



Top 10 Online Marketing Predictions for 2007

10. Social networking will get more and more niche

- B2C: MySpace, Facebook, Gaia, Friendster, Second Life
- B2B: LinkedIn, Jigsaw, Matchpoint
- Search: Digg, Delicious, Wink, Technorati
- Shopping: Wists, ThisNext, Woot
- Expert Communities: Blogs, Wikis
- Mapping: Geosearch
- Video: YouTube, TurnHere, Splashcast
- Images: Flickr



LinkedIn  Relationships Matter

9. Viral campaign websites will have a purpose

Pointless Viral Sites:

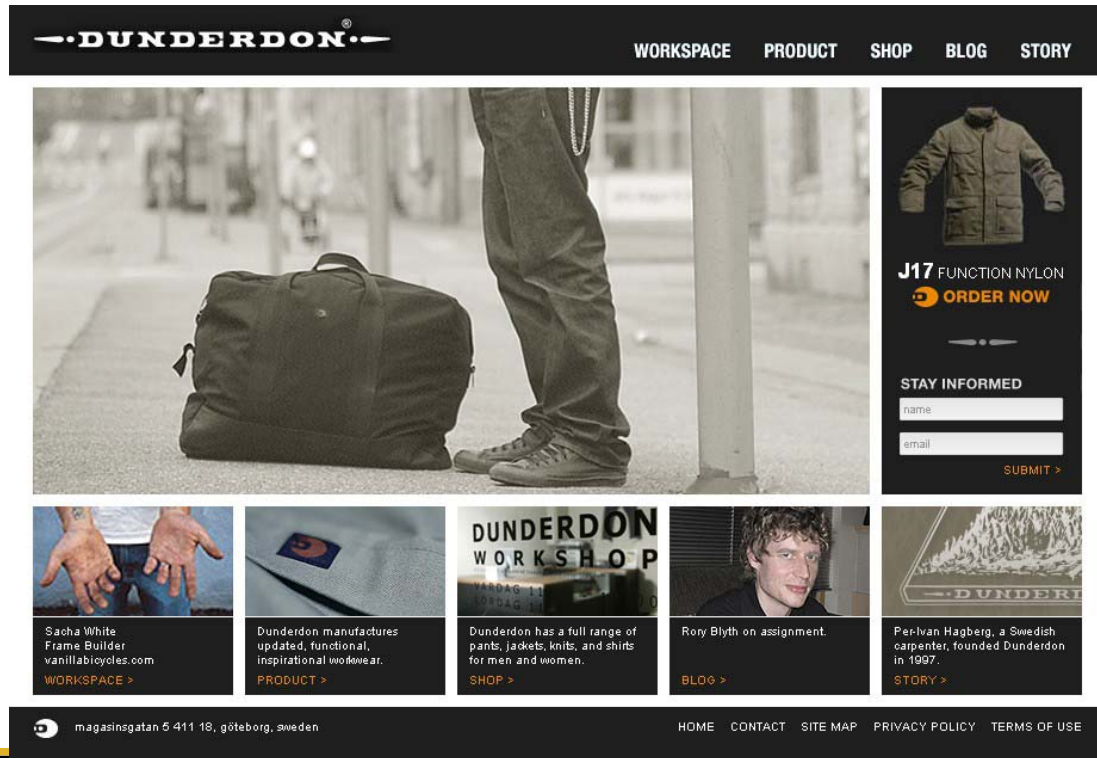
- Patron: SimplyPerfect
- CareerBuilder: Monk-e-Mail
- eROI: WearShortShorts

Purposeful Viral Sites:

- Phillips ShaveEverywhere
- P&G: MenWithCramps; DumpCupid.com
- Kettle Foods: PassportToFlavor

8. User-generated content will be a component on most new websites

The Challenge: Marketers must relinquish control of their brands. Customers own your brand, not the marketer.



The screenshot shows the Dunderdon website layout. At the top is a dark navigation bar with the Dunderdon logo and menu items: WORKSPACE, PRODUCT, SHOP, BLOG, and STORY. Below the navigation is a large hero image of a person's legs and a dark bag on a sidewalk. To the right of the hero image is a product card for the 'J17 FUNCTION NYLON' jacket, featuring an 'ORDER NOW' button and a 'STAY INFORMED' sign-up form with fields for name and email. Below the hero image is a grid of five smaller content blocks: 1) 'Sacha White Frame Builder' with a link to 'vanillabicycles.com' and a 'WORKSPACE >' link; 2) 'Dunderdon manufactures updated, functional, inspirational woewear.' with a 'PRODUCT >' link; 3) 'Dunderdon has a full range of pants, jackets, knits, and shirts for men and women.' with a 'SHOP >' link; 4) 'Rory Blyth on assignment.' with a 'BLOG >' link; and 5) 'Per-Ivan Hagberg, a Swedish carpenter, founded Dunderdon in 1997.' with a 'STORY >' link. At the bottom is a dark footer bar containing a location address (magasinsgatan 5 411 18, göteborg, sweden), a home icon, and a list of links: HOME, CONTACT, SITE MAP, PRIVACY POLICY, and TERMS OF USE.

7. Email marketers will demand more strategy from their marketing agencies



Email marketers will demand to know more advanced email strategies :

- How does this email render in the default settings of the different email environments (AOL, Yahoo, Gmail, Hotmail, etc.)?
- What content shows up above and below the fold on the email preview?
- What content and call to action will really resonate with my target audience?
- How can I be a resource and still convert click-throughs into qualified leads?

