

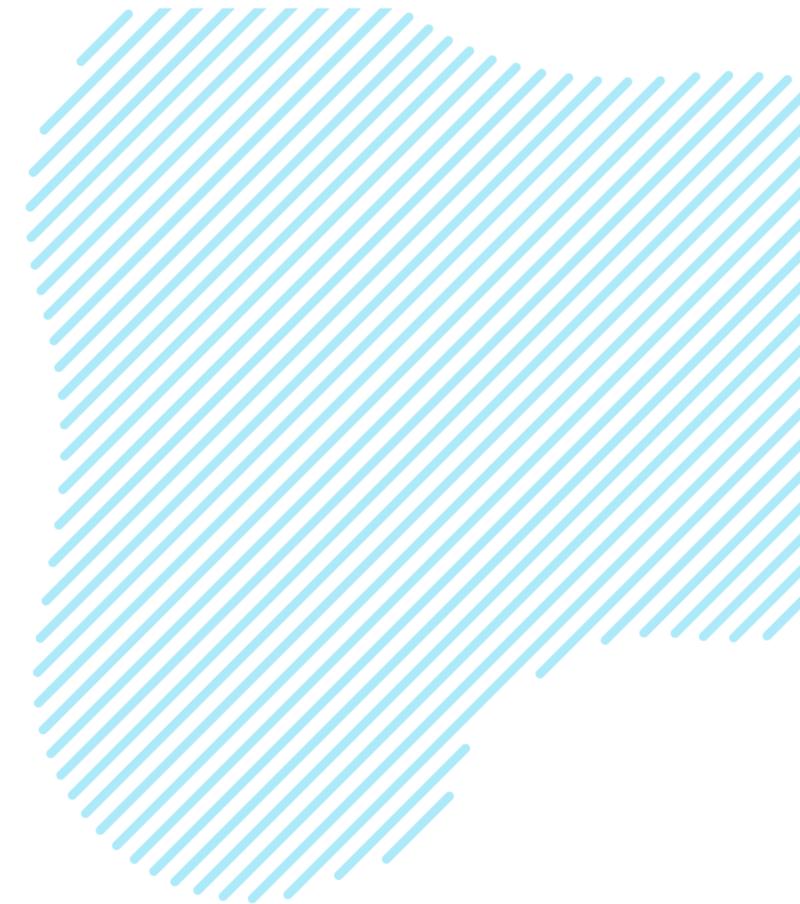
Six Marketing Trends For 2026

Your must have marketing
strategies in the age of AI.



What You Get Today

- Six marketing trends essential to growth in 2026.
- Transition from *experimentation* to full *AI integration*.
- How to market to humans and AI (machines).
- Tips to use AI to connect with more customers.
- The confidence to navigate the challenges of 2026.



How We Picked the Trends

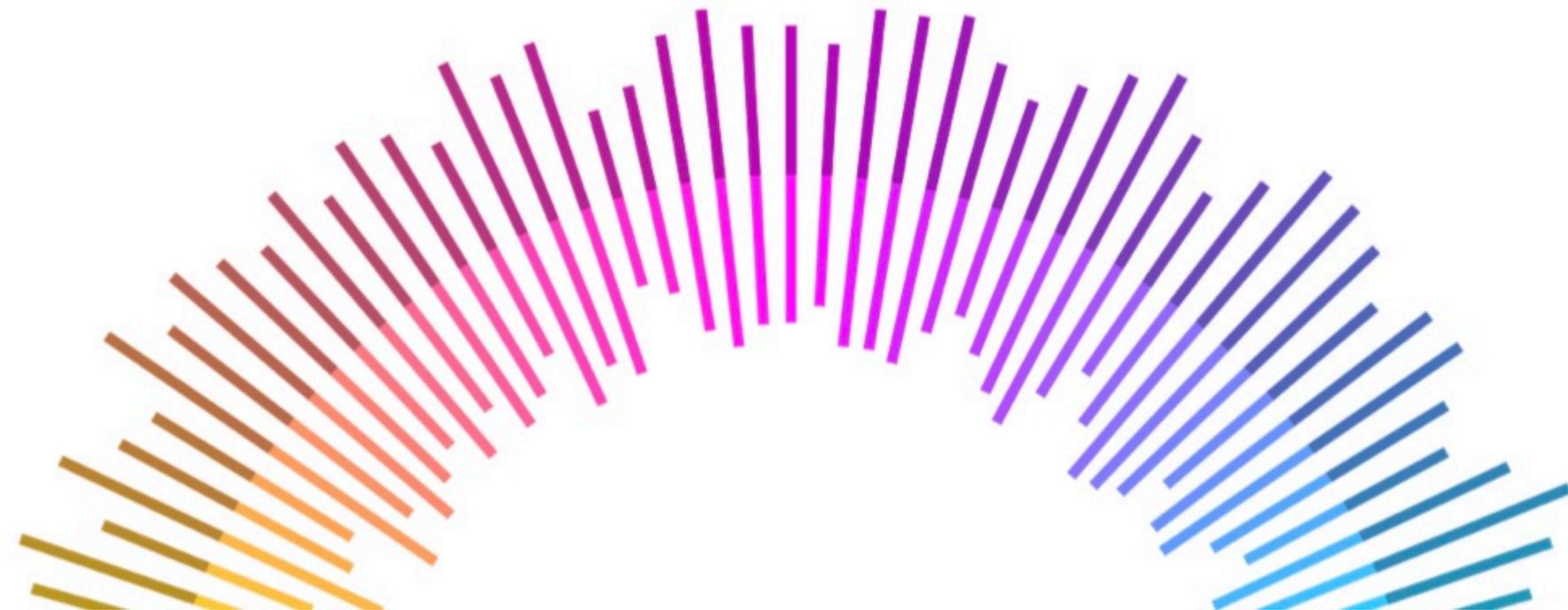
- Insights from client work in 2025.
- Industry analysis using ChatGPT.
- Predictions based on realities in the market.
- Common sense approaches to support digital users.
- Data analysis and current AI updates.

