

Marketing Trends that Move the Needle

AOE's outlook for technical industries

Marketers face a familiar pressure: do more with less, while the platforms, tools and audience behaviors they rely on keep shifting. AI-generated content is reshaping search visibility. Buyer expectations for digital experiences are rising. Social media algorithms continue to reward new formats that demand new skills. And leadership wants proof that marketing investments are producing results. Knowing which trends to act on and which to ignore is no longer a minor challenge; it is a strategic decision that shapes budget, bandwidth and brand relevance.

This session delivers AOE's curated analysis of the marketing trends that matter most in today's age, drawn from the firm's hands-on experience supporting associations and technical industry firms across marketing, public relations, social media, digital strategy and website development. Presenters cut through the noise to focus on what marketers can realistically implement, prioritize and measure, without requiring enterprise-level resources.

LEARNING OBJECTIVES:

- Identify the marketing trends most relevant to associations and firms in technical industries, including shifts in AI-driven content, search behavior and digital engagement.
- Evaluate which emerging platforms and content formats offer the highest return for resource-conscious marketing teams.
- Apply practical strategies to align your marketing activity with buyer expectations and measurable organizational outcomes.
- Assess your current marketing approach against key trend indicators to identify priority areas for adjustment or investment.



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