

ONLINE MARKETING TRENDS OF 2014

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Abstract: The paper investigates new trends in online marketing. Specifically what marketing efforts will be actual in 2014 year. Advertising in the internet becomes more popular every year. This article shows that companies should take notice this fact and what moments is necessary to emphasize to establish communication with consumers and to satisfy them.

Keywords: online marketing, content, social network, digital marketing, new technologies.

Online marketing is the process of promoting a brand, products or services via the Internet. Its broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media.

It also combines the technical and creative aspects of the World Wide Web such as advertising, designing, development and sales. Moreover, Internet Marketing also deals with creating and placing advertisements throughout the various stages of customer engagement cycle.

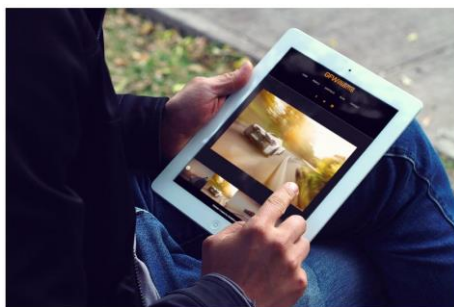
The Internet has cardinally altered the way in which information is shared and had a profound impact on marketing. Over the past few years, there have been many shifts to inbound techniques, while many outbound tactics have become antiquated.

Some new trends in marketing for 2014 can be summarized around the production of high quality content, customer service in social networks, and responsible design on mobile devices as consumers adapt shopping behavior to mobile. (Williams, 2012)

There are some predictions for the top online marketing trends of 2014.

1. Mobile gets the recognition it deserves

Although the number of people accessing the internet from mobile devices has massively gone up, some sites are still designed solely for desktop users and do not perform well when viewed from mobile. This situation will be changed in 2014. These un-optimized sites have understood how much traffic they lose and they have decided to adapt to new trends. If you're still using a website that isn't able to be viewed on a mobile device or a tablet, it's still not too late to make an upgrade and stop losing future clients.(Online marketing 2014)



2. Social networks will have a greater impact

Just a few years ago businesses were limited by the social media networks such as Facebook, LinkedIn and Twitter which they could implement into their marketing campaigns, with the biggies including Facebook, LinkedIn and Twitter. Today new social media sites are appearing all the time. While some sites never really get off the ground, others like Pinterest, Google+, Tumblr and Instagram have gone up very quickly and have provided businesses with a plethora of new options that allow

them to produce engaging content in a variety of media forms and build their audience across more channels than ever before.

Consequently, it has become common for businesses to branch using different networks to draw customers' attention to the goods or services. This diversification different networks seems to be prove fruitful for many companies because it often builds the brand equity which is recognized by consumers easily.(Jayson DeMers,2013)

3. Content marketing becomes the norm

Companies are moving away from the traditional broadcasted advertising in favor of a more targeted approach, and this has made content marketing an appealing and effective strategy. Content marketing involves a developing content which a target audience will find useful or entertaining, thereby fostering a higher level of brand loyalty and encouraging them to interact further with the brand .Typical content marketing strategies will include the management of blog and PR articles, social media marketing, newsletters and, in some cases, videos. With more businesses which choose target particular niches to put their goods at the market, content marketing is bound to dominate in 2014 as an overall marketing strategy. (Web Marketing: What to expect in 2014)

4. Web design trends will influence digital marketing strategies.

As digital marketing is marketing through the web platform, this is not surprising that web design trends have an effect on marketing strategies. One example of such an influence is the minimalist design approach that has become common in the online environment. Thanks to this approach, online advertising designs, such as banner advertisements, have been greatly toned down for a more simplistic approach. Instead of using images at every possible opportunity, they will have to serve a clear purpose and contribute the overall design of the site. (Online marketing 2014)



5. More data, better targeting

With a huge amount of data that can be collected via the digital platform, brands can segment their customers more effectively and adjust their advertising and marketing strategies. Such targeted campaigns will also be more cost-effective, as advertising efforts are directed towards a receptive audience. (Web Marketing: What to expect in 2014)

6. The image will reach an ever more important role

Given the barrage of information that consumers receive every day, it is essential to offer digested content as possible. That explains the fast growth of BuzzFeed, Instagram or Pinterest, networks that have emphasized on the images and have demonstrated the potential of viral content based on photos and graphics. In fact, post blogs have become more popular. Those who know how to have splashing illustrative images, or explanatory texts, even infographics and charts are more shareable and more likely to draw the attention of the consumer. (Jose Capelo 2013)

Online marketing becomes more popular for promoting goods and services because of the expediency of this approach. This technology will continue to change the internet marketing world. It's up to a businessman to recognize opportunities and capitalize on them. This information can be useful for everybody who has his/her own business. Thereby knowing all these tendencies you will be prepared for 2014. If you take the tools, resources, experts' opinions, and technologies available to your business, it will be good for your company.

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