

## **The Hottest New Trends in Mobile Marketing**

The mobile revolution has taken serious root, with marketers scrambling to make their websites mobile-friendly, create new and exciting apps, and otherwise drive traffic and increase revenue through mobile means. This is the mobile age, and with that in mind let's check out some of the [hottest new trends](#) taking over mobile marketing:

### **“Smarter” Social Messaging Apps**

There's greater selection regarding social messaging apps than ever before, with options now including Snapchat, WhatsApp, Kik, Peach, WeChat, and Facebook Messenger. People chat anytime, anywhere in today's world, and about half of mobile phone users in the United States are predicted to rely on mobile messaging by the end of the year. The evolution of social media apps is already evident in China, where 91% of Internet users favor instant messaging over search.

Platforms allow users to send multimedia messages, make payments, or use video call. They're even used as interfaces for bot-driven interactions.

### **Blurring Lines Among Apps, Social Media, And E-Commerce**

Integration among apps and their social media and e-commerce outlets is a hot new mobile trend this year. Many social platforms are linking e-commerce features into their social media networks, such as Instagram's "Shop Now" feature and Pinterest's "Buyable Pins." People didn't used to shop on social media platforms, but the more seamless the integration, the more likely shopping on such platforms will become the norm.

### **Branded Keyboards**

A wide variety of branded keyboards are available through a mobile device's app store, and function as ideal branding options. They allow companies to remain where they want, i.e. in consumers' faces, without being a source of interruption or annoyance. App use equals keyboard use, meaning this type of branded engagement is far-reaching. Recent research indicates the average mobile device user works on the keyboard over 100 times per day, with branded keyboard leader Kibo seeing millions of downloads a month. And that was just in the company's first year of operation.

### **Apps=Lifestyle Reflections**

In 2016 apps are expected to become integral parts of consumer lives as opposed to individual features that people turn to on occasion. Examples of apps as “lifestyle reflections” include fitness apps that offer weather alerts before a run and remind the person it’s time to pick up the dry cleaning.

Lifestyle apps also increasingly indicate values. Think of consumers saying “I’m a proud fan or supporter of [x and y], which is why I use these [branded] apps.”

### **More From Search Engine Results**

Videos are already cropping up in Google’s search results, but the media giant is going a step further by experimenting with video ads. Should consumers take to video ads appearing in their search results, apps may also make appearances in SERPs. App directories and recommendations are already there, however apps as part of search engine results is a whole other thing. Such implementation will provide stores and directories with an exciting new set of opportunities.

These and other [trends](#) are changing the marketing landscape, and mean marketers must remain that much more aware of current and future mobile trends.