1. AI for Marketing

AI moves from novelty to foundational.

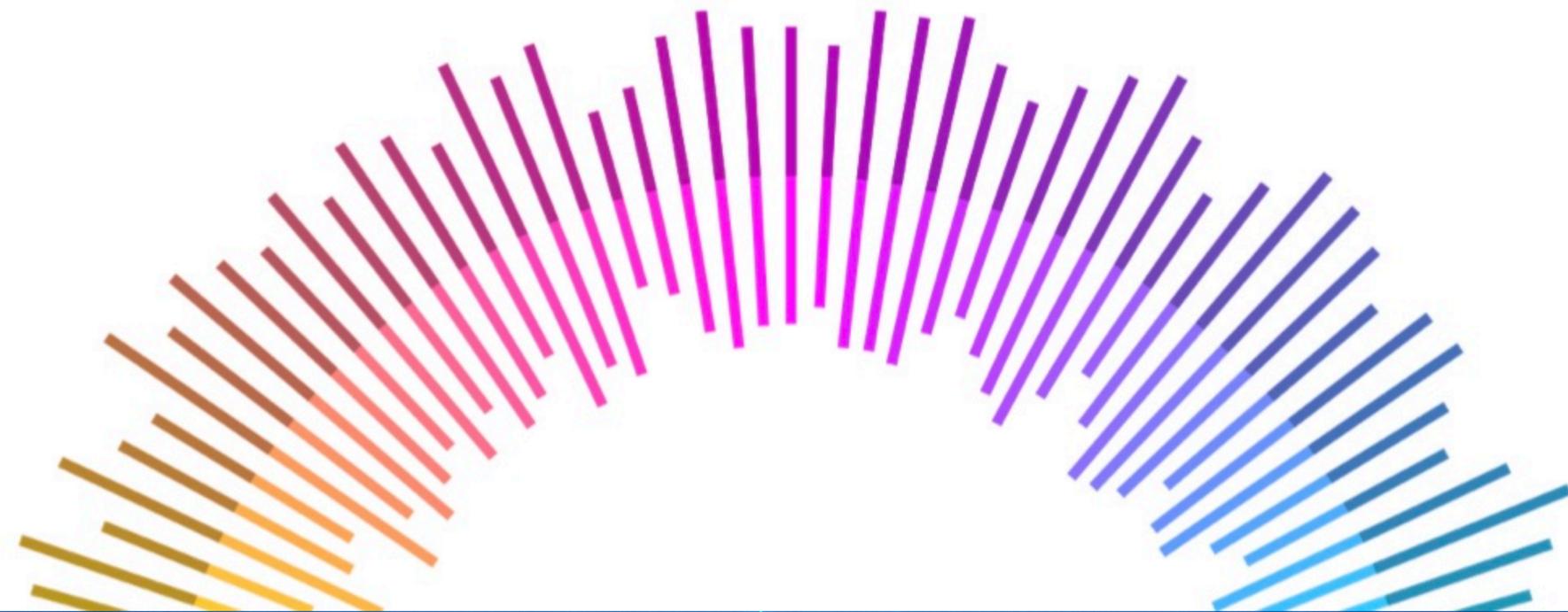
The Time for AI is Now

Integrate AI in your marketing or fall behind.



