

# GAME CHANGING INTERNET MARKETING TRENDS



PREDICTING THE NEXT WAVE OF THE  
LATEST INTERNET MARKETING TECHNIQUES

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# Introduction

*It's time to look forward, as it were. While other businesses and maybe some of your competing sources are panicking or taking it easy waiting for something positive to come about with the economy, it's time for you to come forward. And I mean come forward. No longer using marketing tactics in the time-tested, all though tired, ways. Forget about pulling out last year's marketing plan and "fine-tuning it." And if you think your clients are going to call you and state, "Just put me down for what I ordered last year," forget it. It's a fresh world out there in this down economy.*

*Marketers who become innovative thinkers and get originative about the way the plan to do business in 2010 and beyond will be the ones who prosper for years to come..*

## **Game Changing Internet Marketing Trends**

Predicting the next wave of the latest Internet marketing techniques.

# Chapter 1:

## Why You Must Be A Forward Thinker

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*When it comes to business being a pioneer can make a huge difference in how successful your business is. Whether yours is a traditional brick and mortar business or a net business being forward-looking can step-up your profit potential in a major way.*

## **Be A Pioneer**

In order to be a successful marketer, you must perpetually study, evaluate, prepare plans of valuation, implement the plans and repeat the process periodically in an effort to find the best cost-efficient and efficient manner to sell your products and services. You must likewise incorporate all of the parts of the “marketing mix” to accomplish the goals. These parts are research, design, branding, packaging, pricing, production, financing, advertising, public relations, promotions, selling, delivery, and customer service.

Marketing is a way companies use to sell a product, idea or service to their consumers. Being forward-looking in marketing can help you set a fresh high bar for your competition. Occasionally your competition will fail to reach these new standards. Finding fresh ways to get the job done or fine-tuning existing ways, can step-up a company’s revenue and make your marketing team more effective.

In today's global economic system where competition is coming from all over the globe and where companies are fighting to survive due to the global recession, marketing teams all over the world are scratching their heads to come up with fresh or different innovative ways to reach their consumers and try to get a little piece of the day-to-day shrinking pie. American companies have the reputation of being the most forward-looking companies in the world. But with a striking increase of good quality education throughout the world there's a risk that America will lose its title of being the most forward-looking country in the world.

While many of the world's world-class consumer brands has acknowledged the signs of the times and is making the changeover away from one-to-many mass-marketing to social marketing with meaning, marketing hypothesis is struggling to catch up and grasp the new truths. To engage buyers in two-way, personalized communications instead of marketing individual products to broad audiences is a no-brainer.

While there are particular business rules that should be abided by, and particular trends that are worth following, many of the “rules” are more general rules of thumb than they are rules carved in stone. But there are a couple of rules that must be followed.

- Client satisfaction is all-important to success. This is utterly true regardless what type of business you have. Unsatisfied clients will spread the word about your business as quickly, if not faster than satisfied clients will. Before you know it your business will be hurting immensely.
- Free sites and e-mail addresses are not professional. Not only do clients find free sites and e-mail addresses to be questionable, but so do other business pros. To be taken earnestly as a business person you need to have a paid domain with a corresponding e-mail address.
- Cognition of your products or services is crucial to success. To be successful in business you must know the products or services you’re marketing. This isn't to say you must be an authority, though it wouldn’t hurt, but you must have hearty knowledge of what you’re marketing. This correlates to client satisfaction.

Hopefully, some of the following ideas may be helpful to you and your associates right now as you plan your next community or while you're in the midst of marketing a new campaign presently.

# Chapter 2:

Sight Is Stimulating-Using YouTube

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*It's time. Time for what you inquire? Time to begin utilizing video to promote your business.*

## Get The Video Software

Producing videos around your business and utilizing social media platforms to market those videos is among the largest growth areas in social media marketing nowadays. Everybody from wedding accessory shops to net marketers are utilizing the mightiness of video to market their business.

Why is video promotion so mighty? Mainly 2 reasons:

- 1) Individuals like to know who they're buying from. A video furnishes the chance for the viewer (and hopefully client) to see your face, hear your voice and form trust;
- 2) Search engines, particularly Google, adores video content and indexes them quickly.

YouTube receives to a higher extent over 100 million views a day. Here are a few ways to put YouTube to work for you and your business.

