

Emerging Online Marketing Trends

WAP and Mobile Advertising pushing online marketing

Wireless Application Protocol (WAP) is a feature enabled in many of today's phones. This new technology is helping to adapt the internet to mobile phones by setting internet specifications for devices and building on existing standards.<http://www.jeff-cline.com>

As the quality and popularity of using the internet on cell phones and PDA's increases, so does the accessibility to reach consumers. The large amount of web traffic generated by consumers through handheld devices in 2008 is making mobile advertising a more viable option for businesses today.

APML for SEO (attention profiling mark-up language for seo)

The constant usage of social networking sites has allowed marketers to gain a large amount of valuable information about consumer interests and trends. However, the information obtained has been used for a more general advertising tactic rather than for the strategic targeting it would serve best. It has gone as far as to create the burden of over-saturation for customers. Yet, this may be about to change with the advent of APML. <http://www.jeff-cline.com>

APML is a file format that stores a user's list of topics and services of interest, and the level of interest they have in them. Through APML, users are given the ability to selectively share what profile sites they visit and what they find interesting. As a result, customers are introduced to content that is of relevance to their interest and advertisers are better able to reach their target audience.

Steer from Google AdSense niche online marketing

Google AdSense, an ad placement program that enables website owners to place text and video advertisements on their site, uses JavaScript code to incorporate ads with a particular website. These advertisements have grown in popularity because they are relevant and more consistent with the site's layout as opposed to many banner ads.

While Google AdSense has proven to be a useful advertising tool, Google's strict control over the advertisements is causing publishers to source alternatives. Competitor ad-suppliers such as Yahoo! and Clicksor.com Inc are allowing publishers more options and flexibility.

These alternative ad-suppliers allow publishers to reject advertisements they do not like, filter competitor advertisements, and even control how often advertisements appear. While this by no means suggests the end of Google AdSense, it does indicate to publishers that there are many new alternatives available for their consideration.<http://www.jeff-cline.com>

Internert marketing Widgets

Widgets, for those who are unfamiliar are software applications that can be placed within a webpage and help to engage users with online companies. For example, a media agency created a widget for a popular car maker that provided traffic reports based on zip codes users disclosed. At the same time the widget generated these reports, it advertised the car maker's new model. This enabled the company to establish user interaction while advertising simultaneously.

Widgets have also been used extensively in blogs and overall usage has recently seen a significant increase. Now, 2 in 10 alternative search engine sites have widgets (20%), a statistic that is said to double this year alone. <http://www.jeff-cline.com>

Widgets are another reason social networking sites are having such an impact on the advertising world. Widgets have been placed on popular social networks and have received millions of views. It is evident that Widgets are able to reach and engage a vast number of users and as a result are convincing advertisers that they are a viable avenue for revenue growth.

Online marketing Push Down Ads

The presence of Interactive Banner Ads along with User Initiated Video has seen a recent surge. This is a direct result of advertiser's searching for new ways to attract consumer attention. Trusting that through these interactive ads they will be able to avoid the "Wear out Affect" that is evidently occurring with content based web ads. <http://www.jeff-cline.com>

A type of advertisement combating consumer boredom is the Push Down Ad. This ad functions by literally pushing the content on a publisher's page down when a user rolls over the advertisement with their mouse. The advertisement then expands with additional information. These forms of advertisements have increased in popularity with advertisers and publishers due to their ability to grab consumer attention while preserving publisher site content.

For more information on how to watch and manage these trends in your favor give us a call toll free or visit our site.

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