

**Digital Marketing
Trends Report**

2020

SPARX00



INTRODUCTION

A new force in the marketplace.

**Your guide to navigating
the 2020 digital marketing
landscape.**

From Generation Z's sensibilities to micro-influencers to polarizing political influences, there are many forces coming into play for 2020 and beyond. The constantly changing digital marketing landscape continues to challenge marketers and brands.

Our 2020 Guide to Digital Marketing Trends brings you ten core trends that will affect what's next in digital marketing and how you and your brand can navigate to success and stay on trend.

Go ahead. Dive in.

We hope you find inspiration as you explore what's next in digital marketing.

**TREND 1—
GEN Z IS HERE**

**Ready to
reach Gen Z?
You have eight
seconds.**

**Win the hearts of these
fast-thinking, multiscreen
swipers.**



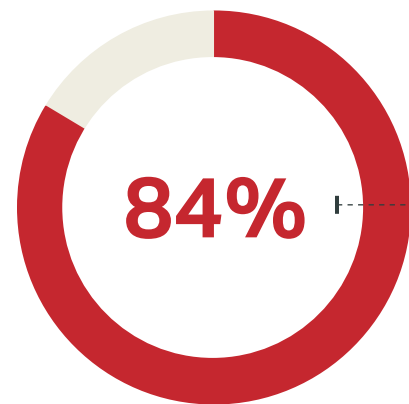
Eight seconds or less. That's how long you have to win or lose the attention of a Generation Z consumer online. That's four seconds less than the prior generation ([Forbes](#)). Marketers might have considered Millennials a challenge, but Gen Z is setting the stage to become 40% of the U.S. population by 2020 ([FastCompany](#)). For an estimated annual direct spend of \$323+ billion and an even greater influence over \$1.2 trillion of spend, those eight seconds are critical to how your brand grows with this next generation ([AdWeek](#)).

Is your 2020 digital marketing strategy ready for shapeshifting segmentation, snackable content, purpose-driven brand strategy and getting more real than ever before? The next evolution of consumer behavior is here — and to us, that's the catalyst for innovation.

The best part? While other marketers play guessing games, you'll already be ahead of the 2020 curve with these tips to reshape your digital marketing strategy for Gen Z ROI.

Let your biggest fans join your brand.

Feature actual customers for your ads and testimonials.



84% trust a company more if a company uses actual customers in their ads ([Ad Age](#)).

Serve snackable content.

Get more views with short-form video. Gen Z are heavy viewers of Stories.



70%+ of Snapchat's and Instagram's respective Gen Z audiences watch the format ([Business Insider](#)).

Create a Snapchat campaign strategy.



Snapchat ads led to 63% of sales among 32 brands in a study among Gen Z audiences ([Adweek](#)).

Be brave with your mission.

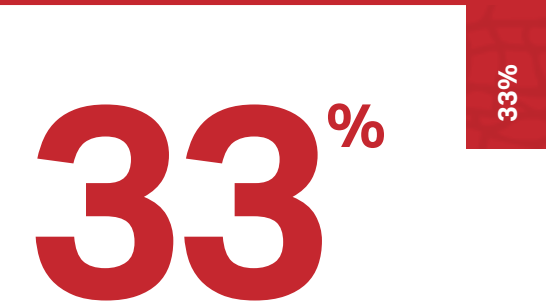


Choose the right cause for your brand to support (and for the right reasons):

69% of this group are more likely to buy from a company that contributes to social causes ([Ad Age](#)).

Be prepared to lose some of them when you choose that cause:

33% have stopped buying from a company that contributes to a cause with which they disagree ([Ad Age](#)).



The Next Wave—

Pretty soon, it won't matter which year a consumer was born. You can toss out all large generational data buckets for that matter. With Gen Z, the era of individualism is here. Getting to know the behaviors, tastes, opinions and influence of micro-generations will be more important than ever before.

**TREND 2—
CAUSE GUIDED
STORYTELLING**

**Keep it real.
Make
connections.**

**Progressive storytelling
helps brands stay authentic.**



In 2020, creating and sharing authentic content will help brands develop deep and meaningful connections with potential customers. Want to catch (and hold) the attention of multiple generations of active consumers?

Keep it real.

That might be easier said than done. It means you need to do a little self-reflection, because until you know who you truly are and what you represent, you won't know how to convey those values to the public.

In fact, if it isn't a little uncomfortable, you're probably not being authentic. That marketing comfort zone, the familiar ground of catering to ready-made personas and showing the product or service in the most favorable light is no longer a safe space.

This is because soon, your general demographic buckets won't hold water. Neither will loyalty tactics, long-form content, celebrity features or fair-weather cause marketing campaigns. Gen Z is unique. Its members won't fit the predetermined mold.

In every market segment, belief-driven buyers make up the majority across the board and that majority continues to grow from Gen Z to Boomers ([Edelman's Report](#)).

