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Internet Marketing in 2012

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Internet marketing is constantly changing and within 2011, many different events have occurred that will no doubt change marketing online forever. Just a few of those events include the development of Google+, Skype was acquired by Microsoft, and the big Panda update by Google, which really changed the way that every internet marketing company operates today. With all of these events, you may be wondering what you should anticipate in marketing for the year of 2012. Here are a few of the popular predictions to consider.

Social Personalisation Will Increase

As 2012 rolls around, social personalisation will probably begin to increase. The power of recommendations and referrals are already extremely powerful and they probably will become more so. Your company will want to choose a quality internet marketing company that can help you to make the most of what social personalization has to offer.

Increase of â€œLikesâ€•

You are probably familiar with â€œlikesâ€• on Facebook and how they are currently used to like online text content. A good internet marketing company can teach you to use â€œlikesâ€• to your company benefit. However, likes will probably move beyond just text in the coming years. Videos and other media content will be â€œliked,â€• making social television and social media an important medium for every internet marketing company.

Popularity Increase in Location Based Marketing

Location based marketing has become a successful internet marketing technique, especially for those in specific markets, including dining, shopping, travel, and more. Since more purchases are now taking place on mobile devices, 2012 is sure to see an increase in the popularity of location based marketing. For this reason, you will want to choose an internet marketing company that helps you take advantage of this technique. Last minute gift searches and even travel searches are occurring more and more on mobile phones, so having an internet marketing company that takes advantage of this phenomenon is imperative.

Rise of Social Media Ads

Social media ads are becoming more popular right now and you may want an internet marketing company that can help you use these ads as a part of your marketing campaign. In 2012, social media ads will probably become even more popular, especially since Facebookâ€™s brand advertising revenue is on the rise. Big and small companies will begin to have their internet marketing company explore all the options available in social network advertising.

Many changes are going to occur in the internet marketing field as we go into 2012. Get ready for those changes by choosing a great internet marketing company that will help you transition your marketing techniques into the New Year.

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Shivam Technologies is Australian based a internet marketing company. We provides a PPC Management and a link building services to get best Return on Investment and reach to clients in no time.

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