

TOP ONLINE ADVERTISING PATTERNS WHICH WILL RULE 2016



Article by TECHNO DATA GROUP



The internet marketing industry

is an unpredictable and ever changing industry, yet for those who enjoy staying up to date with the new cutting edge trends and patterns; this industry is an exciting and energizing one. Every year, new programming, new companies, new trends which sweep over the previous years are either welcomed or rejected by organizations all over the globe. The ones who are able to keep up with the newest trends are successful in getting a major advantage over their opponents and reaching out to new markets, while those who can't keep up miss on a major opportunity to hold their positions in the marketing world.

The year 2016 will be a great year for web advertising and will be seen to shake up the ongoing trends with these upcoming seven new trends:



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VIDEO ADVERTISEMENTS WILL BEGIN RULING

Hosting videos and advertisements through popular medias such as YouTube and Facebook is already a common practice, but 2016 will be set to trying something different on the grounds that Google is at last going to play an active part with in-SERP video promotion. This is just a clear sign that clients are starting to accept video advertisements and promotions as a trend. We can surely expect more of these video advertisements appearing in various different sites and with Google now gaining ownership of YouTube, the possibilities of this are unforeseen.

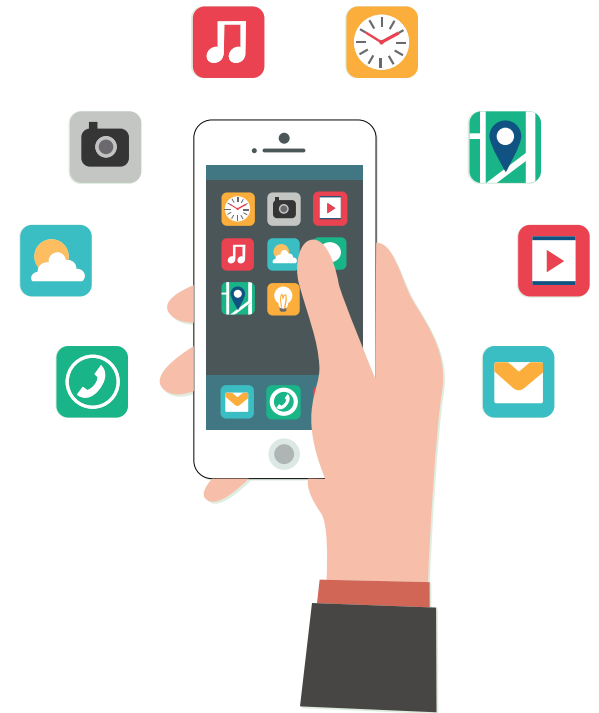


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APP INDEXING WILL CAUSE ENORMOUS AMOUNT OF NEW APPS TO BE SEEN IN 2016

While app indexing has been a familiar play of Google, 2016 is going to face an even larger, inconceivable outcome for applications as entrepreneurs finally understand the countless possibilities one can achieve by making their business virtually visible. A portable, mobile friendly version of their business, through means of an app, will make them virtually present worldwide and open to a greater number of opportunities. While apps may not have heavily dominated the market in the past, 2016 will open up new doors to upcoming entrepreneurs who are able to keep up with their virtual competition.



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MOBILES WILL COMPLETELY TAKE OVER DESKTOPS

2015 was a big welcome for mobiles being used for online marketing. Google had reported that mobile traffic had officially surpassed desktop activity in 10 nations. This year also saw the release of “Mobilegeddon”, a unique device designed to eliminate sites which had not been enhanced for mobiles. But now, according to Google, you do not need to have both a desktop as well as a mobile friendly forum, but owning just the mobile optimized version of a site will be enough. 2016 will soon be taken over by mostly mobile enhanced versions of sites.

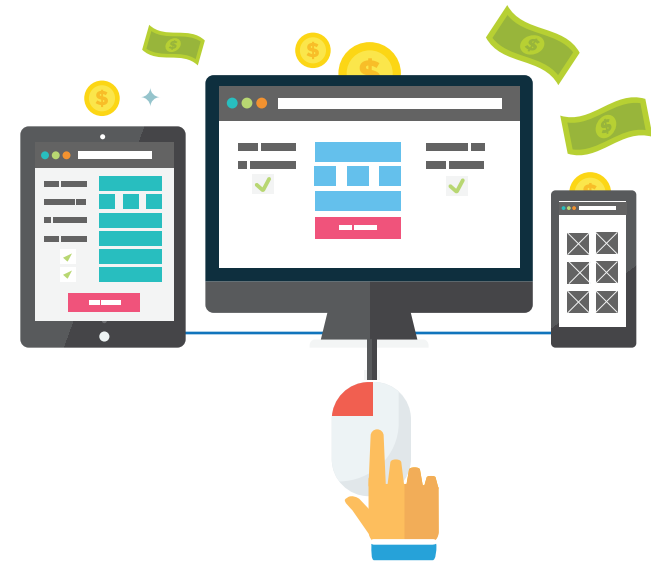


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DIGITAL ASSISTANTS WILL PROMPT A DIFFERENT KIND OF STREAMLINING

The two most popular techniques for getting your webpage seen by unknown users are Search Engine Optimization (SEO) and Pay Per Click (PPC), but the rise of digital assistants will offer a whole new level altogether. Nowadays, digital assistants such as Siri (for iPhone users), Cortana (for Windows users) and OK Google (for Android users) are used for finding specific information as and when needed by users. The key to advancing in this new arrangement is to make sure your business is easily accessible to these Digital Assistants, as opposed to attempting to filter individuals to your site.



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VIRTUAL REALITY WILL RISE

Out of the many diverse virtual reality gadgets set to release in the following couple of years, which are devoted to running particular applications like gaming, or other applications for general or specific use, Oculus Rift is arguably the most hyped about device set to release in 2016. Other VR gadgets will also present a whole new medium for communication, advertising, internet publicizing. This is being integrated with popular new social medium platforms and video channels. While there is always a chance that VR could fail as a craze, billions of dollars are set for funding in limbo.



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WEARABLE INNOVATION & THE INTERNET OF THINGS (IOT) WILL OPEN UP NEW FORUMS

Wearable 'smart' devices will start gaining new grounds in 2016. 2015 was audience to Apple Watch, a unique, first generation smart watch, and 2016 will see the unveiling of many similar wearable devices. Such wearable devices will change the way the world views local marketing.



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ADVERTISING WILL BECOME LESS POCKET FRIENDLY

With more and more people using online advertising as a method of reaching out their business to the world, this will be seen to increase even more in 2016. An increase in demand will often be followed by an increase in price, as suggested by the basic laws of economics. Online advertising will become even more expensive. While online advertisements are actually pretty cheap, the increase in prices of the advertisements might force small companies out of competition.

While there might be many other innovative trends than those seven mentioned above, these may prove to be the more popular ones. In order to gear up the competitive forces, get an early head start, and you will have more chances to reap the harvest.



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ABOUT US

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We work with some of the world's leading brands and Fortune 500 companies. We are proud to say that we are their preferred database partners.

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