



The 2017 Limited Edition
Pumpkin Spice

Digital Marketing Trends

**Or How to Stop Worrying
About Trends and
Love the Pumpkin Spice**

It's Fall and you know what that means... Pumpkin Spice!

Whether you're a digital marketing expert or industry newbie, you know the landscape of online marketing is constantly evolving. Trends come and trends go. Yet, despite the seemingly minute-by-minute changing of online trends, one thing remains the same every year.

Just as the changing season brings cool, crisp air...vibrant landscapes of reds, oranges, and yellows...falling leaves...and weekly Oktoberfest celebrations starting in September, Fall also heralds the arrival and dominance of the season's inexorable, supreme flavor of Pumpkin Spice.

Now, there's trends and then there's Pumpkin Spice. Seriously. Pumpkin Spice permeates every aspect of life like that highly contagious zombie-whatever virus that no one can stop until it just abruptly ends.

Don't believe it?
Oh, you will.

Along the way, you'll also get:



Seasonally-flavored trends in digital content marketing



4 Useful tips, tricks or treats for creating Pumpkin Spice content



3 Key Pumpkin Spice Takeaways

Now you know what to look for. Let's get started with all you need to know about Pumpkin Spice digital marketing.



One Trend that Rules Them All... ...and in the Fall Does Bind Them

Just like content is the essential binding thread of digital marketing today, Pumpkin Spice is the glue that holds the entire autumn season together.

Content marketers know that when Pumpkin Spice appears the time has come to wrap up content calendars for the year. It's an annual event. Content marketers around North America step out one warm September afternoon to grab a mid-day caffeinated beverage and there it is: Pumpkin Spice on the placard of their coffee shop.

At that moment, a cascade effect takes place in the mind. It goes something like this:

- Pumpkin Spice?
- Already?
- My content calendar has so much left.
- Wait!
- Pumpkin Spice!!
- That means Q4 is near!
- OMG!
- The holidays!

At that moment, they grab their limited-edition pumpkin spice flavored drinks and sprint immediately back the office. There they engage in an impromptu content review and year-end planning session.

Yes, that is the power of Pumpkin Spice. You might notice the effect personally too.

The arrival of Pumpkin Spice on store shelves and in your favorite coffee shops announces the onset of the season of the harvest, Halloween and Thanksgiving. It evokes a certain feeling of satisfaction, that is, until Pumpkin Spice goes into full effect and insinuates itself into every last part of your life and every last seasonal treat has the exact. same. taste.

Did you just try that new seasonal craft beer that tastes like a bowl of potpourri? It's Pumpkin Spice.

Like it or hate it, admit this
– your brand wants to be
Pumpkin Spice.

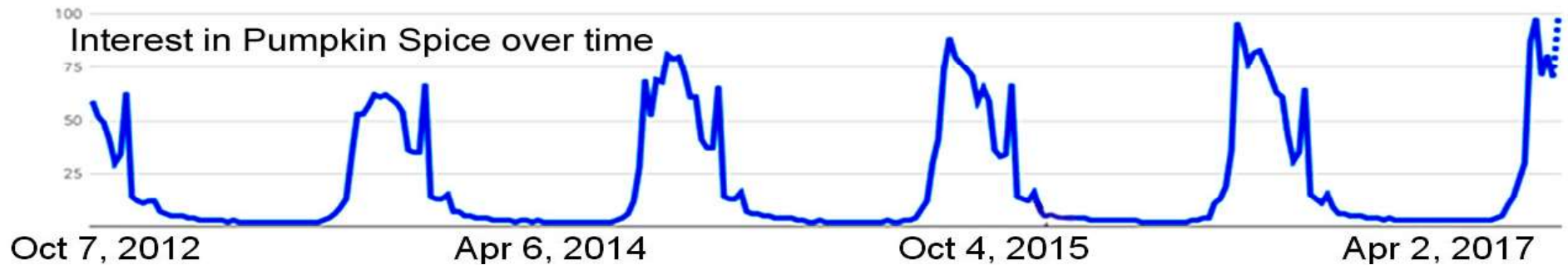
“Walk This Way” Never Underestimate the Power of Schtick

In Young Frankenstein, Igor (“that’s Eye-gor) instructs Young Frankenstein (“that’s Frahn-ken-shteen”) to –

Walk this way.

Little did anyone know, he was really talking about Pumpkin Spice.

Don’t believe it? Look at this.