AI and Humans

**You are marketing and selling to
people and machines.**



AI and Marketing Pros

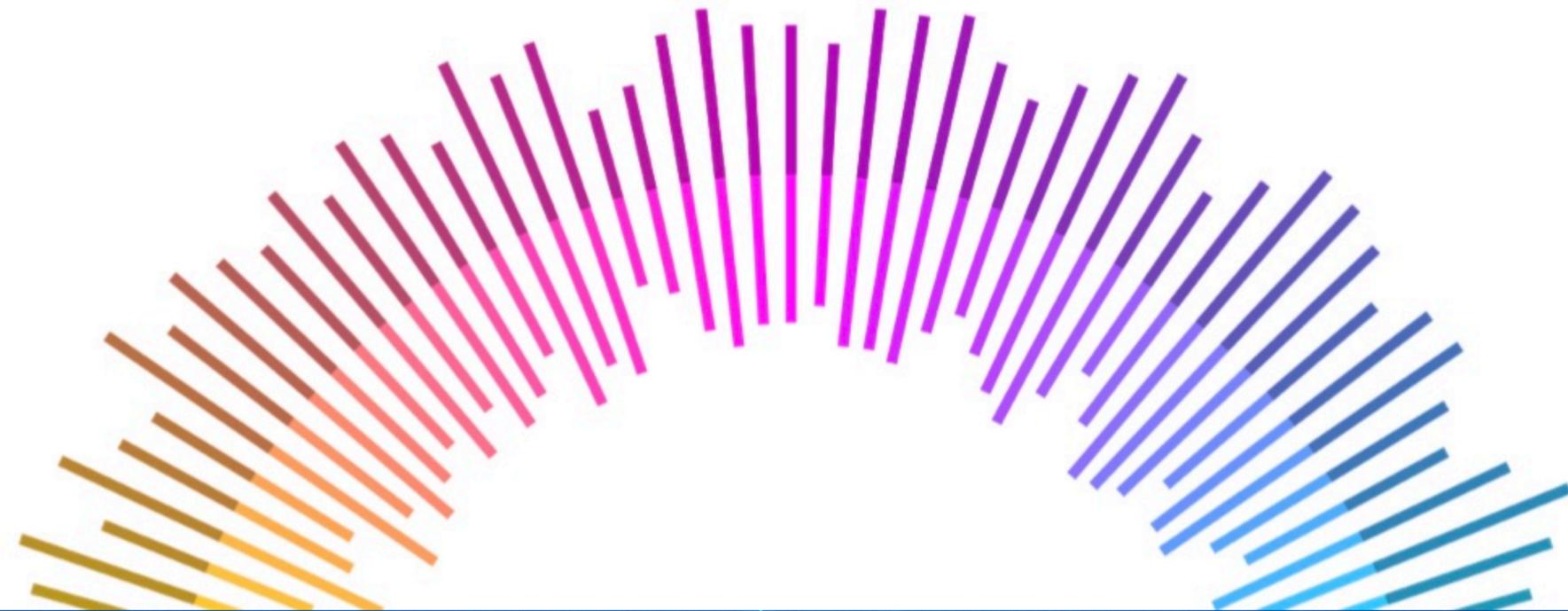
- The transition from testing to implementation.
- AI handles repetitive work and content planning.
- Agents and avatars are personal assistants and can sell.
- Custom ChatGPTs supercharge meetings and planning.
- AI lives inside the head of your ideal customer.

2. The Evolution of Buyer Research

The buyer's journey is highly anonymous.

The Anonymous Researcher

70%-90% of your future buyers research anonymously before making contact.



What has changed?

- Fewer people start buying with a Google search.
- Many start with ChatGPT or Google's AI Mode (Gemini).
- Social media can launch a buyer's journey.
- Podcasts, webinars and great content drive action.
- Less people in your target market will visit your Website.

