THE TOP 8 2016 CONTENT MARKETING TRENDS

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Have you ever wondered why digital marketers call content “king”? It all boils down to the fact that content is your primary link to your targeted audience – and is the primary driver that will convert them into customers.

Content marketing is not all about dominating organic search. It entails getting your message across to the right audience using the right tools and channels that deliver results.

Market growth is very promising, moving at speeds of...

12.4%

CAGR each year.

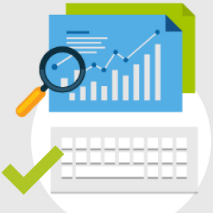
At this rate, it can eventually reach figures of up to

32.4

billion dollars by the year 2018.

But the market is constantly changing and getting your content across to your audience keeps getting more difficult and complex. New technologies and tools are constantly emerging and it takes some effort just to keep up.

Content marketing strategies that are working today might not generate the same results in the coming periods.



To get you up to speed, CJG Digital Marketing shares with the latest trends and movers that will drive the content marketing arena in 2016 – to help get yourself prepared and let you stay ahead of the game.

1. Content Marketing Will Drive Both B2B and B2C Markets

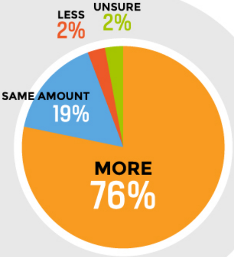
The B2B and B2C markets are distinct from one another not only in terms of target clientele but also in the tools and strategies used to drive results from these markets.

But one thing remains similar to both markets – as to how content marketing has driven and is continuing to drive these markets.

Expected Change nin Amount of Content Created in 2016 According to B2B Marketers in North America

Content marketing is definitely a big thing for the B2B market and eMarketer reports that content creation and use will definitely surge in this market this 2016.

The 2016 B2B Content Marketing report from the Content Marketing Institute also provides some interesting key trends for the B2B market, which include:



% of respondents

61% of organizations that are effective at content marketing meet weekly or even daily

Organizations that document their strategies are more effective in content marketing

B2B marketers gets more effective in content marketing as they gain more experience

The more effective an organization is on content marketing, the more they allocate from their total marketing budget

72% of B2B marketers is heavily focused on creating engaging content

Similar trends are expected for content marketing in the B2C market. Some of the key takeaways from the 2016 B2C Content Marketing report from the Content Marketing Institute includes:

B2C marketers with a documented marketing strategy are more effective than those with no written strategy

UP TO 48% of effective B2C marketers meet weekly or daily

The use of infographics has the greatest year-over-year increase.

62% are using it and 42% says the tool is effective

66% of B2C marketers say using Facebook is effective

More B2C marketers are allocating more of their total marketing budget on content marketing

2. Closer to People, Away from Search Engines

Digital marketers are getting a better understanding on the purpose of content marketing and up to...

✓ **82%** *are putting more value on developing content for people instead of search engines.*

Effective content creators are now focusing on using keywords that provide better information, as well as using more effective elements like images and video to attract their audiences' attention.

3. The Rise of AI

Search algorithm changes are putting more importance on semantic search and long-form content.

This is made available through ***Google's Knowledge Graph****, which helps in providing search users better answers to their long-tail search queries.*

Google is stepping this up in 2016 by developing the use of AI (Artificial Intelligence) for facilitating search queries.

Last year, up to...

15% *of unique searches was processed using AI by* ***Google's RankBrain****, and this figure will continue to ramp up this year.*

4. Automatic Content Creation from Aggregated Content

Digital marketers are trying to find new and effective ways to create content, and they mind find content gems from aggregated content – directly from the collective hands of their users.

This 2016, new software will be available that are capable of compiling bits of information from millions of social media users and use these to create new content.

On example is the new Project Lightning from Twitter, that can create new and unfolding stories based on the posts, videos, images and othercontent from users.

5. Content Creation from Automated Algorithms

Many digital marketers rely on freelancers to help them with content creation, but they may get another boost in their strategy by generating content through a robotic algorithm.

Although the concept of automated content creation software is nothing new, these applications are now getting more sophisticated.

In 2016, it is estimated that journalistic algorithms like these might be sophisticated enough for creating simple content for everyday use. This may prove a threat to freelancers, but marketers will still need the human touch for creating more complicated topics.

6. New Social Media Publishing Options

When Facebook introduced its Instant Articles feature, it provided a new publishing option for marketers that can get more hits and more visibility.

Google has taken up the challenge and is introducing its own platform.

Other social media and digital platforms are also introducing their own versions of these alternative publishing options, one of which is Snapchat that allow brands to create Snapchat stories to connect with their target audiences.

7. Higher Demand for Visual Mediums

There is no stopping visual content as a primary element in content marketing and this will be even more so in 2016 as demand for visual mediums gets even higher – and most experts agree.

Colleen Jones, CEO of Content Science *predicts ambitious, unique and impactful visuals will have more importance for content marketing.*

Visuals like video will become a petri dish for quality content marketing in 2016, according to ***Jay Baer, President of Convince and Convert.***

Video will become even more irresistible for content marketing, even while on the go, as mobile technologies and the rise of 5G will make consumption faster and better.

8. Interactive Content Getting More Appeal

New technologies are driving how people consume online content. Video and visuals will definitely be a bigger thing in 2016, but so would the rise of interactive content.

The emergence of Oculus Rift and other technologies that make Virtual Reality well... a reality... will pave the way to making this interactive channel an effective way for publishing and consuming content.

The Internet and the online technologies that exists alongside its development has come a long way and is continuing to evolve in recent years.

What made people subscribe to these technologies is the engaging, interesting, entertaining and helpful content they could get from all the various channels available online.

But the trip doesn't end there, as content marketing strategies continue to develop that can help marketers provide their targeted audiences what they want, when they want it – in 2016 and beyond.

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