

2008... a Futurist's Look

by Leah Woolford CEO, USDM.net



What new opportunities with 2008 hold for Internet marketers? My predictions are as follows:

1. **Web 2.0 users will push back** as advertisers try to turn their personal and social commentary into bait to lure online buyers. If your organization is keen on making the most of social networking and community you **MUST** obey the rules or risk getting called out and vilified online.
2. **Subscriptions will replace display advertising in some sites...** Subscriptions could take the place of advertising where users are charged a periodic -- daily, monthly or annual -- fee to subscribe to a service. Sites might combine free content with "premium" (i.e., subscriber- or member-only) content. Content is still king.
3. **Collaboration is cutting edge...** Companies are developing online products "on the fly". Imagine how cool it would be to have consumers help you brainstorm about new ideas for a great winter festival in your destination, or a great new reason to visit!
4. **Life Imitates Art... uTube, FaceBook, SecondLife and more...** if you think this is not a place to explore branding, just talk to some of the highly educated professionals that hang out in these sites. Some of these there are virtual worlds where avatars take the place of the humans to interact. There will be places built inside these sites that imitate or duplicate destinations.
5. **Finally Internet TV...** way back in the day (1990s) when I consulted with some of the largest Telecoms in the country we all talked about the "set top box"... the way that Internet and TV would finally become one. Back then it was a dream of convergence but it will finally be a reality. We all used to say that someday people won't even have to know how to use a computer to get online :)

These and many more changes are taking place rapidly online. Like it or not, ready or not, we are in a Web 2.0 Environment and moving toward Web 3.0.

For more information on this and other Online Marketing Topics Visit:
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