How Marketers Adapt

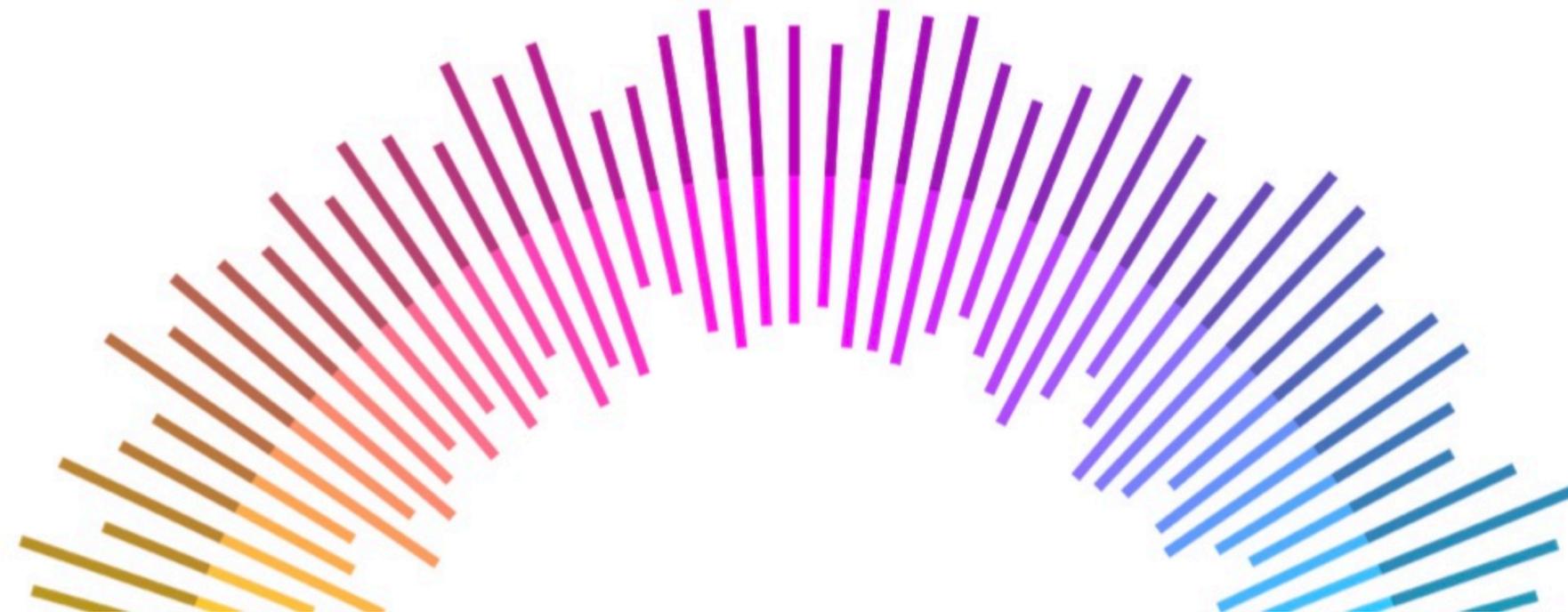
- Your thought-leadership earns you the engagement.
- Exceptional mid-funnel content motivates action.
- Integrated CRMs and email campaigns are required.
- Conversion strategies matter more than traffic.

3. A Distributed Sales Funnel

Your sales funnel and tactics must change.

Sales and Marketing Alignment

Sales and marketing teams both own the funnel.



The Sales Funnel Evolution

- Buyers are more dispersed and anonymous than ever.
- Sales funnel movement is based on consent.
- Integrated CRMs and email campaigns are required.
- Campaigns and key messages must be consistent and of value.

Mid-Funnel CTAs

- AI-Powered Website Chatbots
- Email Newsletters Subscribers
- Webinars, Content Downloads and eBooks
- Online Tools and Calculators
- Demos and Free Trials
- Offline Events, Seminars, Conferences and Meetings