No matter if it's for a good cause or just because, unless brands make a move toward deeply rooted authenticity and transparency in 2020, they risk alienating a huge swath of eager consumers who crave truth and are willing to reward companies that tell their truth.

Put Values Front & Center

Let the world know where you stand, and take consistent action that aligns with your values. **60%** of consumers feel brands should make it easier to see and understand their values before making a purchase ([Edelman's Report](#)). Ensure your customers can find your values.

Loyalty Does Exist

Tastes and preferences can change over time, but a consumer who feels a personal affinity with a brand because of its values is more likely to return. If you are having the right conversations with your consumers, you can focus on evolving with them.

Don't Wait, Start the Conversation

Replace the "hard sell" with a genuine conversation. Engage with consumers. Share, don't sell. Connect, don't hustle. Be transparent, even if its unconventional.

Tell Your Brand's Story

Don't interrupt consumers, engage their attention. **84%** of consumers reported they paid attention when a brand engages their attention. However, **56%** of consumers agree that marketers spend too much time looking for ways to force attention and not enough time thinking of ways to make them want to pay attention.

More than



50%

of Gen Z say buying decisions are influenced by whether a brand exhibits socially conscious behavior.

The Next Wave—

Over the next decade, successful brands will be those that, in addition to providing excellent products or services, take meaningful steps to improve the world. Cause marketing will give way to cause culture, and consumers that embrace similar values will respond favorably. With 64% of consumers mandating that CEOs take the lead on change rather than waiting for the government to legislate it, the time is now.

**TREND 3—
TRUST THE
INFLUENCERS**

**Expect more
from your
influencer
strategy.**

**Find success with
engagement of
micro-influencers.**



Online influencers, or prominent advocates recruited by brands to offer opinions about products or services, remain reliable partners to help create awareness and drive conversions. They are deeply trusted by their followers and provide built-in authenticity for brands.

Influencer marketing is a \$5-10 billion industry and is on track to be worth \$15 billion in 2020 ([Business Insider](#)). Brands want to get the right people in front of the right audiences telling the right stories about who they are and what they do. That's not going to change in 2020.

But there will be a significant shift toward the key performance indicator that is the Holy Grail of influencer marketing: engagement. Favorable engagement statistics, like 87% of consumers admitting they were inspired to make a purchase based on what they saw from an influencer, ([IAB](#)), reinforces your consumers have a strong connection and trust with influencers.

Micro- or niche influencers are poised to make bigger contributions in 2020. While there is no industry-wide definition of a micro- (or niche) influencer, the general range is 1,000-50,000 followers on major social platforms. Recently, Facebook has made changes to its Instagram algorithm that supports higher engagement over the number of followers one has accumulated. Instagram is the current leader when it comes to influencers with 78% of marketers choosing the platform ([MediaKix](#)).

Influencers with engaged audiences can be most effective for your brand by issuing a direct call to action that produces measurable results. A direct consumer response can be tied to a business goal, such as growing a subscriber base or making purchases on the spot. The most common goals of influencer marketing strategies are to increase brand awareness, reach new audiences, and generate sales. With 80% of consumers making a purchase recommended by an influencer by clicking on a link or image, it is time to expect more from your influencer strategy ([IAB](#)).

Scale Down to Scale Up

Build relationships to create a deep bench of niche influencers to provide a versatile, reliable pipeline of engagement-driven conversions. Reports have shown that influencers with 1,000 followers generate **85%** higher engagement than those having 100K followers ([MediaHub](#)). See graph to the right.

Trust the Connection

Micro-influencers are extremely familiar with their audiences and know the topics that appeal to them most. Trust that organic connection because over **90%** of consumers feel influencers do a better job at explaining the intricacies or experience of a product than regular users ([Modash](#)).