Beside the wild similarity to the stature of the comic character played by Marty Feldman, this graph shows that like a fine-tuned Swiss clock, searches for Pumpkin Spice spike every year at this time.



The flavor that tastes and smells like a bowl of potpourri is irresistible.

As an individual, you might try to resist. And if you go live like a hermit, far away in a cave, you might just succeed.

As a marketer, resistance is futile. Which brings us to;

Useful Point #1 (we promised there'd be some useful points):

The question facing the digital marketer isn't whether to embrace the trend. The question is how.

- Do you release a company Pumpkin Spice cookbook?
- Do you argue the relative merits of Pumpkin Spice versus nutmeg on your blog?
- If you're an oil change shop, do you offer pumpkin spice flavored motor oil?
(Hold on...more on that in a moment...)

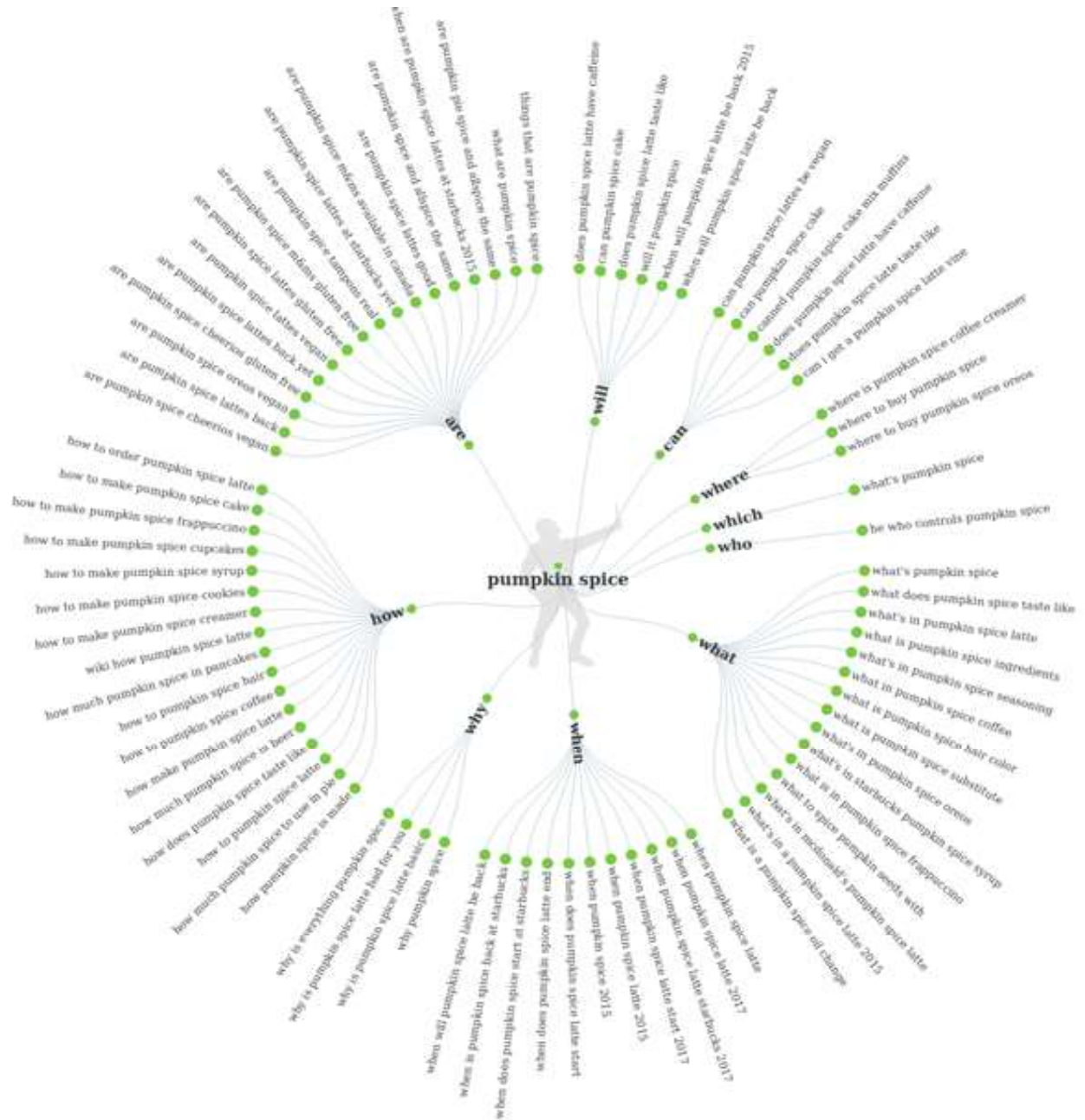
Need ideas? Check out this Pumpkin Spice word cloud.

