**Mobile Marketing: Key Trends for 2020**

In 2020, mobile marketing will continue to see the meteoric rise of TikTok, while a new player, Quibi, could make its mark in mobile video streaming. Chris Kelly and Natalie Koltun look at five trends for 2020, including influencers continuing to be important, and the growth of social commerce and shoppable content.

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[***https://www.mobilemarketer.com/news/5-trends-that-will-move-mobile-marketing-in-2020/569725/***](https://www.mobilemarketer.com/news/5-trends-that-will-move-mobile-marketing-in-2020/569725/)

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