

# 6 Digital Marketing Trends to Continue in 2016

2016 planning is upon us. And, with that, a slew of questions. Where do we spend our budgets this year? Should we put all our eggs in one basket? What basket? How do we really want our company to grow in the next year?

Currently, digital advertising spend is predicted to grow to 35% in overall spend for 2016. And according to the Accenture Interactive CMO Study 2014, digital will account for more than 75% of marketing budgets over the next 5 years. So, digital continues to grow. The question is, are you ready to grow with it?

Planning takes research, time, and an ability to think outside the box. Here, we have provided 6 digital trends to think about when planning for 2016.

## 1. Video

Video is certainly nothing new, but, it is one of the fastest growing mediums. And, with Google, Yahoo and Bing adding video ads to search results, video acceptance is a trend that will continue to grow. And, good news, as video technology advances, you won't need to blow your entire budget on video production companies.

## 2. Live-streaming

To expand on video, we can't forget about live video streaming. Thanks to the rising popularity of live streaming apps like Periscope and Meerkat, marketers should consider getting on board in order to stay relevant. Live streaming is a cost-effective and easy to use tool, with little resources needed to launch.

DIGITAL TRENDS



**HILEMAN**  
GROUP

- Video
- Live-Streaming
- Mobile
- Content Marketing
- Marketing Automation
- Paid Social

### 3. Mobile

2015 saw Google's "Mobilegeddon" algorithm update, which negatively affected websites that were not mobile-friendly. To add to that, according to a study done this year by eMarketer, users spend 2.8 hours a day on mobile devices, compared to 2.4 hours on desktop devices. To keep up with the trend, focus on mobile-focused online marketing.

### 4. Content marketing

Content continues to be "king". In fact, Content Marketing Institute reports that more than half of B2B marketers intend to increase their content marketing budgets for 2016. With content marketing, you present a story to your clients and prospects, building trust and ensuring your brand is seen as a subject matter expert.

### 5. Marketing automation

Marketing automation is more than just the software technology. It leads the way in lead generation and prospect nurturing. The automation platform makes it easier to manage your content, schedule emails and track your customer's lifecycle in your marketing funnel. Expect this trend to continue and evolve as more companies find new ways to automate their marketing efforts.

### 6. Paid social

In 2015, social networks finally took advertising seriously. Paid social became the strongest and most cost-effective digital channel in 2015, especially in the B2B space. You can expect to see a rise in sponsored posts, twitter cards and social remarketing ads to allow for greater engagement with more accurate targeting.



In addition to the above trends, don't forget to look to the past for answers as you plan your future. Review your marketing campaigns from this past year. How did you measure success? Increased web traffic? More followers? Larger ROI? How did they do? Build on and improve your current successes. And don't forget to make mistakes and learn from them. Not every idea is a good one. But not doing anything is worse.

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