Blue Branch Ltd reviews 2016 marketing trend predictions

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Direct sales and marketing firm Blue Branch Ltd reviews the top marketing trends that are predicted for next year.

A recent online article (www.business2community.com, The Top 5 Marketing Trends That Will Rule 2016,November 10th 2015) reviewed the top 5 marketing trends that are sure to be in control in 2016. Event Promotions Company, Blue Branch have reviewed this article and gives their overview of the marketing trend predictions for next year.

About Blue Branch: http://www.bluebranch.marketing/

Blue Branch states that marketing is continually changing and evolving and around this time of year, marketers are shaping their new strategies for the following business year.2015 was the year of Big Data; marketers understand that consumers are empowered and so embraced the concept of cross-channel marketing.Blue Branch now question what is in store for next year.

Business2Community have outlined how business should start looking towards 2016.Blue Branch outlines the current themes and states whether they agree with them:

1. The Customer Experience Will Separate the Winners from the Losers

According to Gartner, in just a few years, 89% of businesses will compete mainly on customer experience. And by 2020, the customer will manage 85% of its relationship with an enterprise without interacting with a human. This means that the customer experience will quickly overtake price and product as the key competitive differentiator among brands.Blue Branch agrees that consumers demand a great experience across multiple channels, and are willing to pay more for it.

2. Mobile Marketing Will Hit a New Milestone

Mobile marketing has been on the rise for some time now, but in 2016, it is predicted to hit a new milestone. According to eMarketer, global mobile advertising spend will surpass $100 billion in spending, accounting for more than 50% of all digital spend for the first time. Blue Branch agrees and will be prepared with mobile-friendly sites and other forms of rich media to increase engagement with their target audience.

3. More Companies Will Utilize Data-as-a-Service to Access Big Data

More companies are beginning to turn to Data-as-a-Service (DaaS) solutions providers as a way to access meaningful insights from the Big Data ecosystem. Companies can immediately deliver marketing campaigns through multi-channel programs in real time. Blue Branch understands that it's not about who 'he who has the MOST data that wins, it's about he who has the BEST data that wins."

4. Content Will Become More Visual

Content is certainly King and has earned its place in the marketing hall of fame with over 93% of marketers using content marketing. Companies spend, on average, 25% of total marketing budgets on content marketing. More than 8% of today's consumers head to the Internet to do research on different products and companies. Blue Branch believes that content will continue to reign as a key way to connect with consumers, but of course, consumers are looking for “More, Better, and Faster."

5. Brands Must GetReallyPersonal

Things are about to get personal really fast. In 2016, personalised one-to-one marketing is no longer an option but a requirement to acquire and retain loyal customers. Blue Branch knows that personalized marketing has gained momentum over the past year, and agrees that brand leaders must take this to a whole new level in 2016.

Blue Branch is an event Promotions company in Edinburgh. Formed due to the ever-growing demand for alternative marketing strategies, Blue Branch specialises in result driven, effective event marketing campaigns.

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