

EXPERT OPINIONS

"I think that we'll also see a lot more personalisation and one-to-one communications across social channels. It's already starting to happen across Snapchat and other messaging apps, but I think the small groups doing this will start to influence the rest of population next year."

**- Colleen Leddy,
Head of Communications Strategy, Droga5**

"Watch in 2017 as the lines between digital ad buys and offline retail traffic begin to blur even more. Retailers will be looking to integrate first-party data with online and offline customer behaviours to identify new customers and drive sales at retail locations. As we move into the new year, the ability to use cross-platform analytics to identify the differences and similarities between store visitors and those of a competitor's will also become a key strategic imperative for retailers."

- Tobey Van Santvoord, RVP, Sales West

"We feel certain that social marketing is going to become much more like email marketing in 2017. That means marketers will have to plan series of content, like they do email series, instead of just publishing one-off posts. You post content, and whomever engages with it gets included in the targeting group for the second piece, and so on. The data you get from this progression will be richer and more essential than social has ever offered."

- Phillip Ross Principal Social Media Analyst, Socialbakers

"Audiences will need to be segmented and targeted based on metrics that measure and take into account their engagement – such as length of view and social shares. These metrics need to be layered on top of traditional demographic data sets, allowing advertisers to truly reach the right person at the right time."

- Rodger Wells, CEO, DashBid

"In times of major upheaval, it's all the more important for brands, businesses and organisations, and perhaps even whole societies, to recognise what is happening so that we can respond wisely. One thing most people aren't doing is responding calmly."

- Marian Salzman, CEO of Havas PR

"Influencers offer an alternative way to get the word out, and influencer platforms being able to dig into local and more relatable influencers at scale will be key to unlocking the potential of this market in 2017."

- Holberg Audunsson Co-Founder, Takumi