



10 key marketing trends for 2016 (and how digital signage can help you maximize them)

The year 2016 is going to herald many changes to the marketing paradigm. Forbes recently published a list of **marketing trends that will define 2016** that successful businesses will need to adopt to stay on top in this millennium's new year.

Let's look at how interactive technology can help you utilize these trends:

1. Embracing the customer experience model

It's no secret we've been moving away from the classic form of advertisement. Static advertisement strategies to merely attract customers are a thing of the past. With the onslaught of information, creating an engaging experience around the customer is today's minimum ante. Now, it's all about an integrated model to boost customer service and experience. Today's sophisticated tools allow businesses to learn about their customers, predict their behavior and create tailored experiences designed to maximize revenue.

Interactive touchscreen digital signage technology can help not only provide an amazing customer experience but it also tracks and reports on that experience. Now you can identify buyer behavior, identify interests, measure loyalty and then fine-tune your program to capitalize on the data, increase engagement and boost conversion rates.

2. Ad-blockers and attention bias

Respect the personal space. In-your-face marketing can be a serious nuisance and, frankly, a little insulting. The bottom line is this: People do not care about or pay attention to things that are not important to them.

So how can you get an effective advertisement to a consumer when they are so invested in ignoring you?

Ultimately you need to make sure you keep it relevant to your customers. One way you can do this is by delivering a valuable, insightful experience and keeping it interactive and fun. By making it interactive, you can engage **with** them rather than advertising **at** them.

3. Dream and market in 3D

In the future, you will see 3D technology becoming more and more mainstream. As this technology develops you will be able to merge it with your interactive experience to bring your products to "life" for your consumers with **virtual tours, product demos, sales presentations and more**. Whether using traditional screens for interaction, or a gesture-based approach, 3D technology mirrored with a level of interaction creates a virtual experience users can explore, educate and enjoy.

5 Possibilities for Marketing in 3D

Virtual reality and 3D environments offer marketers a new world of ways to engage, connect with and delight customers. Imagine creating virtual environments that not only lets people virtually explore places, products and services, but also use social media to share that 3D world with others. What could your 3D world look like? Here are just a few possibilities:

- 1. Virtual Tours:** There's a real opportunity here to make video tours truly immersive experiences. The obvious applications are in real estate, tourism, hospitality and higher education. However, virtual tours can be used by any company in any industry with a story to tell.
- 2. Product Demos:** As in our automobile application, 3D experiences can put visitors either inside or outside a virtual sphere. That presents exciting opportunities for demonstrating how products work or visualizing their benefits.
- 3. Sales Presentations:** More and more, sales forces are relying on tablets and other mobile devices for customer presentations in the field. Leveraging the full capabilities of these devices and 3D technology will help sales present complex data sets in completely new ways.
- 4. Training:** There are virtually thousands of training applications that could benefit from virtual visualization. Think about using the immersive environment for teaching soft skills like teamwork and collaboration, or providing visual instructions for product merchandising.
- 5. Gamification:** 3D environments make promotional games or game-based training so realistic that audiences can step inside the game and feel like they are really there.

M.J. Anderson is CMO at multichannel marketing firm, Trekk, Inc. Reach him at mjanderson@trekk.com.