Top 3 Trends in Digital Media by Harry Tan

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With the help of technology, advertisers are able to connect with their consumers or potential consumers 24 hours a day and on many different devices. Consumers are also now able to find services through the businessâ€™ digital portfolio. And with the development of technology comes the top three trends in digital media advertising.

1. Media rich websites

Advertisers and marketers are now resorting to online commercials, podcasts, videos, and social networking sites because Digital Media is so easy to capture, manipulate and work with. These websites can function with all media methods and types and they also provide news and networking for all ages. If a website is not interactive enough, the company may lose popularity quickly. And with internet available in mobile phones, setting up a mobile version of the companyâ€™s website and media will be allow the advertiser to reach the consumer anywhere and anytime.

2. Tailored advertisements

Outdoor digital media has also allowed advertisers to reach consumers at the right time and at the right place. Through location- based advertising and using the social network profile of a consumer, advertisers and Advertising Agencies can tailor their advertisements according to the consumerâ€™s needs and preferences. Tailored advertisements are more effective when it comes to persuading the consumer to purchase the product or service that the advertiser is offering. Because of this, outdoor advertising are much more detailed but at the same time much more suitable for the consumer. Advertisements will no longer be annoying because they are integrated to the consumerâ€™s environment and are able to provide solutions for the consumerâ€™s needs.

3. Digital Signage

Digital media can also be used in a variety of platforms for Outdoor Digital Advertising or outdoor media advertising. On billboards, buses and through Train Advertising, advertisers can incorporate outdoor digital media tools to create advertisements that are able to engage and interact with the audience effectively. Out of home advertising are also able to target a wide range of audience which increases the success of the advertising campaign. By merging digital media with outdoor advertising, it will further increase the chances of success of the advertiserâ€™s advertising campaign. And advertisements are no longer limited to sight. All the five senses can be used for effective advertising thanks to these digital tools.

Technology has helped improved the lives of people but it has also changed the way people live and also their preferences. But despite the constant change with the behavior of its consumers and their culture, outdoor advertising is flexible enough to adapt to these changes with the aid of Outdoor Digital Media.

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