

# Digital Disruption – Don't Let It Stop Your Marketing In Its Tracks



## How to Transform Your Marketing for the Hyperadoptive Buyer

Disruption of any kind brings about unexpected changes, and the era of digital disruption has been no different.

New technologies across social, mobile, streaming video, and the Internet of Things have transformed the art and science of [marketing](#). When it comes to engaging with new and current customers, marketers have an abundance of promotion channels and content types to choose from.

However, there's much more to the digital disruption discussion than the proliferation of communication tools.

Technology has not only overhauled how we connect with audiences, it has also accelerated the pace.

When tomorrow's marketers look back at digital disruption's impact, its greatest influence may very well be the birth of the hyperadoptive buyer.

### **What is hyperadoption?**

James L. McQuivey, a vice president and principal analyst at

Forrester Research and one of the featured speakers during [PR Newswire's next livestream event](#), introduced the idea of "hyperadoption" in 2015.

In his article [Will People Really Do That? Hyperadoption Says Yes](#), James outlines digital disruption's impact on buyer behaviors, namely the elimination of "the triggers that would normally have caused us to put on the skeptical brakes, the brakes that used to explain why adoption was hard and slow."

Because audiences and customers are much more willing to drop their fear of change, they now want *and* expect it.

In the research referenced in his article, James details how adoption readiness is 5Xs higher today than a decade ago. Furthermore, he forecasts the next decade will "generate *an order of magnitude* more change in your life than the past 10 years did."

### **What does hyperadoption mean for marketers?**

The quickening speed of technological development and audience expectations have placed buyers squarely at the center of brand strategy.

Marketing executives and their teams must be prepared to deliver products and content more often and more quickly. And those products and content must seamlessly align with audiences' needs.

If your marketing strategy is going to succeed, you must continually:

- Know what your buyers are thinking today
- Predict what they'll want tomorrow
- Reflect that mindset in your message

During a recent CMO Council webcast, Ken Wincko, PR Newswire's senior vice president of marketing, emphasized analytics' role in staying ahead of audience needs.

“People are looking for interactive, contextual content. It has to be in real-time. Audiences want social media responses immediately. But being responsive isn’t enough – you need to be proactive and adaptive,” Ken explains.

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