Regardless of one's opinion on the relative merits of Pumpkin Spice, a search cloud like this proves it owns the season. And maybe that some people like it way too much.

Whether getting everyone in your office to contribute their favorite Pumpkin Spice cookbook and offer it as a FREE! eBook (or is that i-Book!?!) fits your brand, embrace this lesson of Pumpkin Spice.

Own your space like Pumpkin

Spice owns Fall. But be careful not to go too far (like turning that beer into a pint-full of potpourri).



“Pumpkin spice is like crack”?
“Pumpkin spice and everything nice”?

The Pumpkin Spice Zombie-geddon-ocalypse

...28 Days Later You'll Be Begging for Brussel Sprouts

The search results prove it. Pumpkin Spice is no “Night of the anything” anything. Nope. It’s a full season of single-minded flavor-focused desire, online searches and insatiable demand for Pumpkin Spice.

To say Pumpkin Spice has gone viral is an understatement. This trend – no, phenomenon – started more than a decade ago with Starbucks. And like the seasonal flu, it returns every year.

What’s more, every year the Pumpkin Spice “virus” spreads. (After all, you are reading a Digital Marketing eBook about Pumpkin Spice, right?)

Or, to say it another way, Pumpkin Spice represents every marketers’ dream come true. If only they could do the same for their brand!

How far has this contagion spread? At this point, zombie-geddon-ocalypse is the only way to describe it. Here’s why...

- Beer. Ah, why does my pint taste like potpourri?



Ok, no surprises here.



Shop for pumpkin spice body lotion on Google

The Body Shop Vanilla ... \$10.00 The Body Shop...	Hempz Pumpkin Spice & Van ... \$23.00 Ulta Beauty Special offer	Keyano Pumpkin Spice Butter ... \$15.50 AllegroMedical... Special offer	Spiced Pumpkin Cider Whipped ... \$18.50 Bath & Body W... Special offer	ULTA Pumpkin Spice Body Wash \$9.50 Ulta Beauty Special offer

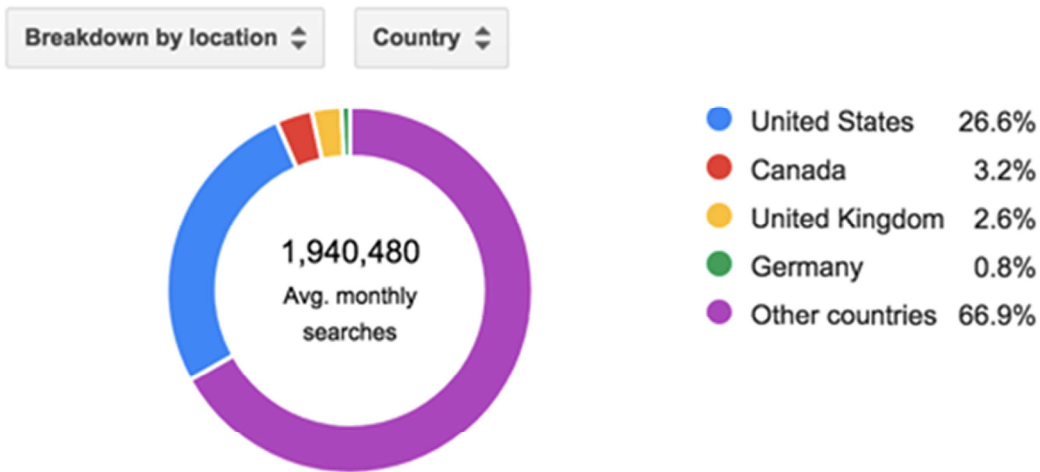
And don't forget your pets...



Very creative fakes...



1. This eBook does not advocate the tasting, consumption, wearing or even use of Pumpkin Spice Motor Oil if you should ever encounter it. Always consult with your automotive professional first.
2. This eBook is the redemption of Pumpkin Spice and may, hopefully, one day be found by survivors of the Pumpkin Spice viral effect who can use its wisdom to save humanity.
(Ok, not likely, but we can try...)
3. The Pumpkin Spice virus is now an epidemic of global proportions. Even as you read this, Pumpkin Spice is infecting markets around the globe.



