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2012 Marketing Forecast by Lexoremman

Article published on January 20th 2012 | Internet

It's a new year, and with it comes new ideas, new innovations and new ways of thinking. The world of marketing is no different. The year of 2012 will mark different and evolved marketing strategies. Interactive marketing agency Cowgirl Interactive predicts them here.

We will continue to see a rise in the use of social media. Photo sharing sites (like Instagram) and blogs (like Tumblr) will see a huge jump by the end of 2012. We will begin to see business learn to leverage these tools to their advantage in marketing.

Videos will become one of the most used mediums on the web. It will begin to be utilized more and more in online advertising, and certainly on the social media sites. It will start to be a staple of business marketing campaigns.

Webinars and webcasts will see a huge jump. As an interactive marketing agency, we already began to see a rise in these in 2011, but 2012 will see these mediums skyrocket. Businesses will begin to use them not only in the marketing campaign, but also internally for training, presentations and more. These will be a big money maker.

Pay per click and search marketing will see a jump as well. As an interactive marketing company, we've seen the use of PPC fluctuate over the past 3-5 years, but in 2012 you can expect to see this become a staple of everyone's marketing campaign. Companies are finally realizing the power of search, and it's going to catch on like wildfire.

Print marketing will almost completely cease, and as more and more cable users switch to online television providers, we will see a huge decrease in broadcast marketing and advertising. The same goes for the radio medium; as users make the switch from broadcast radio to satellite, the advertising that goes into radio will severely decrease.

We will also see the interactive marketing agency numbers rise; with the increase in tools and strategies out there, more and more people will take it into their own hands and start their own interactive marketing agency or firm. This will increase competition in the market, spurring more innovations and most likely, new and previously unheard of marketing strategies. Expect these new strategies to be technology driven and easily shareable amongst consumers.

Want to learn more about what 2012 has in store for the marketing industry? Contact interactive marketing agency Cowgirl Interactive today for more information.

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Article Keywords:
interactive marketing agency

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