7 Resolutions Every Marketer Should Make for 2017

1. Focus on Individuals, Not Channels
   - 90% of consumers rely on their social networks for product recommendations, but only 25% of marketers are using this channel effectively.
   - Focus on building relationships with individuals, not just channels.

2. Automate What Can Be Automated
   - 94% of companies recognize the value of automation, but only 21% are using it effectively.
   - Automate repetitive tasks to save time and focus on more strategic work.

3. Document My Content Marketing Strategy
   - 58% of companies lack a documented content strategy, despite 53% of B2B marketers using content marketing.
   - Document your content marketing strategy to ensure consistency and alignment with business goals.

4. Examine and Clean All My Data
   - 34% of marketers say they are data-driven, but only 40% use data to inform their decisions.
   - Examine and clean your data regularly to ensure accuracy and relevance.

5. Consistently Invest in User-Generated Content
   - Only 28% of marketers consistently invest in user-generated content, despite its effectiveness.
   - Invest in user-generated content to engage your audience and build credibility.

6. Invest in Technology
   - 84% of B2B marketers say they invest in technology, but only 29% see a return on investment.
   - Invest in technology that aligns with your business goals and provides a return on investment.

7. Embrace Trailblazing Technologies
   - 61% of marketers say they are using new technologies, but only 39% are using them effectively.
   - Embrace new technologies to stay ahead of the curve and increase efficiency.

8. Focus on Security
   - 83% of companies say security is a top priority, but only 81% have a comprehensive security strategy.
   - Focus on security to protect your data and reputation.

9. Be Known for Something
   - 87% of consumers say they trust brands that they can relate to, but only 25% of companies see this as a top priority.
   - Be known for something that sets you apart from your competitors.

10. Answer the “What’s In It For Me?” Question
    - 80% of consumers say they are more likely to purchase from a brand that helps them solve a problem, but only 22% of companies see this as a top priority.
    - Answer the “What’s In It For Me?” question to increase sales and customer satisfaction.