- 1) Apply your keywords when uploading a video recording. When you upload a video recording, use keywords in your title, make certain to place your URL first in the description and put in keywords in your description likewise. Tags are as well crucial so make certain to fill out that section as well. A video recording that doesn't include these items won't drive the sort of traffic you require.
- 2) Circulate your video recordings across the net. Utilize additional social media platforms like Twitter and Facebook to make your video recording go viral. Embed your video recording into blog posts, Squidoo lens and your website.
- 3) Remember to include branding in your video recording. Add your logo, site address and clear-cut colors to your video.
- 4) Produce a series of video recordings. A mighty way to absorb viewers is to produce a series of videos on a particular topic or topics. Produce a series of video recordings answering the top questions you get about your product or service. A different idea would be to produce a series of videos showcasing your products and the advantages viewers get by using them.

Video marketing is here to stay and the earlier you put it to use for you, the quicker you and your business will benefit from it. Begin simple, utilize a script and keep it short and soon you'll be harvesting the advantages on video marketing yourself.

# Chapter 3:

Social Media Tactics Exposed-Facebook Fame

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*Facebook is both the biggest social media site and among the biggest and most visited sites on the net.*

## **See Me On Facebook**

With more than 350 million individuals taking part in Facebook, businesses worldwide are producing extensive techniques to enlist consumers through social media.

If major brand names like Coke, Harley-Davidson, Six Flags, Target, Apple and Pizza Hut are utilizing Facebook to get hold of their target markets, Facebook should by all odds be a part of your social media campaigns.

To utilize Facebook effectively for your business, here are a few techniques and tips to consider following through with.

1. Produce a devotee or fan Page. Fan Pages are a extremely efficient way to interact with your target market, get feedback, market fresh products or services, reply to questions and build up a truehearted following.
2. Utilize Facebook's custom html characteristic to establish your list, put up free report downloads, produce custom feeds, survey your fans and a lot of additional stuff.
3. Make the best of Facebook's many application programs to declare oneself special content to your audience. You are able to produce custom landing pages, contribute audio and video as well as transcripts from events.
4. Market an event. Facebook offers up the power to market your event to your Facebook Fan Page members as well as all of your "friends." All you have to do is produce an event page and then e-mail your fans and friends an invitation. Facebook will as well keep track of who you invited, who's going to go and who isn't.
5. Declare sales, exceptional promotions and put up coupons. Facebook fan page members and friends respond well to finding special packagings via Facebook.
6. Obtain feedback. A lot of of the major brands use their Facebook fan page to obtain feedback from fans about what forms of products and services they would

like to obtain or buy. This is a marvellous way to give your target market precisely what they require.

As you are able to see, Facebook provides businesses first-class opportunities for marketing products and services and constructing a strong community. If you're new to Facebook, originate a scheme for how you want to reach your target market and how you're going to achieve this. Facebook is bountiful and mighty but don't get inundated. Pick where you want to beginning and add more features to your page or profile as you establish your community.

# Chapter 4:

## Sing Your Praises-How To Twitter

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*Twitter is among the most popular social media sites being utilized today by persons and businesses. Often referred to as “micro-blogging” Twitter provides a program for you to interact with your target market, network and produce relationships that can boost your business. Here are a few ways that you are able to utilize Twitter effectively to market your business:*

## **Tweet It Up**

1. Place your best foot forward. Make a twitter profile that presents you and your business well. Include your photo, links to your site and a strong bio in your profile. Also, think about creating a custom Twitter backdrop. Twitter backdrops can be received inexpensively and are a fantastic way to compliment your branding attempts.

2. Strategically construct your following. There are 1000000s of individuals on Twitter and when you first get involved, the lean is to follow and follow back everybody. However, doing so will reduce your efforts and fail to accomplish the results you desire. For example, if you make and sell organic baby food you may be enticed to follow every new Mom on Twitter. If you do so, you'll acquire a big list of followers quickly. But not everybody is concerned with organic baby food. Your efforts would be better spent pointing to Mom's who tweet about organic foods, organic baby dressing and green living. For better results, center your efforts networking with individuals who are interested in your product or working in your niche.