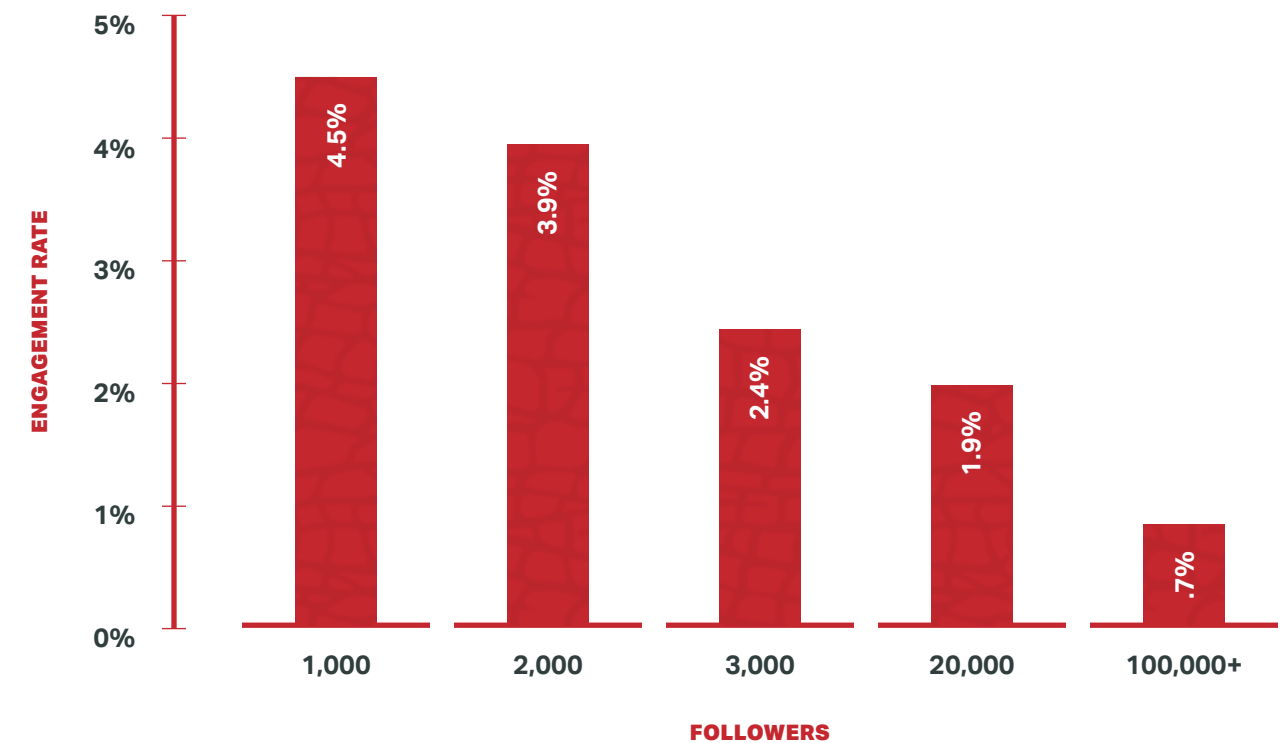
Give Creative Freedom

Marketers agree, with over **89%** saying ROI from influencer marketing is better than other marketing channels ([MediaKix](#)). Allow influencers to leverage their knowledge and deliver your message the way they see fit to maximize your ROI.

Make Cost-Effective Connections

Celebrities are expensive to engage and out of reach for most small and mid-sized businesses. Micro-influencers are more affordable than celebrities and profiles with millions of followers. The famous can charge up to \$7,500 for a single Instagram post promoting a product. In contrast, **97%** of micro-influencers on Instagram charge less than \$500 for a promotion post ([Hubspot](#)).

The lower the followers the greater the engagement rate.



The Next Wave—

Today's science fiction will come true. TV and movies have given us the Ad Buddy (Maniac on Netflix) and instant, personalized billboards and audio commercials (Minority Report). Meanwhile, Instagram's prominence (78% of marketers favor it) will be challenged by sites such as TikTok and its successors.

**TREND 4—
THE EVOLUTION OF
CONNECTIVITY**

**Find them
where
they are.**

**Social media is here to
stay, but what platforms
will rule 2020?**



Social media's grip on a certain segment of the population is not going to loosen any time soon. In fact, according to the [Global Web Index 2019 Social Flagship Report](#), that "segment" is as big as ever: As 98% of consumers report using social media in the past month.

That said, 2019 saw a slight down-tick for Gen Z and Millennials, who maintained an average of 9.7 accounts in 2018 (it's still more than double the number from 2013, per [GlobalWebIndex](#)). We'll find out next year whether that reduction in accounts is a trend, but one takeaway we know we'll see is a continued de-emphasis of established platforms like Facebook and Twitter in favor of visually compelling sites such as Snapchat and TikTok.

Ad blockers are prompting brands to seek innovative ways to integrate messaging into email exchanges and messaging apps. In fact, Facebook already has confirmed it is implementing advertisements on its popular WhatsApp in 2020.

Meanwhile, LinkedIn will continue to strengthen its position in the realm of professional online networking. Video will become more prominent on LinkedIn, and targeted ads based on career choices and education will flourish.

Content is King, but Video Rules

Recent [Google research](#) revealed that more than half of consumers say online video has helped them make specific purchasing decisions. In the coming year, though, video content will cement its dominance on social media, and that includes B2B efforts on LinkedIn.

Video Converts

Google's research also showed that video goes well beyond brand awareness; **68%** of people prefer to learn about a product/service from a short video ([HubSpot](#)).

