

10 winning ways to keep up with industry trends!

Staying up to date in an industry that's constantly shifting isn't easy, but being aware of changes as they're happening can keep you ahead of the curve. To help stay on the ball with industry challenges, opportunities and trends, check out our recommendations below:

1. **Observe your competitors-** Check what other companies in your niche do and adjust yourself to the market demands.
2. **Talk to your customers-** Your customers better understands your products and services, you can ask them for reviews and see where to improve or what to introduce.
3. **Network-** Talk to your colleagues and ask about their ideas, You can also attend exhibitions and training's. Learn something new
4. **Visit sites and blogs-** Want to be up to date with current information? Visit sites and blogs, read articles and research reports on fields of your interest. I find this as the powerful source of information.
5. **Keep up with consumer magazines-** Read what other industries are doing or implementing, from your view (not like any other reader) you'll be able to understand what will work in your line of interest.
6. **Subscribe to journals-** Don't only subscribe but make sure you read them, this is another way of getting industry news. You can opt to print them, grab some coffee somewhere over the weekend and turn off your phone.
7. **Watch and Listen to podcasts/videos-** Check out short clips from your area of interest even if you don't agree with it at-least you will have learnt one or two.
8. **Track trends in your own business-** Some services or products can be selling very well during a particular time but it reaches a point where your customers ask other questions not including what you have or do, you will know its time to regroup and strategize once more.
9. **Read newspapers-** Local papers cover very many business niches and in a day you will never miss to learn something from reading them.
10. **Engage in forums and discussion groups-** Participate in forums, ask questions and learn how others in your industry do their business. Furthermore join Whatsapp and Facebook groups in your industry.

What else do you do to stay up to date with industry trends? Leave a comment below.

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