3. Treat your Twitter following as you do your newsletter following. Through assorted metrics, social media experts have shown that Twitter followers are as amenable (and sometimes more) as your newsletter list. Having a sale? Tweet about it! Provide your twitter followers a particular coupon or incentive. Have a huge announcement about your business? Share it with your Twitter following. Not only are your followers concerned, but they'll retweet (RT) it and introduce you to possible new purchasers and possible JV partners.

4. Market your event. Twitter is a fantastic way to tell your following about an approaching event that you're hosting. Whether it's a virtual event or a live event, Twitter is a fantastic way to spread the word. You are able to also apply Twitter to share info and products you gather at events you attend. There are a lot of mobile applications that you are able to buy or get free of charge that makes Tweeting "on the go" very easy.

Are you ready to begin tweeting? If you are fresh to Twitter, make an account, establish your profile and get involved. Twitter is extremely interactive and it's

completely accepted to jump in on a conversation. Just remember, don't be a cheesy car salesman. Furnish useful info as well as updates about your business. And, if you're not fresh to Twitter, Think about how you can incorporate some of the tips we provided into your Twitter technique.

# Chapter 5:

New Times-New Gadget-iPad

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*You are able to already find bunches of reviews of the Apple iPad. Let's look at why businesses should keep an eye on the iPad.*

# Fresh Social Networking Gadget

## 1. Crazyly great battery life

There may not be much to like about netbooks , but the one area where netbooks are most magnetic is battery life. Some netbook makers advertize that their systems get up to ten hours of battery life. Actually, the number is closer to seven - eight hours in most cases, but that's still adequate to make a big difference on cross country flights or when you're out and about.

The iPad does even better. Apple exacts ten hours of battery life. All the same, The Wall Street Journal's Walt Mossberg reported that he got eleven hours, twenty-eight minutes of battery during a time period when he was heavily using the iPad.

## 2. It's a briefcase + a whiteboard + a dashboard...and more

Altho most of the demos and commercials for the iPad center on playing games and watching videos, don't think for a second that this gimmick is irrelevant for business users. And, no, I'm not discussing the word processor, spreadsheet, and presentation programs.

All the same, the iPad could let you skip the stack of newspaper and magazines and avoid that pile of reports and other long documents in your briefcase. Between specific apps, the iPad is a great business reading device. And, with the third-party apps, the iPad is likewise a great device for reading long business documents like PDFs and document files.

Business pros will also like apps like Ideate, which allows you to sketch thoughts on a virtual whiteboard, save them as images, and then e-mail them to your co-workers.

A different way for users to capitalize on the iPad's great LCD screen is to use it for checking business dashboards. Shortly, I think we'll see more apps that help display specific data, but for now you can open Microsoft Excel files (again, with

the help of third party apps) and pull up Web-based data like Google Analytics in the Safari browser.

### 3. You've seen Star Trek, correct?

Let's be truthful, the iPad is an early adopter gimmick at this point - likely very early. By the 3rd generation iPad, Apple will likely have something pretty valuable and functional. All the same, using an iPad today feels like touching the technology of tomorrow. It's satisfyingly futuristic.

If you're a business leader, using the iPad could help you get a jump on the next stage of the development of computing. That could give you a competitive advantage by enabling you to better organize and consume crucial data.

The additional alternative is that the iPad could be used in situations where business workers only need a couple of primary apps to do their jobs — health care, transportation, point-of-sale, and so forth.

# Chapter 6:

## A Different Approach To Blogging

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*Blogging is all of a sudden at the eye of the media storm. Mainstream sources like Business Week and The Times are covering blogging as though it were bran-new. All the same blogs are nearly old news. TBut did you know that the White House recognizes bloggers as press? Marketers must look on the far side of the hype to determine how blogs may influence their products and how to effectively add them to the promotion mix.*

## **A Twist**

Blogs endow individuals to express their knowledge and beliefs to anybody who cares to listen. This is crucial for marketers as consumers now control part of the conversation and may influence a brand's future based on their personal percepts.

Irrespective of your product, blogs may be an integral part of a marketing technique. This doesn't inevitably mean frantically beginning one. There are additional ways to harness this aggressive medium's power:

Accumulate market intelligence. Monitor public word of mouth to ascertain how your brand and close contenders are faring. Recognizing where, why, and how you're being tore apart (or praised) in a public assembly lets you respond suitably -- and fast. Any angry client or dissatisfied former employee can establish a blog at no cost. They might even get higher search rankings than your brand.