6. Great Content is King

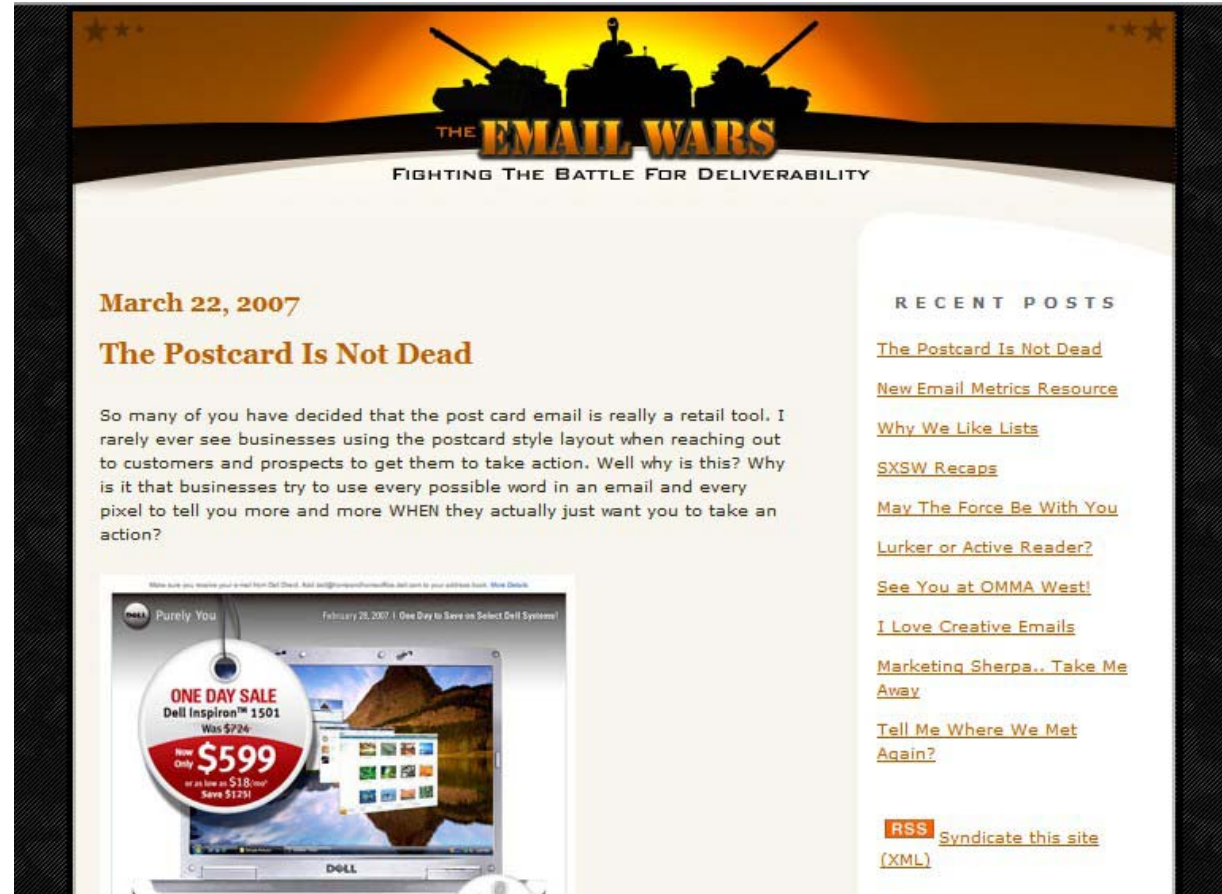


Quality content is more important now than ever before. Each of us receives dozens of email newsletters daily. There are over 100 million viewings daily on YouTube. One in twenty visits on the Web is to a social networking site where new content is generated every second. There is a glut of content, and it's only going to get more crowded.

The key point worth noting is that the few companies providing great content are huge winners because of all of the online and offline marketing channels that work together in a sort of crescendo effect, amplifying the messaging of well-positioned brands. Word-of-mouth spreads so much faster than it used to through blogs, iTunes, YouTube, MySpace, Web sites, and online press.

5. Most successful companies will become media companies

The Power of Blogging



4. Democrat majority in Congress swings the tide of online marketing

Marketers will push the envelope far more aggressively in 2007 now that the fear of death by Republican firing squad has been reduced. Moral depravity will run rampant in advertising, and the largely Democratic online marketers will revel in the end-result of their twisted creative brains.*



*Admission: this is an incredibly biased viewpoint

3. Greater integration of Video into all websites

We will see many more large, medium-sized, and small businesses integrate video into their primary and campaign Web sites in 2007. One trend we will likely see will be an increase in the use of "webisodes," 3-5 minute daily or weekly video clips that entice users to come back to sites for more all-Web programming.



2. Email mantra: list segmentation + relevant content = improved results

eROI published an email study in early 2006 showing a direct correlation between smaller, more relevant lists and higher open and click through rates. Instead of sending all emails to a Main List of all of their contacts, marketers are starting to segment their lists into product categories, service categories, press lists, webinar lists, etc.

Marketers who fail to take the extra hour or two to do this list segmentation every 3-6 months will see continued email list fatigue and a resulting drop in performance. E-mailers will learn that content needs to focus less on selling a product and talking at recipients, and more on talking with recipients. Updating email content and starting a conversation will be more important than ever as people move toward seeing their inboxes as sacred places that they don't want violated by one-way advertising messages.

1. Thoughtful, cause-related marketing is the biggest winner in 2007

Dove: Campaign For Real Beauty

AIDS Relief Effort: Bono's Red Campaign

eROI: Friends of the Children Art Fair



Thank you for joining this
Webinar!

**How will you change your marketing strategies
this year to make a REAL difference?**

Any questions: please email
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