

10 Trends That Will

CHANGE HOW YOU MARKET IN 2015

Penguin 3.0



- This update to Penguin by Google is supposed to help better fight spam.
- The good news is that if you were hit by a down turn in traffic after the last release, now you have a chance to revive your traffic.
- If you have made changes since this latest release you'll probably gain favor back with Google.

Social Media Marketing Becomes More Thoughtful

- Many brands get involved with social media because “it’s what everyone is doing”. But they do so with no plan of how to make the most of it -ultimately seeing little to no ROI.
- It’s okay to bail on social media when it’s not producing, or to start over when you figure out you are not using social media effectively.



LinkedIn.com Will Become More Important



With the advent of the ability for brands to publish posts on LinkedIn you'll see more content on the social media network. This is especially true because LinkedIn is helping brands promote easier and allows everyone who is connected with you to see your content.

Brands Will Create More Content

- Content is still King and probably always will be. For this reason and because search marketing and email marketing still rein, brands will produce even more original content than in the past.
- Article marketing sites are over, as is reusing content on other sites, original content is where it's at and brands will take notice and produce more.



Visual Content Will Become Even More Important



- If you're not turning your data into infographics or producing informative videos, then you are missing out. These must be part of your marketing in 2015 if you want stay ahead of your competitors.
- The technology has advanced to the point where barriers to entry are small, and customers are demanding more interaction.

Brands Will Conduct More In Person Events

- Gone are the days where a marketer could sit behind their computer screen and never been seen in public and still be successful.
- Serious marketers need to start getting personal and up close with their audience by hosting and going to in person events.



Metrics Play an Even Bigger Role



- Now more than ever before it's important to study metrics to know where you are and where you want to go next.
- Metrics will show you whether or not the content you are producing is creating engagement on a consistent basis.

Brand Awareness Gets New Attention

- Doing tasks such as guest blogging, viral video making, in-person appearances, sponsoring others and so forth will become more important as making people more aware of your brand takes on new precedent.
- Business owners will spend more money to make their brand known through native advertising and other means.



Brand Engagement Becomes More Important



- That Facebook page you leave idle, that Twitter page you barely Tweet on, that Pinterest account that hasn't had a board made in months - it's all old news and needs to be updated.
- If you want brand engagement you'll have to fight for it on a regular basis to prove that you're in it for keeps.

You'll Pay for Reach on Facebook

The way Facebook and other social media is going, if you don't pay for promoted posts, and then parlay the attention you get into more engagement you're going to lose out on the good that Facebook and other social media has to offer.



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