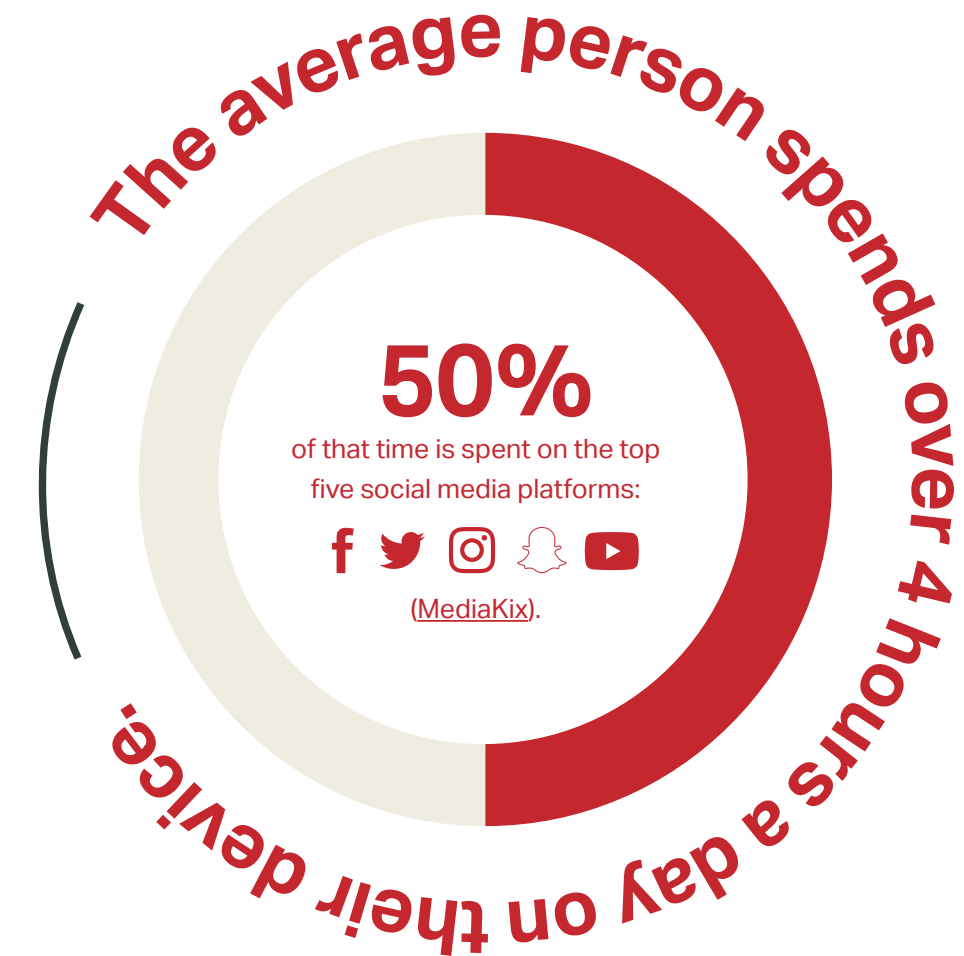
Time is Ticking

The social landscape is changing, are you evolving with it? Platforms like Tiktok, have enjoyed astounding growth and continue to mold the social landscape for 2020 and beyond. The longer you wait to adopt them into your marketing strategies, the more opportunities you miss to connect with millions of potential consumers.

For reference, Tiktok has 30 million active monthly users in the U.S. alone and it continues to grow dramatically, **60%** are ages 16-24 ([AdAge](#)). TikTok has also surpassed Facebook for downloads in 2019, having added 188 million downloads in the first quarter, surpassing Facebook at 176 million ([HBR](#)). Platforms on the rise can have a significant impact on your brand, it's time to add them into your marketing mix.

Is your Open Light On?

A majority of customers, **51%**, believe that a business should be available 24/7 ([Inc](#)). If you're open lights turn off you might want to consider how to better leverage technology (chatbots and the like) to provide the levels of services the connected consumer expects.



The Next Wave—

It's happening on a limited scale already, but someday, geographically activated digital experiences will become the norm. A current example can be found at the new Star Wars-themed Galaxy's Edge at Disneyland and Disney World, where a mobile device transforms into an immersive, virtual data pad to really get park-goers into the role of intrepid space adventurers.

**TREND 5—
PLAYFUL EXPERIENCE
DESIGN**

Internet Explorer is dead & it's good for design.

How browser modernization will enhance your experience design.