Bottom of Funnel CTA

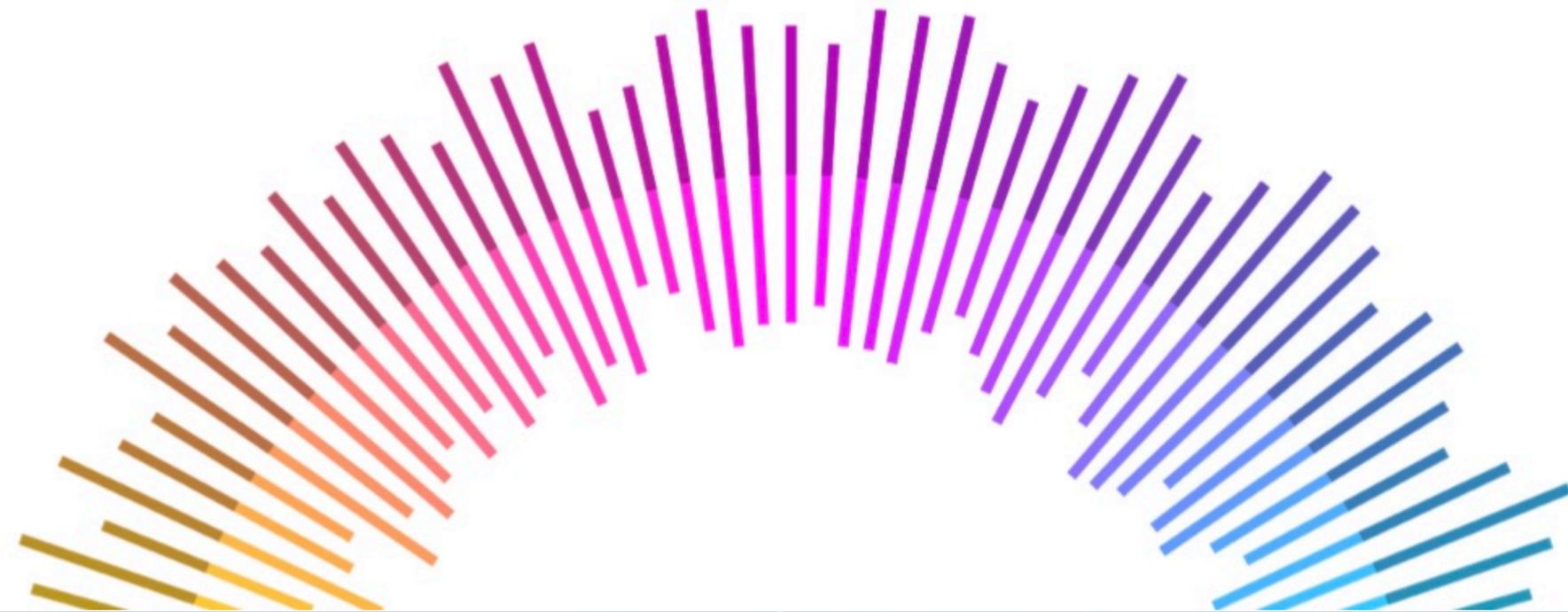
- **Speak** to an expert who can guide you.
- Get an **assessment**, review or audit.
- Book a **meeting** with an app or meeting tool.
- Use **phone numbers, emails and submission forms**.
- Get a **demo** on your own or with an expert.

4. The Answers are Everywhere

This rise of the answer engines.

What is an Answer Engine in 2026?

A resource people use to get answers and where your brand must be found.



What's an Answer Engine?

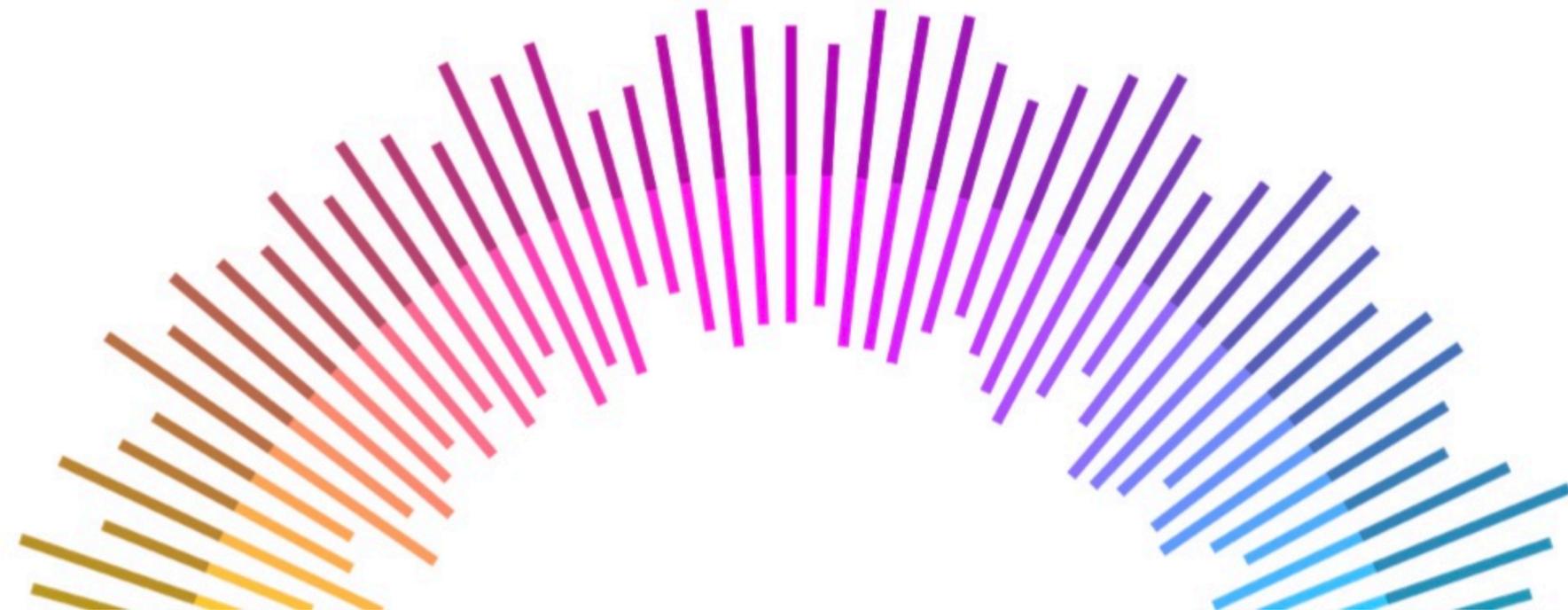
- AI has redefined search engines (Google) to be better.
- Social media is a community of answers.
- Email inboxes driven by content that converts.
- The rise of the AI agent and avatar.
- A valuable resource for humans and AI.

