

Seven Ways You Can Boost Your Mobile Marketing Campaign in 2016

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As 2016 picks up, itâ€™ll be important to stay in-tune with the mobile industryâ€™s newest innovations. 2015 was a great year for mobile marketing. Companies explored mobile advertisingâ€™s full potential, and mobile users shifted their priorities from desktop to mobile apps.

Optimization has been a key element of most mobile marketing campaigns, and for good reason. The mobile landscape has changed, and new technology has made all-around platform coverage a go-to strategy for most marketers. Check out the following seven tips we believe mobile marketers need to prepare for 2016, and take advantage of the industryâ€™s upcoming trends before they touch down.

Tip One: Accommodate for Google App Indexing

App search enhancements will be big in 2016. Google App Indexing has increased the relevancy of online visibility, causing marketers to recreate their strategies to maximize exposure. Contextual search and user experience have become paramount in the mobile app world, and emerging markets are slowly embracing the change. Focus on increasing app navigability, and streamline your appâ€™s visibility alongside Googleâ€™s newest invention.

See how Trulia takes advantage of Google App Indexing:

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Image caption: mybloggertricks.com

Tip Two: Prepare for 360 Video

360 video production is expected to skyrocket in 2015. Already, creators are crafting new forms of storytelling through the smartphoneâ€™s newest technologies. Users will soon be able to walk through brand-activated experiences, viewing digital stock in digital stores. Devices like Google Cardboard, Samsung Gear VR and other consumer-level headsets are rolling out, and mobile marketers are crafting entire strategies around 360 video.

Lebron James launched his entire Striving For Greatness campaign via 360 virtual video:

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Image credit: technewstoday.com

Tip Three: Create a Loyalty Program if You Havenâ€™t Yet

Mobile loyalty programs mightâ€™ve been around for years, but theyâ€™ve finally hit their stride. Users engaging via an SMS marketing program are actually demanding loyalty program access. In fact, about 90 percent of smartphone owners enrolled in SMS loyalty clubs feel theyâ€™ve benefited from the experience.

Check out Denny's mobile loyalty app:

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Image credit: mobilecommercedaily.com

Tip Four: Introduce Your E-Commerce Platform to Social Media

In 2016, e-commerce and social media will be interchangeable. Mobile-first social platforms have already begun shifting into e-commerce outlets, and mobile users are seamlessly navigating both realms. As the year pushes onward, mobile marketers will find inspiration in unique offers, social media chat and “buy now” buttons on the buyerâ€™s favorite social p

See how Zappos use mobile ads to introduce their mobile commerce app:

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Image credit: sarlitt.me

Tip Five: Get Ready for an Ad Shift

At least, get ready for mobile advertising location to shift. Sources are premeditating a big shift from mobile web to mobile app. iOS 9, among other new frameworks, are squeezing out ad space online. The result? Ads will be directed to mobile apps. Already, in-app ads are kicking. In 2016, your strategy should accommodate for a chiefly-app advertising experience. As in-app advertisements increase in popularity, weâ€™ll likely see higher integration of video advertisements, too. Be ready to adopt them.

Here is an example of in-app advertising:

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Image credit: Adstage.io

Tip Six: Create an Inclusive Social Media Chat

Smaller, private messaging networks similar to Snapchat are arriving. Now, providers like Instagram are featuring private social media chat. Because the smartphone is removing barriers between SMS and social media, these “hybrid chats” will likely play a big role in 2016. Take advantage of the shift, and prepare your strategy for the advent of on-platform chat and social sharing.

See how Taco Bell is using Snapchat & Twitter:

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Image credit: business2community.com

Tip Seven: Implement an SMS Voting System

Text-to-vote platforms are going to be big in 2016. Implement an automated SMS service, and customize its dynamics by giving your buyers the ability to vote on products, campaigns, favorite services and more. No consumer is an island, and a text-to-vote system can turn an already direct communication channel into a miniature social platform.

Mobile users, now, expect dynamic mobile marketing approaches. Fortunately, they’ve opened up to two-way conversation and unique approaches to in-store offers. Location-based services and on-demand coupons are thriving, as are flexible mobile environments. In many ways, modern successful mobile strategies are thriving due to the buyer’s ever-expanding “mobile mindset.” Data-driven strategies are prospering like never before, creating a plethora of unbeatable options.