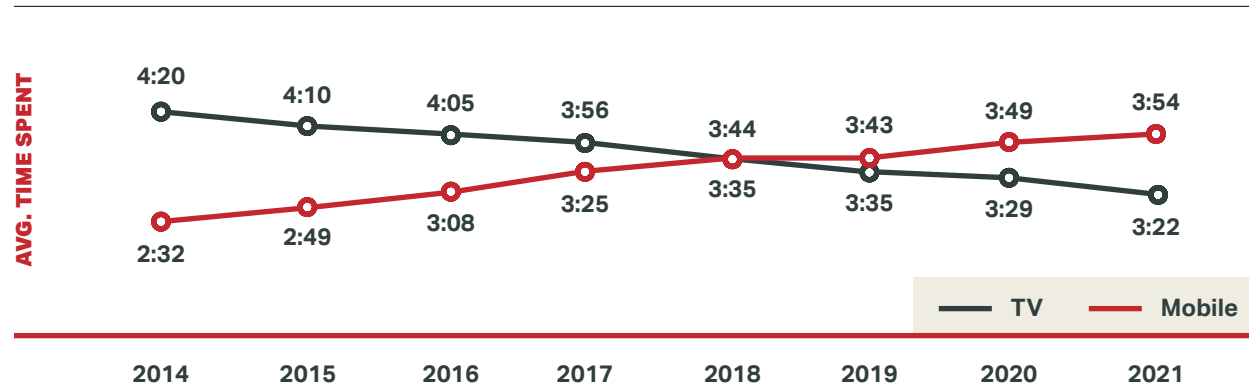


Did you hear that? It's the pop of champagne coming from your web dev team. The time has come for Internet Explorer (IE) to be phased out of your business plan — and doing so will raise the gold standard for what engaging, playful web design means for your digital brand.

Microsoft's browser baby did dominate 91% of the global market share about two decades ago. Now, IE has fallen to about 3% ([Medium](#)). That's for a few reasons. When we are focused to cater to IE, it comes with browsing baggage. Extra add-ons, plug-ins, and most importantly — extra time to make everything work for a browser that doesn't jive with modern JavaScript. And in the end? A mediocre product that limits design and slows your website for all of your users.

With IE out of the picture, Progressive Web Applications (PWA) are taking shape. Modern browsing will start to look more like smartphone apps, absorbing features from mobile-based applications into everyday web experiences. Get excited for smoother, faster browsing that uses the data you want it to use, allows for more engaging animations and keeping your digital brand experience in line with the 2020's design developments.

Build a PWA for 2020's mobile strategy.



By 2020, the number of smartphone users is expected to reach 2.87 billion, with total page views on mobile increasing year-over-year at almost 50% worldwide, making mobile more crucial than ever to your digital strategy ([Single Grain](#)). In fact, for the first time, U.S. consumers will spend more time with their mobile devices than they do watching TV in 2019 ([eMarketer](#)).

Invest in experience design — it pays off.

Good UX Design

200%



Better UX Design

400%



In a recent study from [Forrester Research](#), a well-designed user interface could raise your website's conversion rate by up to 200%, and an even better UX design could yield conversion rates of up to 400%.

Shift your mobile app strategy.

90%

In the U.S., consumers spent 90% of their mobile time in apps ([eMarketer](#)).

However, experts estimate that 50% of consumer-facing apps could be replaced PWAs by 2020 ([Gartner](#)).

50%

The Next Wave—

Come on, get App-y. As we code our way into 2020, the cutting-edge capabilities of 5G and browser modernization will open a wider framework for playful, engaging experience design — allowing your website to absorb more advanced features from mobile apps. Is your website ready to take shape as a cutting-edge Progressive Web Application?

YOU MUST CHANGE BEHAVIOR.



“Changing consumer behavior is one of the most challenging tasks for marketers today, however, in order to produce a successful ROI,

you must change behavior.”

Rob Kane
President, Sparxoo

**TREND 6—
DATA-DRIVEN
RELEVANCY**

Smarter creative is on the rise.

Personalizing your
creative in 2020 is now
down to a science —
behavioral science.



One question that often comes up in the boardroom: **What's the ROI of creative?**

Advancements in creative content optimization will show the best numbers, because in 2020, AI will change what it means to personalize your creative messaging. It's time to uncover the thoughts, feelings and behaviors of your audience often masked by bucketed consumer data.

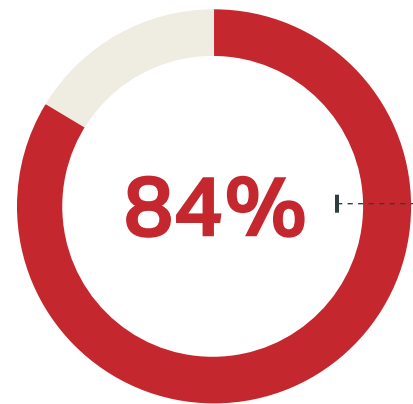
We know personalized marketing works. A recent study from [Evergage](#) found 96% of marketers praised the ability of personalization, and 88% said it has helped them realize a measurable lift in business results. But with the next wave of Gen Z individualists, online personalization is expected. By 2020, 76% of consumers expect that companies will understand their needs and make relevant suggestions before they make contact ([Salesforce](#)).

AI and optimization platforms aren't new, but their integration capabilities are evolving. The result? Personalized marketing that has more context — and it's coming to life using behavioral and situational tactics to nudge users toward goal completion without disrupting user experience.

Is it raining where you are? Here's a push notification for dinner delivery. Can't decide if you want to invest in that new weatherproof jacket? Here's how many people in your neighborhood purchased it today.

