

Tip Articles

AdvertisingResults.com – “Advertising in the Future”

Advertising will be *different* in the future. But **how** will it be different? Good question. Everyone in the industry seems to be aware that consumers are feeling bombarded with ads. We all get blasted with new products and services everyday. If you believe the ads you see, these new items are supposed to be the magic bullet that will solve all of our problems. In reality, many people believe that *ads* are the problem. So, taking this fact into consideration, what are the trends that we know will be dominant within 5-10 years?

- **Interactive.** So consumers are sick of ads. What if they were a part of the process? Would that make a difference? Most people think it will. With the Age of The Internet already twelve years in the making, we have seen one amazing thing: it's the only medium where we see *true interactivity*. So how will consumers be involved? In essence, they will be able to access services according to their interests and their tastes. They will be able to request and receive specialized product information, make an instant purchase, all the while saving time and expense.
- **Natural Search Using SEO.** It's popular now, but it will keep getting bigger. Natural Search Using Search Engine Optimization (SEO) or Organic Search is the non-biased, non-paid results that come up when you do an internet search. So what's at the heart of this type of “advertising?” Ranking high for your selected keyword terms. Whatever you think people are typing to search for you, that's what you want to focus on. If you're a smaller company, using SEO can help you out maneuver large corporations.
- **Email Advertising.** Let's face it; you don't want your emails to end up in spam filters. That is one inherent problem with email advertising, especially in the past few years. But companies like Got Marketing, OptinBig.com, and N5R are providing new and exciting email marketing solutions for thousands of companies. Considering response rates that average 10 to 20 times those of traditional direct mail, their results are impressive. Campaign Network marketing referral rates can be as high as 40%. It's also surprisingly affordable. This means that almost anyone can now utilize this advertising medium.
- **“Service Initiative” Advertising.** Consumers are sick and tired of advertising as usual. “Service Initiative Advertising” can address this issue head on. Essentially, people want more from their advertising. Service Initiative Advertising takes the whole process one step further by requiring advertising to offer some value to the consumer. For example, Best Foods may offer a recipe in their ad, and a credit card ad may offer \$25 for signing up. People like these types of ads; it makes them feel like they are getting something out of it.

Advertising mediums of the past will always be here. Direct mail will always be around as long as people like to receive mail. The U.S. Postal service will be here too, as well as TV and radio. But the future is here. Advertising will never be the same. The good thing is that it **will continue** to be as dynamic as it has been in the past. But now, the consumer is a key part of the process.