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Wk 12: 10 Trends for Online Marketers, 2012



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Author

Message

03/25/2012 11:34:28 AM

Subject: Wk 12: 10 Trends for Online Marketers, 2012



Mimi Will

We've worked hard this quarter and got good results, Everybody -- thank you very much!

Last edited: 03/25/2012

11:36:16 AM

Messages: 134

Location: Bay Area

Here is something to read to review what we have covered this quarter and where we may still be headed. Your comments and additions are welcome here but not required (I've already updated discussion points!) -- [this is a FREEBIE and a good way to wrap up our class!](#) 😊

"10 Trends for Online Marketers in 2012" by John Arnold, Entrepreneur Mag, 12/11

<http://www.entrepreneur.com/article/222531>

1. Deals and rewards (instant price reductions other incentives)
2. Mobile pull marketing (ask m-consumer to retrieve a coupon by texting a short code)
3. Mobile push marketing (promos through texts and voice call)
4. 3-screen simultaneous marketing (TV, tablets, smartphones)
5. Local online marketing (locally-relevant messages in national publications)
6. Proximity marketing (ShopKick and Foursquare let you opt in to receive promos on their m-phones from nearby vendors (location detection)
7. Social earned media (what people are saying about you on Trackur or Google Alerts)
8. Social CRM database (where you jot down what they share about their lives on social media sites that might be a signal to offer a promo on something relevant/interesting to them)
9. Globalization (language translation tech like WordLens lets people read a website, email, or an ad in their own language; use test audience from countries you are already attracting to create some product/services that meet needs of an internal audience and expand)
10. EC = Everywhere Commerce (get your point of sale ready with PayPal or by enabling Google Wallet or a proprietary POS option).

(-- did he forget anything?)



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