
FRONT COVER:

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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

Summary

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

Summary

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

Summary

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.