

Trends in Digital Media Strategy

Merely having an online presence is not enough for even strictly bricks and mortar companies. With the Internet having proliferated into the medium that provides the most impressions, a good digital media strategy is crucial to online and offline business success. A good digital media plan will be comprehensive, including not only one but several of the important components of online marketing mentioned below. Without further ado, we'll move on to reviewing the top trends in digital media strategy, such as Social Digital Strategy and Search Engine Optimization:

Social Digital Strategy

Social networking strategy and social commerce features are components of this important trend. Representing your products and services and promoting them through social networking sites (and yes, even blogs) is crucial to maintaining open communication with your customers. Social commerce features that allow customers to rate you are rated as being very important to today's Web savvy consumer.

Search Engine Optimization Can this really be considered a trend? Most businesses that have Web sites already know that without being optimized for search engines, their sites are unlikely to ever be found by their target customer. Since target keywords are always changing and SEO is relatively inexpensive to implement, a constant refinement of SEO is the order of the day.