Luckily, the next phase of dynamic content personalization is here. Let's get your ROI up for the next creative review.

Win more business with contextual marketing.



84% of customers say being treated like a person, not a number, is very important to winning their business ([Salesforce](#)).

Build better customer relationships.



96% of marketers agree that personalization advances customer relationships, according to Evergage's 2019 Trends in Personalization Survey [Report](#).



And 80% of respondents say they saw a measurable lift in business from their personalization campaigns. ([Content Marketing Institute](#)).

Get to know your customers' tastes.



59% of customers say tailored engagement based on past interactions is very important to making a purchase decision ([Salesforce](#)).

The Next Wave—

What happens when the age of influencer marketing meets 2020's creative content optimization? User-generated content that takes shape as personalized, real-time messaging to guide users along their journeys. Say hello to dynamic social proof, and the subtle art of leveraging FOMO for mo' sales.

**TREND 7—
THE ELEVATION OF
PILLAR CONTENT**

Content rises together.

Content assets must work in harmony to lift the message.



Every piece of content needs a purpose, and that purpose should support a business goal. But what supports the content?

In 2020, the short answer is this: All content is connected, and just as every asset must serve a business purpose, it also must complement every other asset.

Naturally, because we're talking about 2020, video will be the foundation of content marketing. Perhaps the video itself will serve as the campaign's pillar content. It could be just as likely that a white paper or other downloadable content will be the pillar, however, reports show viewers retain 95% of a message when they watch it in a video compared to only 10% when reading it in text ([Forbes](#)).

No matter what, video will help elevate all aspects of the campaign. And those other elements will, in turn, help elevate the video. It's a symbiotic relationship that creates a virtual circle of support. Here's how it works: Video drives downloads, downloads draw attention to a website, the search algorithm interprets increased traffic as a signal of authority and elevates the site in search results, and the video gets found and viewed more often through the website.

None of this works without a deep dive into the data that reveals how, when and why consumers are drawn to particular kinds of content. And that completes the circle of support: Analytics and reporting are more robust than ever, and their ability to serve as a starting point for content strategy is going to grow in 2020.

Define the Right Goal

What is the strategic purpose of the content? Brand awareness is a common answer, along with brand loyalty, engagement and talent recruitment. Reportedly, **65%** of the most successful content marketers have a documented strategy vs. **14%** of the least successful ([Content Marketing Institute](#)). In 2020, direct consumer response (conversions) will become a major focus.

Create Your Content

Developing the right content will determine the success of your documented strategy. Successful types of content will vary depending on your brand, however, using visuals does contribute to its success. Content with images get **94%** more views than text-only marketing ([PR Daily](#)).

Target with Metrics

What demographic qualities define your audience? Whichever metrics you choose, use analytics to find out how, where and when they consume content (and what kind of content they consume). Despite popular belief, consumers want you to know. With **81%** admitting they want brands to get to know them and understand when to approach them and when not to ([Accenture](#)).

Test & Repurpose

2020 will be a great year to experiment with storytelling on various platforms, but be sure to test responses — and use the results to inform needed revisions and future content. Marketers that publish 16 or more content assets a month get almost **3.5 times more** traffic than brands that publish four or less ([HubSpot](#)).

15%



Gartner found that by 2020, smart personalization engines used to recognize customer intent will enable digital businesses to increase their profits by up to 15%.

The Next Wave—

Widespread use of SEO for video is only beginning to take hold, and mostly through archaic meta data and closed captioning. Voice search will continue to be refined (think Google Assistant, Alexa, Siri) and apps like TikTok already are beginning to experiment with facial recognition searches. We're not saying that someone, somewhere, someday will perfect the bio-integrated chip for search engines to access the images and words in our thoughts. But we're not NOT saying that, either.

**TREND 8—
PRIVACY DESIGN**

**Privacy design
is more than a
good deed.**

**2020 puts digital brand trust
in the hands of designers.**



In 2020, privacy design will become a major pillar for establishing digital brand trust. Remember when we said online personalization is expected in 2020? More online users, particularly Gen Z, expect a personalized experience with your digital brand. But even more are wanting “strict national privacy laws” with laptops in hand. That’s 67% of Americans, according to Forbes.

See the challenge? Sharing your digital data is what paints your personalized user experience. But marketers can’t get personal without ... a little bit of your digital data.

Myths around artificial intelligence could be the source of hesitation. Your average user may not know what machine learning is or how it’s being used. Can it record you singing in the shower? Possibly, so give your best Taylor Swift just in case. But how and who will leverage that data?

That’s when privacy design puts a user back in the driver’s seat. Organizations that focus solely on privacy design are setting the benchmark for privacy design that empowers users to share. Online privacy practices are becoming more digestible and more human by explaining the intentions behind each piece of collected data. By leveraging privacy UX to empowering users, their confidence in your brand will strengthen as technology gets more personal.

