



# TECHSYS DIGITAL

**DIGITAL**

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TRENDS 2016

## STATISTICS

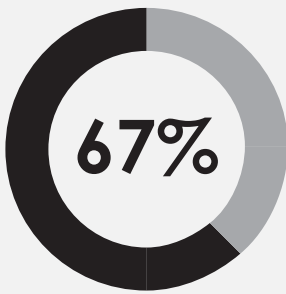
GLOBALLY, THE NUMBER OF **MOBILE USERS** OVERTOOK **DESKTOP USERS** AND THE GAP CONTINUES TO GROW.

**1,9 Billion**  
MOBILE USERS

**1,7 Billion**  
DESKTOP USERS

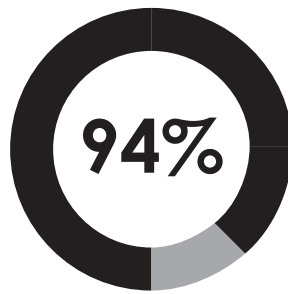


### MOBILE FIRST



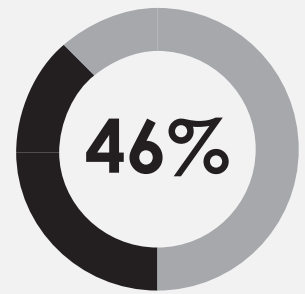
OF USERS **SHOP** FROM WEBSITES THAT ARE **COMPATIBLE** WITH MOBILE PHONES

### FIRST IMPRESSION



OF USERS LINK THEIR **FIRST IMPRESSION** TO WEBSITE DESIGN

### LOADING SPEED



OF USERS EXPECT **WEB PAGES** TO LOAD IN UNDER 2 SECONDS

### FULL-WIDTH IMAGES



LARGE IMAGES MAKE PEOPLE STOP AND TAKE NOTICE.

### STICKY CTA



IT'S GOOD PRACTICE TO ALWAYS KEEP IT VISIBLE.

### PRIORITIZED NAVIGATION



LESS OPTIONS EQUAL MORE CONVERSIONS. PRIORITISE WHERE YOU WANT USERS TO GO.

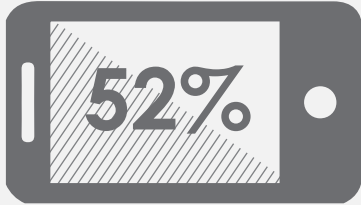
2015 SAW

**\$431.1 BILLION**  
IN MOBILE TRANSACTIONS



49% OF USERS SAY THEY WILL NOT BUY FROM A NON-MOBILE FRIENDLY WEBSITE.

## STATISTICS



Mobile apps now account for more than half of all time spent on digital media.

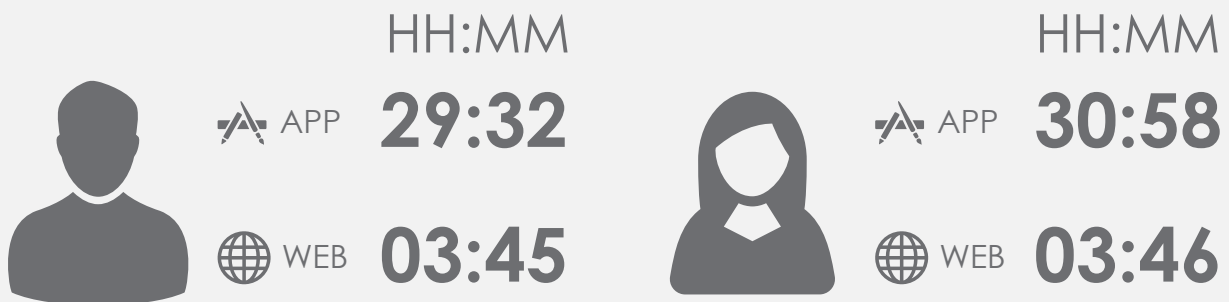


Smartphone users spent 89% of the mobile media time using apps.

