

# 5 BEST MARKETING STRATEGIES THAT WILL MAKE OR BREAK 2016!



Article by TECHNO DATA GROUP

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If we are talking about the marketing department, then 2016 is going to be a tough and frustrating year for most of you. Businesses should always stay focused on what they need and keep up with the expectations of their customers. And to stay competitive, it is important to stay conspicuous. There is no other way.

So which marketing trends are you going to follow? Take a look at some of the best marketing trends that will make the biggest trends in 2016



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# 1 THE CUSTOMER EXPERIENCE MODEL SHOULD BE EMBRACED



Even though the process has been a little slow for some people but there are several departments of marketing that are going towards a new file of advertising as well as communication that is non interactive so that it can easily become a natural component of the cycle of sales. There are marketers who are using tools that are integrated and that can engage with some of the customers online, the buyers may track the journey, measure all the sentiments and loyalty in order to meet the needs of the audience and their interests.

# 2 DO YOU THINK AD BLOCKERS CAN CHANGE THE WHOLE GAME?



There are consumers who are so sick when it comes to marketing. So how do you think a good brand will actually get noticed in a crowd like that? In that case you should always look for those companies that tend to work and create those advertisements that consistently blend with instead of interrupting the whole experience of browsing.



# 3 MARKETING AND DREAMS IN THE WORLD OF 3D



The good thing about virtual reality is that it immediately drops people into their most wanted TV show. It also gives you a quick preview of the places they would like to visit or simply put them behind the wheel of their most liked car. Even though customer experience keeps revolving, it is also a priority. 3D technology will now begin to move in the gambling industry pretty fast, but since technology becomes accessible, there are more markets that will begin to search for ways that allow products to come to virtual life.

# 4 MARKETS WILL BEGIN TO LOOK AT SOCIAL MEDIA AS A CHANNEL INSTEAD OF A STRATEGY



Social media is not all about marketing and it definitely does not work as some sort of a strategy in its own way- something that looks as if it has sunk into the consciousness of collective marketing schemes. Social media is that one platform and a tactic that helps in supporting all campaigns that are broad but also flounders on its own.



# 5 OMNICHANNEL CAN BECOME THE RETAILS BEST BUDDY



At the moment dominos is one company that has the best and most catchy omnichannel campaigns at the moment. But there are brands which are all over the board that will help you learn fast that most customer experiences that are integrated are important- one that allows to make interaction smooth instead of several micro events.

# 6 BIG DATA IS A MUST FOR ALL THOSE WHO ARE MARKETING



Big data is one that includes social as well as unstructured data. It is also a huge goldmine for all those who belong to the field of marketing. But recently as we have heard, there are a few marketers who have walked away from big data since they did not have enough skills or the resources. Now most tools that are making its way to the market place will make both mining and managing the data easy and fast. 2016 shall become a banner year for people who want to incorporate data.



## 7 MOBILES



Those marketers who are too lazy about using mobiles are soon going to miss the train. Retailers is a very basic necessity for all mobile users. This means that all responsive websites could need mobile targeted campaigns. The frontrunners will have to be moved to different things. But mobiles should not be put off for one more year.

## 8 LIVE STREAMING OF VIDEO FINALLY FINDS THE PURPOSE



If you are interested in engaging with millennials, then video is the best marketing tactic for you. These girls find entertainment on YouTube these days and choose such stuff over the television anytime. Snapchat and Vines are also used quite regularly. Streaming videos also takes things to a whole new level and there are several other platforms such as Blab and Periscope that have placed live interaction based videos in a regular smart phone. The next year will see things that are far more advanced and better.



# 9 THERE WILL BE NO REST IN TERMS OF CONTENT



Now this could sound like a broken record to you but content always matters more. But context has the strongest part ever. The upcoming year shall definitely see better focus when it comes to showing better influences when it comes to board so that there is more organic marketing. Storytelling is also something that plays a special role. There is natural content for the best channels shall be driving all campaigns for content

# 10 DATA SHALL HAVE A THEME THAT IS OVERARCHING



It is not enough to think that you should do it. Most CEOs, CMOs along with several other influences found in the C suite will appear in a certain way to the marketers for the matter of data before. This also includes after and during the campaigns that will validate all the returns on the investments of the marketing department.

There have been several changes in the past year. The New Year will also have a few. So what trends do you think shall be dominating next year in 2016?



# ABOUT US

**Techno Data Group** is b2b marketing firm in Wilmington, Delaware focusing on business success. Our solutions comprise of complete database marketing solutions, market research insights and marketing services that secure your business with relevant leads to drive your business forward to achieve sustainable growth.

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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