Fortunately, every year the Pumpkin Spice frenzy fades and hibernates for another year...about the time of Thanksgiving. After another season of Pumpkin Spice, please pass the brussel sprouts.



Of Course, This Begs the Question...

What exactly is "Pumpkin Spice"?

With the extraordinary, excessive and expansive popularity of Pumpkin Spice, answering this question would seem like a no-brainer. But really, aside from one of the most searched for Fall terms, do we really know what it is?

Pumpkins themselves are rather bland with a light sweetness and maybe a little tannic in flavor. Eaten plain, it tastes like a super-mild and stringy sweet potato. Really, if you want them to taste good, you need to add spice.

Pumpkin Spice.

Perhaps the perpetual Pumpkin Spice flavor was originally inspired by pumpkin pie. This seems practical, right? It would also mean Pumpkin Spice is some combination of cinnamon, nutmeg, cloves and maybe all-spice. But I'd bet my grandmother's pumpkin spice recipe differs from yours. You know what this means, don't you?

IT MEANS NOTHING!

You're a digital marketer! Unless you have aspirations to make some Food Network™ show featuring amateur cooks, it doesn't matter. Forget about it. Be the digital marketer and let's talk about something more important.



Like why you need to stop worrying about trends and learn to love Pumpkin Spice.

The Most Important Pumpkin Spice Chapter - or Anything - Ever!

Put the Phone Down and Pay Attention.
This is about Pumpkin Spice.
It won't take long.

Pumpkin Spice is a seasonal trend. No, make that Pumpkin Spice is *THE* seasonal trend.

Regardless, as a digital marketer, you should take note. There's a lot of valuable lessons that can be learned by this incredible flavor, scent, body wash, cat litter...uh, yeah, it may be going too far, but we can still learn from it.

And no, we're not suggesting that you should actually encourage your office to create a Pumpkin Spice cookbook as a FREE! eBook to participate in this viral event.

What can we learn?

All about trends.

And that brings us to Useful Points #'s 2, 3, and 4.



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Useful Point #2.

Popular trends are friends. You don't have to start them, but you should be aware of them and how you can ride the "coat-tails" if appropriate. That leads directly to...



Useful Point #3.

Participate only if it makes sense. If Pumpkin Spice doesn't make sense for your brand, don't spend the time on it. Like, Pumpkin Spice scented brake pads don't make sense; neither do Pumpkin Spice-scented hammers. A Pumpkin Spice Digital Marketers eBook? We'll leave that to your discernment.



Useful Point #4.

Digital marketing, especially with popular trends, should be fun. Work should be fun. If you aren't having fun, don't do it. Life's too short to feel anxious about Pumpkin Spice.

Give Thanks for Pumpkin Spice

You Got 4 Useful Points, Now Here Are 3 Key Takeaways

You probably notice that Pumpkin Spice “stuff” is often listed as a “Limited Edition”, or something to that effect. Mercifully, Pumpkin Spice season does come to an abrupt end, a lot like the antagonist, plague, or evil in most of those zombie-geddon-ocalypse movies. And so must this eBook.

But before we conclude this Pumpkin Spice adventure, let's cover 3 important takeaways, in order of importance.

1. Stop putting Pumpkin Spice in our seasonal beer.
2. Pay attention to the trends that engage your audience and how your audience engages with them.
3. If you're creating content, make sure it's useful. For example, this ebook is just rad-iculous! Marketers shouldn't just follow trends if they aren't providing something truly valuable. (Like this eBook. We discerned for ourselves this Pumpkin Spice eBook had at least some comic value.)

Now, since Pumpkin Spice does in its own way herald the coming of that BIG Q4 retail season, here's one bonus takeaway. Call it a gift.



Bonus Takeaway:

If after a season of Pumpkin Spice you need to cleanse your palette, eat two or three brussels sprouts at Thanksgiving. After that, you'll once again be Thankful for Pumpkin Spice...and our next eBook

“Pine-scented Digital Marketing: Pumpkin Spice Returns, More Pungent Than Ever.”

(Maybe. It's supposed to be one final joke. Unless you see a landing page for it. Then download it immediately!)

We hope you found this entertaining!

Having trouble creating engaging content? Want to create more quality content? Reach out to BFO for a content audit and discovery chat!



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