5. Brand Authority

Trust from thought-leadership beats traffic.

Intent and Natural Language

Content must meet user intent, be genuine to your brand and move buyers to action.



Influence the Community

- People crave leadership and connection.
- Long-term relationships and partnerships based on trust.
- Build a writing partnership with a team.
- Blogs, videos and social posts - webinars & long form content.
- **Using AI does is not thought leadership, your content powers AI.**

Optimize Your Channels

- Optimizing for humans and machines with answers.
- Brand clarity and authority matters more than ever.
- Structure data and content for users and AI.
- Content is aligned highly with user intent.

Bite-Sized Written Content & Videos

**Highly impactful content and videos
loaded with value.**



Marketing to People & Bots

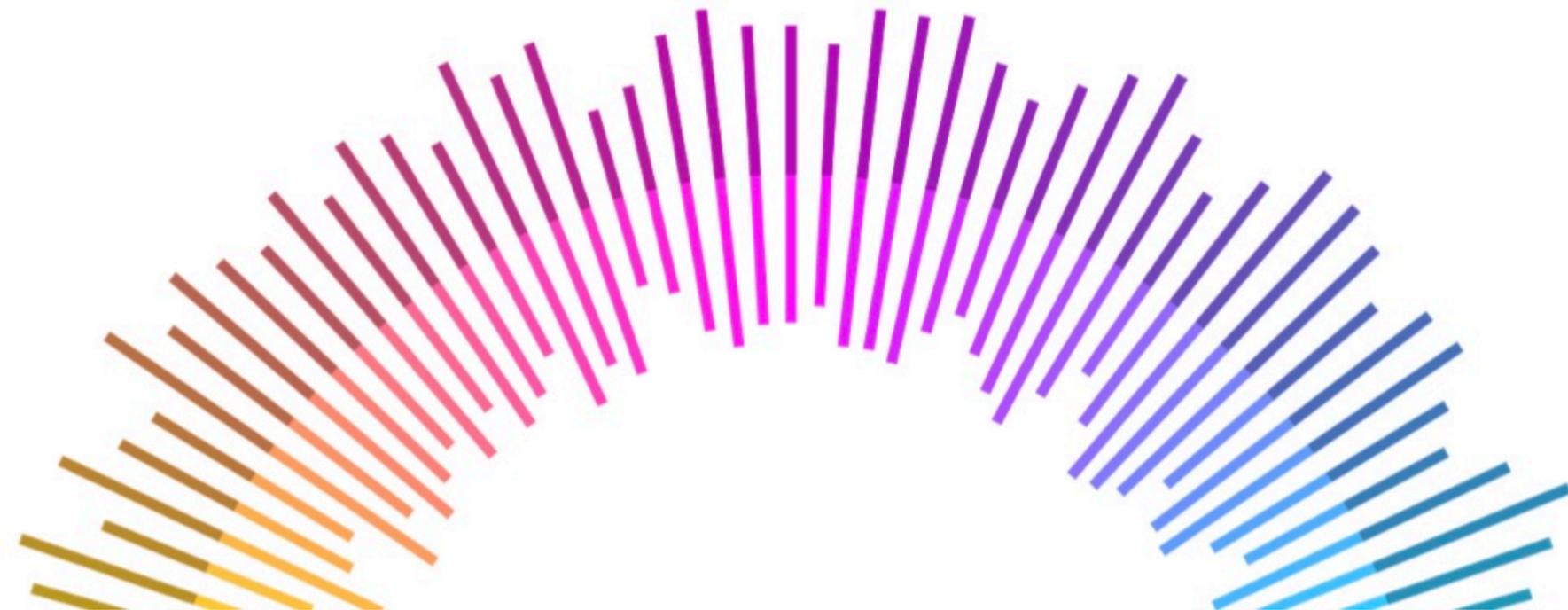
- Value matters more than depth of content.
- Video is not optional for reach in the funnel.
- Videos are watched on social media.
- Video avatars and chat bots are growing.

