MARKETING IN THE 21ST CENTURY

Traditional Media
- Television
- Movies
- Radio
- Print

Social Media
- Blogosphere
- Syndication
- Podcasts
- Vlogs
- Forums
- Wikis
- Enterprise 2.0 Platforms

Shift

Institutional Control

Observer vs. Contributor

Distributed vs. Centralized Mediation

Us

Social Consumption via comments, trackbacks, IM, feedback, etc.

Media Mark Spotlight
MARKETING IN THE 21ST CENTURY

Traditional

- Television
- Radio
- Print
- Magazine
- Direct Mail
- Promotional Products

Digital

- Social Media
- Mobile
- Website Design
- Search Engine Optimization
- Search Engine Marketing
- Online Video
- Blogging
- Banner Ads
- Landing Pages
It’s NOT A FAD...

It’s a FUNDAMENTAL SHIFT in the way we communicate.
New technology empowered many companies, but it also created savvier, more skeptical customers.

- Customers Research everything before buying
- Customers no longer trust the hard sell
- Social Media is about the quiet conversation
Despite these changes, your business shouldn’t abandon core advertising principles.

• Strong Brand Identity

• Staying on message

• Position in the Marketplace
MARKETING IN THE 21ST CENTURY

Your company must weave together new digital platforms with the most potent forms of traditional marketing.

• You can no longer afford to stay in the past

• Your traditional and digital should work together to promote your brand

• Use all available methods to connect with all of your customers
Change your web presence, social media sites, and traditional marketing strategies to better communicate to the new digital consumer.

• Create content that users will want to share
• Don’t sell yourself: display your credibility
• Become the “go to” source of information in your industry
MARKETING IN THE 21ST CENTURY

Why Do You Want To Shine?

- Social Impact
- Increase Sales
- To Be Heard
- To Get Noticed
- Brand Awareness
- All of the Above
- None of the Above

We'll work with you to accomplish your goals and ensure that your future will always be bright.

Creative Pod
A no brainer (for you that is)

Talk To Us Today!
MARKETING IN THE 21ST CENTURY

Why Do You Want To Shine?

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Navigation: 215.514.5188

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- Capabilities
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MARKETING IN THE 21ST CENTURY

We Would Like To Know...

Why Do You Want To Shine?

- Increase Sales
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- To Get Noticed
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- To Be Heard
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- Social Impact
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- Brand Awareness
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- All of These and More
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We’ll work with you to accomplish your goals and ensure that your future will always be bright.

> Learn more about us

Help us shine a light on a great cause!

> Learn more about the Creative Pod program

Media Mark Spotlight
info@mediamarkspotlight.com
215.355.6574
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Stand out from your competitors

• What makes you different?

• How does this benefit the customer?

• Emphasize what makes you stand out.
Create a business culture guaranteed to bring you success

• Invite Innovation

• Experiment

• Don’t let perfect be the enemy of good

• Learn, Rinse, Repeat
What traditional advertising firms don’t want you to know…

• Traditional marketing, by itself, is dead.

• There’s too much competing for the customer’s attention.

• Too much money is being spent on campaigns that don’t work
The only way forward is to adapt

• Abandon what doesn’t work

• Embrace new technology

• Get People Talking
Presentation will be available for download at mediamartspotlight.com

Have another question?

Email us at: info@mediamartspotlight.com

REMEMBER TO ALWAYS....
RINSE. REPEAT. LEARN