Engage bloggers by remarking on key business issues. Read blogs related to your product or company to comprehend the blogger's view and audience. Strategically reply to postings to start talks. Truer that this is a public relations pitch, this plan of attack may likewise help correct misinformation.

Publicize on blogs to reach influential people, aim at a niche audience, or broaden a media buy's reach. Blogs tend to regulate other's thinking. They enable you to reach a vital market segment or to extend the impact of your marketing. Blogs deviate in size, approach, and ad chances. You can publicize directly on a blog that grasps your target market or through an ad network. As users visit frequently, it's crucial to alter ad content often to prevent impression weariness.

Establish business or brand by plugging in with consumers. Both small businesses and major corporations may use blogs to establish closer relationships with their clients.

Blogs produce more opportunities, and a lot of challenges. As with any communication theory technique, consider what you hope to accomplish from consumer participation. Don't snub blogs till something combusts! Utilize them

as another way to listen to and involve clients. Individuals discuss you in the blogosphere; utilize the chance to mold the conversation...

# Chapter 7:

What The Future Holds

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*You need to realize what the time to come in marketing holds and why traditional advertising is dead in a net world ruled by virtual communities.*

# The Wave Of The Future

New consumer measures will call for a fresh approach to marketing.

We all need to gear up for the biggest shift in consumer values for 50 years. There will be a switch to primal attitude / fashion modifications and they are about to sail through society any minute. This new wave of thinking will be mightier than net, biotech and globalization united.

All of this new wave of thinking and advertising has been sped up dramatically by recent events, bedlam and doubtfulness that has reared it's head in our world and economy. All of this will have a big future impact on all marketing activity, business and personal conclusions.

People are now having big questions about the value of "progress". We've never experienced so much, consumed so much, savored so much. We have experienced a 100 years of science, medicine and engineering science has improved our lives. All the same it's left us time-hungry, looking for greater work-life balance and meaning in this life.

Today, deep topics remain unaffected in our families and neighborhoods and people are feeling the effects. We produced a global village without acknowledging how to live together inside it. We opened up the doors to designer life, cloned children, biotech war and numerous other avenues with no safety net. The Result: individuals asking the question - does more forever mean more beneficial?

Nowadays... if you want to be ahead of the competition and begin marketing with futuristic ideas I suggest the ultimate marketing catchword or ad banner that may go something like this:

- We establish a better world for you – this is the the heaviest claim of all
- A more beneficial future for you, your business and your Earth

Bettering something, in some way, someplace, for yourself /somebody else just happens to be the reason for everything that individuals buy and do. Individuals

like to feel the Earth is a better place with them living in it. That's why sixty percent of Americans enthusiastically give a total twenty billion hours a year to noble causes - equivalent in value to four percent of the entire US economy. They would like to feel good about what they do and purchase.

There are some simple truths that are key to all marketing in time to come:

- Establishing a more beneficial Earth is the big value, the key to selling in time to come
- Satisfy persons - basis of most ad campaigns
- Defend the family - your inner circle of special individuals
- Fortify community - your neighbourhood, city, and nation
- Nourish the World - life on earth, environment, your own world

Touch base with all the passions individuals have and they'll follow you to the ends of the globe to support your business. They'll circulate goodwill; work hard for you - purchase your products, your services with pride. You'll draw in the best individuals, form highly motivated teams, and sell the strongest brands with biggest purpose and highest values, predicting all a better future.

## Wrapping Up

*Gather up any of the trade papers or read any of the marketing blogs lately and you're likely to notice the old adage: "we invariably overestimate the short-run impact of new technologies while lowballing their long-run effects". We read much about the rush to do something 'on' the next phenomenon - do something on Facebook, have a presence on Twitter or (yes, still) launch a viral marketing campaign. But there's precious little conversation about the affect technology is having long-run on culture, and how this may challenge some of the presumptions we have built marketing plans on for the last few decades.*

*While I'd never be dopey enough to lay claim to any ability to anticipate the future, I think there are interesting signs of where marketing might be heading. If I had to total it up I think the future dwells in recognizing that producing cultural value will produce commercial value. Whatsoever the future might bring, it's sure as shooting an exciting time to be in the business.*

