

Marketing Trends for 2011

We are shifting into a new decade of marketing methods. Most companies have switched strategies in terms of how they market their products to their consumers. Internet plays a vital role in this phenomenon. A basic example is the way we have our advertising materials done. We opt for online printing because of its convenience. Times are indeed changing.

This year brings 5 marketing methods and trends that will be closely watch by marketing gurus for their effectiveness and efficiency. These are the following:

Social Marketing Integration. Blame this on Facebook and Twitter. These social networking sites have proven their influence on how they can sell businesses to their “members.” A lot of companies have allocated budget for social media to be used primarily for brand management and customer service. Later this year, it will include better targeting of products and services and collecting of data.

Mobile Marketing. The CTIA Wireless Association recently released a report showing 80% of United States' population has mobile phones. This gave rise to the birth of various mobile applications, tablet PCs and smartphones. There will be more mobile gaming, event-based mobile marketing and location based services. And we are to expect seeing new devices, location based technologies integrated with one another and faster speeds.

Product Value Determined by Customers. The economy had made consumers very conscious about what they pay for. They've become strict when it comes to the value of every penny that they shell out. An item being on sale is no longer enough for them to buy a product. This means the emphasis is now on the value – “What's in it for them?” – and companies must addressed this.

Traditional Marketing Continues to Weaken. Not everyone will agree to this. However, customers are continuing to go online to check a product and ends up buying. As a result, marketers are upping their game and formulate strategies on which sites they can better reach the consumers.

Advertising costs are inexpensive and easier to gauge.

Relationships Drive Loyalty and Sales. This will always hold true. Consumers are still comfortable spending their money on companies who walk the extra mile to make them feel special. Customer service has never mattered more. If they've been given great customer care by the company's employees or staff, they will most likely return and become loyal consumers. They understand the dwindling condition of the economy and how their contributions can help keep the business afloat. Customers, if given extraordinary care, will return the favor.

The heart of marketing is the consumer. While these 5 methods and trends are very effective in most companies, its possible that there are some exceptions. This is why It's imperative to thoroughly research the target demographic for the product or service being offered. If a product or service is geared towards the older age bracket, you may still want to consider, printing online since these folks still believe in having something tangible in their hands.

About the Author

Troy Duff works as a businessman and currently runs an [online printing](#) company that offers banners, magazines, flyers, posters, custom printer and other printed ads.

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