

MID 2016 REVIEW



DIGITAL MARKETING TRENDS

1

LIVE VIDEO STREAMING

Marketers can use live social streaming for New Product Releases, Live Q & A, a Celebrity Takeover, promoting company culture or a behind the scene look.

2

ACCELERATED MOBILE PAGES

To compete in 2016, marketers need to optimise content to load super fast. Instant Articles and Accelerated Mobile Pages are improving the entire mobile content ecosystem for speed and faster experience for users.

3

PERSONALISATION OF UX

Creating an experience unique to each user's needs will yield several business benefits, such as higher conversion rates and user retention.

4

MICRO-MOMENT MARKETING

Marketing is no longer just getting in front of the right people; instead, it is getting in front of the right people at the right time.

5

PINTEREST ADVERTISING

Advertising on a social media platform dominated by online shoppers is going to be a big thing. This year, marketers on Pinterest will prepare their pins for successful marketing on the platform.

6

INTERACTIVE CONTENT

An increasing number of businesses will move towards creating distinctive, authoritative and interactive content. Simple quizzes, calculators, HTML5 infographics will be the new breed of content.