

Five Digital-Marketing Trends That Will Transform Your Business

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The field of **business-to-business (B2B)** and **business-to-government (B2G)** marketing is undergoing rapid change. These changes are forcing CEOs and marketing executives alike to rethink strategies. Consider these major trends:

1. PERVASIVE MOBILITY AND RESPONSIVE DESIGN

Responsive design allows you to deliver Web experiences to any range of devices and screen sizes without losing quality. The content elements resize and reconfigure dynamically to meet each device's (smartphone, tablet) needs, rather than being fixed or unsuited for a given device. Create a powerful solution that provides a dynamic online experience for your prospects and customers through responsive design.

2. BUSINESS BLOGGING

Business blogging is a formal process of ramping up the role of your Web site blog into a powerful and mission-critical resource for your customers and prospects. Build a team of key employees to answer questions, explain complex issues and educate your audience on key issues.

3. GOOGLE AUTHORSHIP

Google has developed and deployed a dynamic process that regular online content writers can use to establish their formal

credentials online, and tie the content they publish, and places in which they publish it, together. Using Google+ allows content writers to become online leaders in a range of content areas, and in turn boost search engine benefits back to your business.

4. CONTENT OPTIMIZATION

Content optimization is one of the most powerful and emerging trends in the digital marketplace. It takes the content that is static (words on a page, related resources, media and links), and adjusts them for each user based upon that individual's previous activity and current interests. Think of it as applying a Google search to every page in a Web site.

5. INBOUND MARKETING

Bringing many of these concepts together is an essential task. Inbound methodology brings together business blogging, content optimization, responsive design, social media in one framework. As business technology changes, business buying decisions and sales processes change as well. Creating marketing solutions that harness emerging drivers will position your business for success. ■

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