

Predicting the Major Marketing Trends of 2016 (Infographic)

Author : Brandy Shaul

Date : January 4, 2016



[Column Five Media](#) has partnered with [Microsoft](#) to [reveal](#) the **marketing** trends it expects to see in 2016. An infographic highlights key technologies which will likely be popular next year, including the **Oculus Rift** and **HoloLens**, as well as wearable tech devices and more.

Microsoft expects to see new and improved search engines integrated into **social** networks, so users can find more content in less time. The infographic also highlights services including [Periscope](#) and [Snapchat](#), which can be used to reach consumers in real time.

According to the infographic, content **marketing** is 62 percent cheaper per lead than traditional outbound **marketing**, with **Microsoft** encouraging companies to focus on **marketing** channels which deliver the highest results.

The infographic encourages companies to do three things to connect with consumers: be transparent, reward users for good behavior and display greater meaning.

As examples, 58 percent of consumers reportedly trust companies which produce video content, while 37 percent of Millennials are 'strongly motivated' by wearables which reward them with loyalty points for their activity. Finally, 60 percent of Millennials said they chose to work for their current employers for a 'sense of purpose.'

Readers: Which marketing trends do you expect to see in 2016?

Top image courtesy of [Nan Palmero](#) on Flickr.

//