Empower users to share with better privacy design.

95%

of people surveyed wanted companies to give options to opt out of certain types of information collected about them, how it can be used and/or what can be shared with others ([Consumer Policy Research Centre](#)).

Convert more sales by building digital brand trust.

75%

75% of consumers said they would not buy from a company, no matter how much they like the product, if they don't trust them to protect their data ([Consumer Affairs](#)).

Evolve your privacy UX to align with AI business practices.

70%

According to [The Global State of Information Security® Survey](#), 70% of respondents say AI is critical to at least some of their business.

Only 31% report they are very comfortable with building sufficient digital trust controls into their adoption of AI ([PwC](#)).

31%

The Next Wave—

More users expect personalization in 2020. They're also demanding stricter privacy laws. Can you balance both in the coming age of advanced AI? Yes, but you'll need experience design experts.

**TREND 9—
DISRUPTING BEYOND
REGULATIONS**

**Regulation
can set
you free,
creatively.**

**Highly regulated industries
like cannabis find innovative
ways to build brands.**



Regulations and laws can restrain marketing creativity — or they can set it free. If necessity is the mother of invention, then governance can inspire innovation.

A current example to watch is cannabis production, sales and distribution as an emerging industry that bears watching in 2020. As more states move to legalize marijuana use — while also restraining advertising and marketing — “ganjapreneurs” have had to seek creative ways to market their products.

For instance, social media platforms and Google don’t allow marijuana ads (yet). Until they do, marijuana marketers are turning to a combination of “old-fashioned” and 21st century digital techniques to create impressions and capture audience: print ads, surrealistic store interiors, text message campaigns, in-store demonstrations and more.

The way these experimental marketers attempt to gain audience share as more states legalize marijuana will be worth watching. For the foreseeable future, we’ve got a marketing version of the Wild West, with a touch of the taboo and a tinge of the rebel — in a lot of ways, even with the regulatory restrictions, it will be marketing gold.

Meanwhile, the marketers and digital developers will face more stringent regulations of their own. Namely, stricter enforcement of compliance with the Americans with Disabilities Act (ADA).

Recent legal actions against brands as varied as municipalities, universities, grocery chains, pizza delivery chains and luxury hotels have raised alarms in agencies nationwide. ADA compliance lawsuits increased nearly 200% from 2017 to 2018, and the tide has not yet stemmed.

This will remain a major issue in 2020, and any digital agency that doesn’t refine its expertise in the Web Content Accessibility Guidelines 2.0 Standard (WCAG 2) will risk losing relevance. If the differently abled can’t access your website, you might be vulnerable to a lawsuit.

Do the Research

Learn the laws and monitor regulatory updates in your industry. Assess every asset with an eye toward compliance.

Be Inclusive

Collaborate with people who don't share your experiences and background and incorporate different points of view in the creative process.

Free Your Imagination

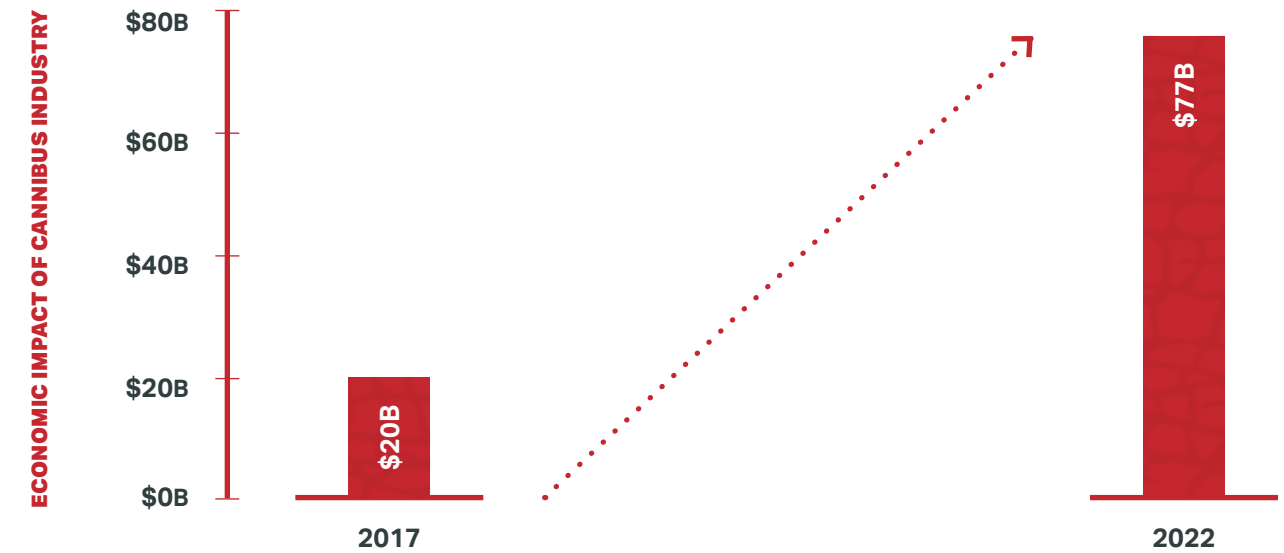
Once you're sure you have the legal side managed, let your imagination go crazy. This is an era when bold strokes are rewarded, and obstacles are suddenly transformed into catapults.