## ESTIMATED WORLDWIDE MOBILE APP REVENUES



## ESTIMATED MONTHLY USAGE OF MOBILE APPS AND MOBILE WEB



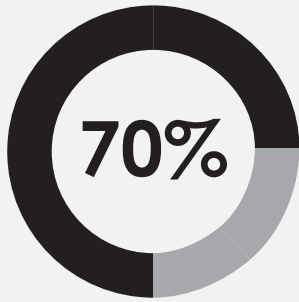
## FASTEST GROWING MOBILE APP CATEGORIES



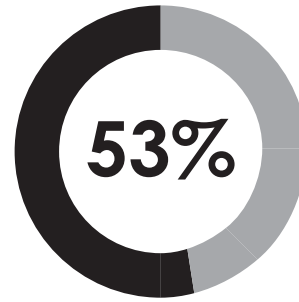
## STATISTICS

### REAL-TIME ENGAGEMENT

Social Media feeds off real-time engagement, but each year the window for response decreases. When customers contact brands on social media, there are some trends that just seem to stick.



USERS EXPECT A RESPONSE FROM BRANDS.



USERS WANT A RESPONSE IN LESS THAN AN HOUR.

### LIVE STREAMING VIDEO

Thanks to apps like Periscope and Meerkat live streaming video is considered to be the next big thing in social media marketing.



**2MILLION**

DAILY ACTIVE USERS

**40 YEARS** WORTH OF LIVE VIDEO WATCHED DAILY



**2MILLION**

REGISTERED USERS

**100,000+** VIDEOS STREAMED

### SOCIAL COMMERCE

Strongly engaged customers = better sales. We've seen social media play an integral role in this area over the past few years.



FACEBOOK INTRODUCES 360 ADS FOR IMMERSIVE EXPERIENCES.



YOUTUBE ADDED 360 ADS FOR MORE IMPACTFUL VISUALS.



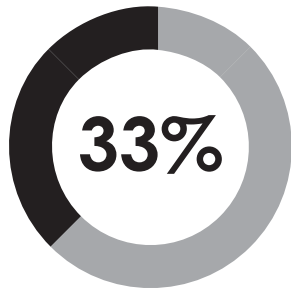
INSTAGRAM ROLLED OUT ITS ACTION-ORIENTED AD FORMAT.



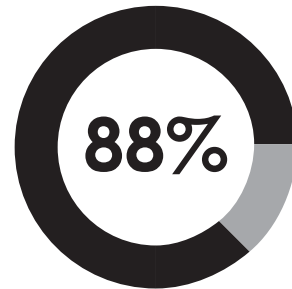
PINTEREST ANNOUNCED THE LIMITED ROLLOUT OF ITS BUYABLE PINS.

## SEO

That saying "Content is King" still applies. The mediums may be changing but the competition for visibility is as strong as ever.



OF TRAFFIC FROM GOOGLE'S ORGANIC SEARCH RESULTS GO TO THE FIRST ITEM LISTED.



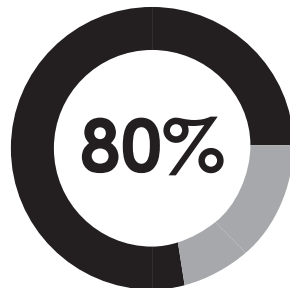
OF CONSUMERS ARE INFLUENCED BY REVIEWS AND ONLINE COMMENTS.

## MOBILE FIRST

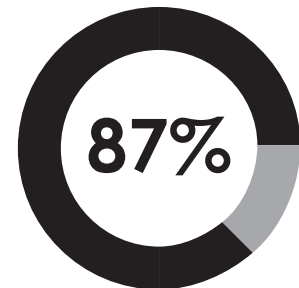
If mobile first has yet to cross your mind then you are in trouble. Propel yourself into the now by making this a priority. Mobile devices have become the primary screen for most social media users.

**2BILLION**

CONSUMERS WORLD WIDE ARE EXPECTED TO OWN A SMARTPHONE BY 2016.



OF INTERNET USERS OWN A SMARTPHONE.



ADMITTED TO NEVER BEING WITHOUT THEIR SMARTPHONE.

## DATA-DRIVEN DECISIONS

Data already plays a huge role in how you measure social media success, but it'll have an even bigger role in your 2016 strategy. This data can help personalise your messages and build stronger loyalty and long-term engagement – instead of short term acquisitions and individual sales.

**AVOID MAKING BUSINESS DECISIONS OFF:**

~~FOLLOWER COUNTS~~

~~TWITTER LIKES~~

**INSTEAD CONSIDER:**

ENGAGEMENT AND RESPONSE RATES

KEYWORD ANALYTICS

INFLUENCERS TALKING ABOUT YOUR BRAND

TWITTER COMPARISON REPORTING

CONTENT AND ENGAGEMENT HABITS



**CONTACT US**

+27 (0)21 788 6896 | [www.techsys.co.za](http://www.techsys.co.za)