty products, but she also advocated for animal-free testing in the cosmetic industry. The Body Shop's customer base has grown over the years and through advocacy communication strategies, the United Kingdom has regulated the cosmetic industry forbidding animal testing. Now years later, the European Union's countries have done the same. The Body Shop Foundation is now a [Revolution in Kindness](#) and still working on animal rights, human rights and environmental protection.

[Nutri Ventures](#) is another example that I like to mention in my lectures. It's the largest animation project undertaken in Portugal, exclusively dedicated to healthy food to fight child obesity. Using entertainment and posi-

tive messages to create a positive environment around healthy eating, Nutri Ventures helps children, parents and educational and health professionals to influence the diets of children. Nutri Ventures is a great example of how Communication for Social Change can have a positive impact on people lives. Today it is broadcasted in approximately 50 countries.

I can show you more and more examples about how the private sector is acting for Sustainable Development. Everyday there is a new idea emerging. Entrepreneurs are now eager to create a real impact for a better future. What are you waiting for? Start today and create an ethical marketing strategy for your company. Combine the best that the private sector has to offer and add the best practices from the third sector on Sustainable Development. We all win. Future generations will thank you.

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# A Look at Marketing Trends for 2017

Caroline Berryman, CMMP



With a new year upon us, it's time to start looking at what new marketing trends we can expect this year. There were many changes in 2016 in marketing and social media. As marketers we were focused on consumers with consumer-centric marketing, improving the consumer experience and gathering and analyzing consumer insights so we could better understand that precious 'target audience.'

Digital marketing is a medium that constantly evolves and changes and we need to stay on top of new technologies and find strategies that encourage targeted marketing.

Here are some important areas that we need to focus on this year:

## Interactive Content

In order to keep our audience's attention, we will have to engage them with our content. Blog posts and infographics are still great ways to connect with consumers but it's important to have interactive content like training modules and games to keep audiences clicking, swiping and sharing information.

## Marketing Automation

Marketing automation is the software used to automate repetitive marketing actions such as email, social media and other website actions. It is growing substantially and now there are now more and more B2B organizations using marketing automation than ever before. According to Veinteractive, 'marketing automa-



tion has grown so quickly that as of 2016, a reported 49% of companies are using the technology in their marketing strategies. For B2B companies in particular, this figure rises to 55%. The trend indicates that this growth is definitely going to continue so marketers must ensure that they are using marketing automation to its greatest potential. When developing your 2017 digital marketing strategy, there are a few things you will want to make sure you have in your plan:

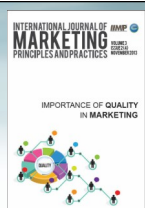
**Dynamic content** is content that personalizes your messaging and the more personal you are; the more likely you will be able to convert subscribers into customers. As this strategy becomes more common, consumers will expect email to have more relevant content.

**Social Media** has had a huge impact on marketing. It's a critical marketing strategy that has been adopted by most companies and it is viewed as an integral form of communication that is entirely relevant in today's changing world. What's amazing to me is the amount of

companies that are not collecting data from their social media channels. These social channels provide the greatest marketing opportunities for companies so why not invest in social media analytics and increase your social media budgets?

**Content** is key and with so many messages hitting us hourly, companies must pay attention to the content on their website. The information needs to be accessible and quick, without too much scrolling or too many clickable links. Relevant and updated content creates a strong presence and will keep your customer coming back for more. Using photos, animation, or even short videos to convey your message, will keep you audience not only engaged, but it encourages them to share it on their social media channels.

Make sure your 2017 marketing plan includes a strong digital strategy with SMART goals, to not only target customers, but keep them engaged and coming back for more!



## Call for Research Papers

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# MARKETING WORLD

## REVIEW

## Call for Papers for MWR Magazine

The International Institute of Marketing Professionals (IIMP) publishes the quarterly magazine “MarketingWorld Review” to advance marketing professionals’ knowledge of worldwide industry changes, to provide practical solutions of their problems, and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness. Marketing professionals find relevant and timely content in every issue to maximize strategic and tactical business performance.

The Editor-in-Chief of MarketingWorld Review invites practitioners, consultants, and academics to submit pieces worthy of contribution to the theory and practice of marketing for next issue.

The latest technological developments such as social media, online communities, or social networks have all transformed markets and marketing. In this new era, which demands changing classical practices, customers and companies are both empowered with many capabilities such as easy access to information or ability of multi-way communication. Within this broader networked customer-company relationships, customers are actively engaging with the companies in every aspect and have an influence on marketing decisions at an increased level. However, both scholars and practitioners also address potential risks and challenges that companies face associated with this new era of connected marketing.

The next issue of the MarketingWorld Review will focus on the latest thinking, principles, and best practices on the field of marketing, that reflects the challenges and opportunities in a digitally-empowered and connected world. We welcome submissions which may be case studies, market analyses, interviews, and research papers employing a range of theoretical and methodological approaches and which provide future research directions and in-depth strategic marketing implications for today's marketers.

All topics reflecting the latest thought in marketing are welcomed. The deadline for initial **submission for next issue is April 15, 2017**. The review process will feature a maximum of two rounds and final decisions will be made before April 30, 2017. Authors are referred to the MarketingWorld Review Author Guidelines in the preparation of their manuscripts at <http://www.theiimp.org/magazine/> or at <http://www.theiimp.org/PDF/MWR-GUIDELINES.pdf>. Submissions are to be made to [magazine@theiimp.org](mailto:magazine@theiimp.org).

Asli Kuscü  
Editor-in-Chief  
MarketingWorld Review



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## Volunteers Needed for Editorial/Support Team

The International Institute of Marketing Professionals is a leading global professional association dedicated to developing and implementing marketing standards in order to advance marketing practice world-wide.

Currently, we seek volunteers to enhance our editorial and support team (see following list of roles) to publish a quarterly periodical named "MarketingWorld Review Magazine". The publication will be distributed to marketing practitioners all around the world in 192 countries.

- **Section editors for Market analysis**
- **General Articles, Reviewers**
- **Contributing writers**
- **Graphic designer**
- **Salespersons (sales incentive will be provided).**

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