New Year - New Resolutions for Digital Agencies by Joanna Winch

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Digital Marketing is a young and rapidly progressing industry, so naturally, a new year offers plenty of new predictions and opportunity for progression. Amongst these wealth of progressions, which of these are genuinely relevant to organisations and what should a digital marketing plan in 2012 include according to any good digital marketing agency in London?

Firstly, twitter is still being widely considered as simply a broadcast and promotion platform, however, any good online marketing agency in London will tell you that unless you use twitter as a two-way communications platform then both your time and money is being wasted. 2012 is the year for brands to become truly connected to their consumers. A big trend relating to the importance of two way communications for suppliers and organisations on twitter already in motion - but soon to explode, is 24/7 customer services. Social Media offers a place for unhappy consumers to be vocal about their feelings towards you, an Internet Marketing agency will advise that welcoming queries and complaints in a transparent manner â€“ providing response is quick and articulate, will help dramatically decrease bad reviews and unhappy customers, as well as form a lasting and trusting relationship. A huge trend already under way but rapidly gaining priority is mobile optimised websites. As more and more people begin to rely on their phones for information, Organisations need to be available anywhere and everywhere. Any online Marketing agency in London will tell you that the online competition is vast, and, to gain new customers and keep current ones organisations, mobile sites are a must.

One of the most interesting ranking related progressions has already begun putting many a London Digital Marketing Agency on edge. This is, of course, the introduction of â€˜sentiment measurementâ€™ to Google and Facebookâ€™s ad rankings. With â€˜+1â€™sâ€™ and â€˜Likesâ€™ now more important than does an online marketing agency need to be creating brilliant and engaging content, but there also needs to be averts for â€˜likesâ€™ and engagement. Making friends with consumers has never been so important!

Youtube is set to be one of the biggest players for 2012 digital marketing. Did you know that over 150 years of Youtube content is watched on Facebook every day? Or that over 400 tweets every 60 seconds contains a Youtube link? With the recent announcement that this year will see the introduction of 100 more unique content channels, that must be enough to persuade any organisation that the Youtube way is the way forward. An internet marketing agency in London will use these videos to increase website traffic as well as to liven up website and social media content.

Whilst there are many other progressions and predictions for the year to come, the most important additions that should be used amend an organisations Digital Marketing strategy donâ€™t change, but simply expand upon the way that many brands are already communicating with their publics. Getting ahead of competitors by advertising for social media engagement, communicating with consumers when they need it - not just to promote a product, optimising sites for mobile phone use and a creating a video marketing strategy should be the main priorities for any organisation to start this year.

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Joanna Winch, an experienced journalist, is writing about a online marketing agencies in London.
To find out more about the a London based internet marketing agencies, you can visit this website.

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