6. Omni-Channel Marketing

Meet your target market where they are.

Connect the Dots on Each Channel

Integrated and coordinated omni-channel campaign strategy, marketing and reporting.



What is a Channel?

- A place where your personas read your content.
- How your target market gets information.
- Video, graphics and written content.
- Unified marketing across channels is key.

AI & Channel Reporting

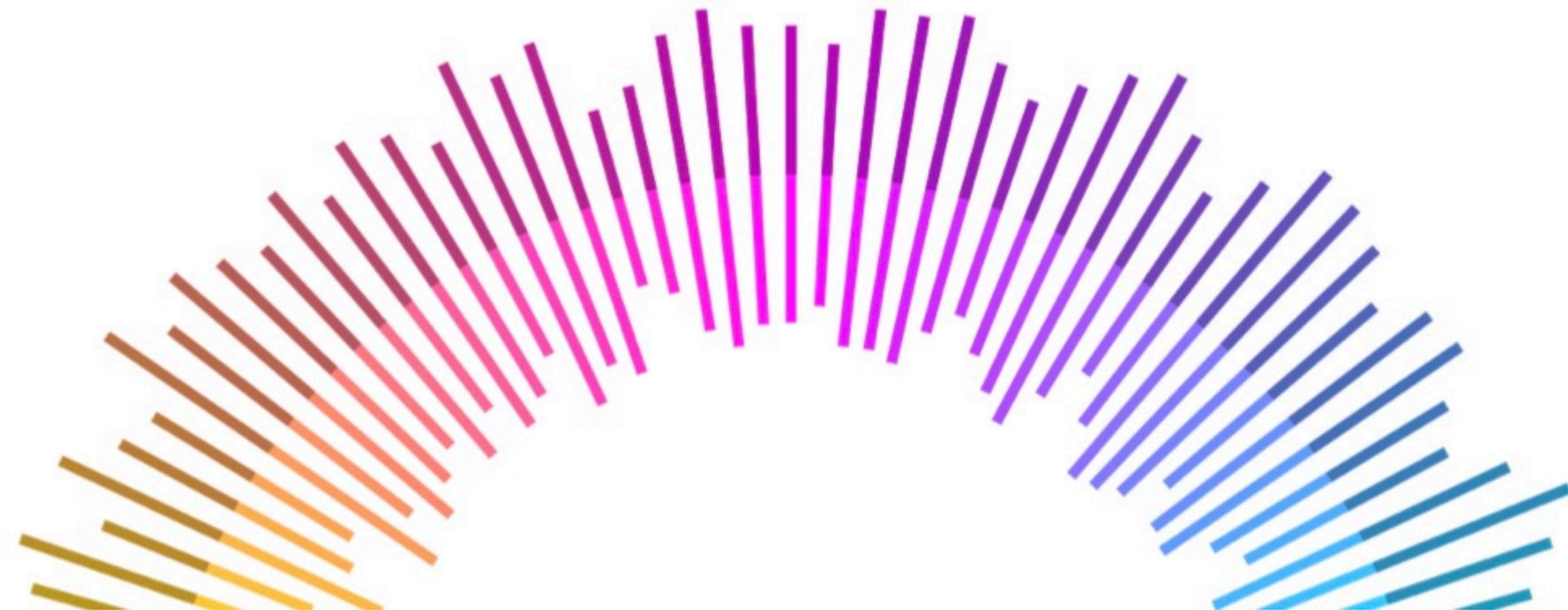
- Reporting is not mature yet for AI.
- Users are more than ever anonymous.
- Google Analytics will adapt to AI tracking.
- Adjust your KPIs due to changing data.

