

THE TOP 10 MARKETING TRENDS OF 2016

Our word of the year is "**mobile**." We've reported on mobile's takeover of online browsing and shopping. 2016 is the year when mobile will make headway into search (especially voice-activated) and payments.

Perhaps unexpectedly, as shopping becomes more mobile, the store will become more important. Consumers are combining forces of bricks and clicks, to get the best of both worlds on their path to purchase.

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1 MOBILE COMMERCE WILL MOVE DOWN THE FUNNEL

- While m-commerce makes up less than 2% of retail sales in US, this year will see that change.
- The major digital players are simplifying the conversion from mobile browsing to buying.

2 BRANDS WILL PUT MOBILE FIRST

Mobile traffic has surpassed desktop – 'mobile first' should be the norm this year more than ever.

The focus should be on mobile-friendly design and app integration.

3 CREATIVE SOLUTIONS TO AD BLOCKING

Ad blocking has been on the rise for years, but seemed to hit critical mass last year.

In response, marketers are devising ways around it, including improving native advertising and making the dialogue between readers and publishers more transparent.

5 VIDEO WILL TELL A STORY

Advertisers will continue with video content on YouTube, Vine, etc. Last year, Facebook's branded videos had over 22 billion views – an 88% increase from 2014.

The difference will be a focus on producing high quality, engaging content in the form of interactive and shoppable videos.

6 THE SHARING SOCIETY

Spinning off from the sharing economy, digital natives are embracing coliving, co-working, co-everything.

Consumers are prioritizing connections and experiences over objects marketers should speak to this mentality of craving shared experiences.

7 THE ONE-CLICK BUY

As social media becomes increasingly mobile, it's also becoming shoppable.

Amazon's one-click shopping process removed the friction from the checkout process and generated millions in revenue. Other "buy buttons" will take off, e.g. Instagram's 'Like to Know'.

Buying direct will be even easier as online payment methods continue to grow more efficient and convenient.

8 WISHLISTING FOR FUN

The wishlist is transforming from a purpose-driven checklist to both a form of entertainment and a creative outlet.

Inspired by curation sites like Pinterest, consumers are enjoying making a list for its own sake, not necessarily as a step on the path to purchase.

9 STORES MATTER MORE THEN EVER

Rather than "brick versus clicks", the focus will shift on merging the two.

More than one-third of retailers' online orders were picked up in-store this past Black Friday. Online only retailers have begun opening brick-and-mortar outposts.

Millennials visit stores more often than any other demographic group.

10 RETURN TO CUSTOMER SERVICE

While consumers love e-commerce, they have often found it lacking in service and accountability.

Improved online customer service options like personalized video will offer human-like communications, improving customer satisfaction and delivering higher customer retention rates.