The Domino Effect

Recently, the Supreme Court announced it would not hear a petition from Domino's Pizza to appeal a lower-court decision that mandates the company must make its website and app accessible to people with disabilities. The decision is a win for advocates, who have been arguing that the Americans with Disabilities Act applies to websites and digital platforms. This is an interesting story to watch unfold as it will continue to have a deep impact for brands in 2020.

The legal marijuana industry's economic impact in the United States was an estimated \$20 billion in 2017 and could reach \$77 billion by 2022.

This will continue to be a regulated industry for which we should follow and take inspiration from.



The Next Wave—

While quantum computing, widespread 5G connectivity and satellite internet remain a few years away, they all are poised to change the way information is delivered. With great speed comes great responsibility, and that means potential regulatory oversight from government agencies' intent on continuing to limit and restrict industries. Think 20th century Trust Busters like Teddy Roosevelt, only with mobile phones and video.

**TREND 10—
MARKETING IN A
SOCIETY DIVIDED**

What do brands stand for?

And why does it matter
more than ever?



America is as politically divided as it has been since the turbulent 1960s. Marketing agencies and brands have been swept into the frenzy.

It is a fraught time in the United States, where every tweet or Instagram post has the potential to bring down a dynasty, and every Facebook ad is analyzed for its potential political pyrotechnics.

Agencies and brands have a choice. They can play it down the middle and attempt to cater to consumers across the political spectrum, or they can take a stand and stay true to their values.

There is risk along either path. Some consumers gravitate toward brands that align with their own personal belief system. Others don't care, as long as the product or service meets a need well.

The trick for brands and agencies will be to identify which path makes the most sense for them. Ideally, values and business goals will align comfortably.

And because 2020 has the potential to be one of the most contentious election years in American history, agencies and brands must pay close attention to the shifting sands of societal points of view. A growing number of people, 46%, believe brands have better ideas for solving our country's problems than our government.

**Will you rise to the occasion?
Where do you stand?**

The Give and Take of a Political Stance

Dick's Sporting Goods & Guns

After the school shooting in Parkland, Florida, in February 2018, Dick's CEO Ed Stack ended the practice of selling large-capacity magazines and long rifles. Sales dropped and employees protested, but other major retailers, including Walmart, soon followed Stack's example.

Chick-fil-A & LGBTQ Rights

Chick-fil-A owner Dan Cathy spoke publicly against gay marriage in 2012 and sparked boycotts — and public expressions of support from those on the political right. It remains a major issue with the city of San Antonio banning Chick-fil-A from its airport in 2019. Yet, the chain reported record revenue in 2018.

Nike & Colin Kaepernick

Nike chose to express public support for protesting NFL quarterback Colin Kaepernick. The political right boycotted Nike. After weathering the initial chaos, the athletic apparel company enjoyed a **31%** boost in sales, according to Forbes.



80%

of consumers say that a major consideration for purchasing from a brand is being able to “trust the brand to do what’s right.”

— Edelman, June 18, 2019

The Next Wave—

Does anyone believe that cultural and political rifts will be healed over the course of the next decade? It's possible. Using American history as our guide, we know that progress does not move in a straight line. While there is no way to predict the political course of the United States, agencies and brands that shape their missions based on their organizational values will be prepared to respond to whatever comes in the next decade. Those who know who they are and what they stand for will lead the way as we move through the mid-21st century.

ELEVATE YOUR BRAND IMPACT.



Your Brand's Stakeholders expect more from you. It's not enough to simply promote products and services. Wear and share your brand values to initiate change. Show leadership in your communities and take a stance on potentially controversial issues. Inspire action by using your brand's treasure (both in advertising buying power and sponsorship partnership) to make a difference. Not only will you earn more loyalists (and lose a few in the process) you'll cut through the clutter and create meaningful relationships with your evolving and ever more demanding consumer base.

David Capece
CEO, Sparxoo

Do you have exciting ideas
about marketing?

Let's get to know each other.

SPARXOO

We're blazing our own path as a new breed of digital marketing agency.

Our clients have big goals, and we have big ideas—grounded in digital expertise. We exist to help clients find creative solutions, reimagine their marketing strategies, and convert information and inspiration into results.

We combine left-brain strategy with right-brain creativity to deliver custom solutions that help our client brands stand out and drive demand. We craft experiences that delight customers, share stories in ways that people will want to listen, and drive the kind of digital performance that takes business to new heights.

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