Channel Reporting

- Unified messaging across all channels.
- Unified tracking in one central location.
- Cross-channel attribution in your reports.
- Sales + marketing in strategic alignment.
- AI-assisted reporting to mine for insight and trends.

ChatGPT AI Ads are Coming

Get ready for a new and impactful digital marketing channel.

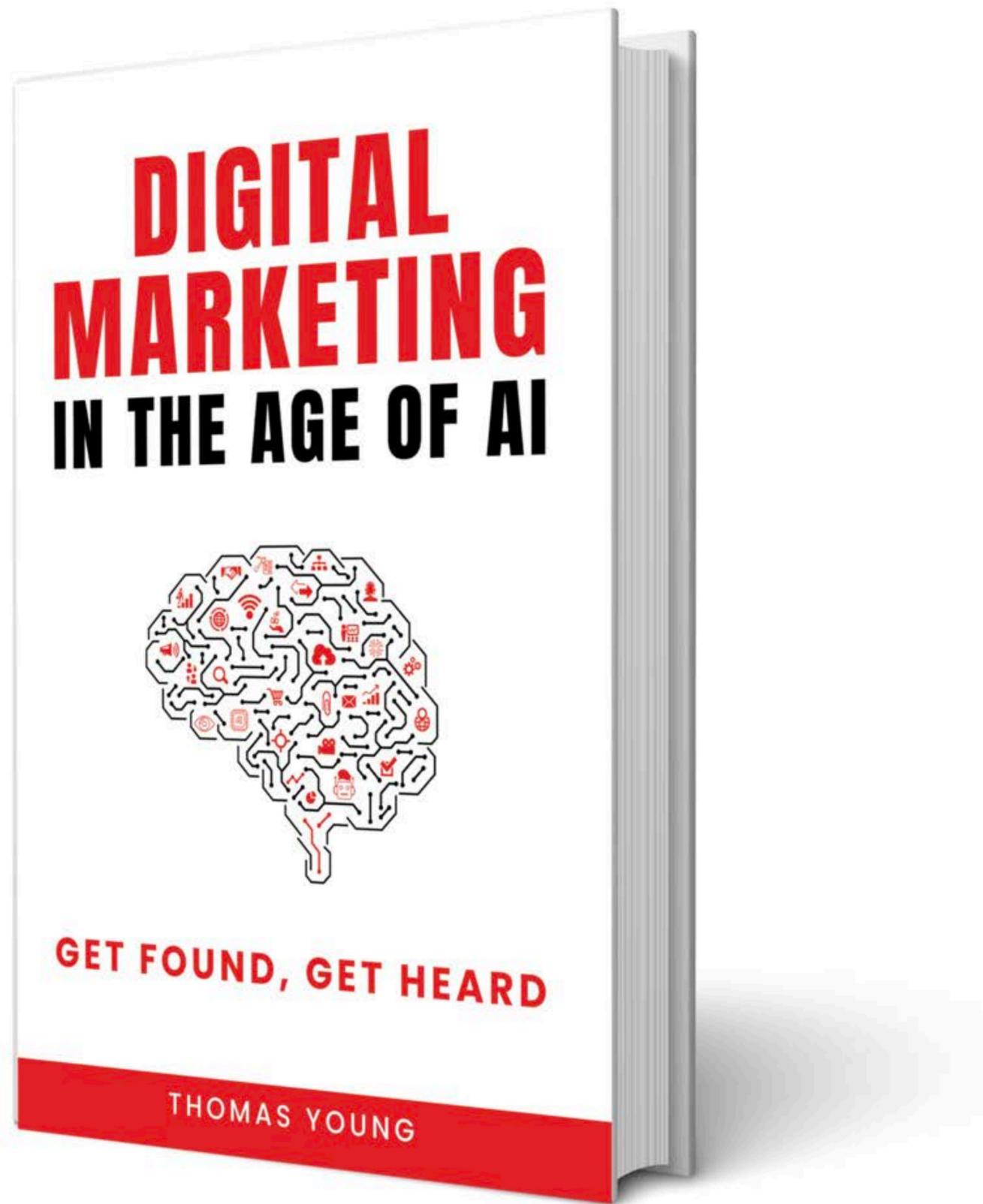




Take Action

Marketing Success in 2026

- 1. AI for Marketing - Novelty to Functionality**
- 2. The Evolution of Buyer Research**
- 3. A Distributed Sales Funnel**
- 4. The Answers are Everywhere**
- 5. Brand Authority Beats Traffic**
- 6. Omni-Channel Marketing**





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