

Coaching Feature

The Key Internet Trends for 2007 - Are you Prepared?

As you know, one of the main elements of the VIP Private Members site is to keep you updated with the ever changing world of Internet Marketing.

Things are changing at breathtaking speed. It's simply vital for your business success that you stay up to date on the latest trends.

With this in mind, I want to focus this month on four key trends on the internet that will be worth paying close attention to in 2007.

I've included some questions to get you thinking on the best ways for you to maximise each trend:

1 Permission

This is not new. You've probably heard me say again and again that the internet is moving towards a permission marketing model – but I'm still struck at how few people really get this vital concept and in 2007, those who do not grasp the importance of it are going to have real problems.

Basically, there are two types of website. The first are the sites who aim to sell something to you on your first visit. If you've ever tried to do this, you'll know what a challenge it is.

The second are the sites whose aim is to get your permission to begin a relationship. They do this by offering you something free in exchange for the visitor's contact details (usually their email address.) The selling then happens in the days, weeks and months ahead primarily via email.

The permission Marketing websites are already soaring ahead. This trend will only continue in 2007. Here's an extract from an email I received yesterday from someone on my current 'Ultimate Marketing' course:

"I launched our new website just over a year ago, and included a literature request form to capture prospects names, etc.(I'm a huge believer in lead management).

On average, we would receive about a dozen requests per week. Recently I finished a large production project so that our dealers would have a beautiful marketing DVD to send to sales leads.

Here's the success story: Last Friday, I had a FREE DVD button added to our website, the customer completes the request and their information is automatically downloaded into a database. (Keep in mind that this is the same form I've used for over a year, the only change I made was to offer the free DVD) and this morning when I came to work I had approximately 20 FREE DVD requests....pretty cool, 20 prospects in 3 days vs. 12 per week."

So here are some questions for you on the Permission Marketing trend:

- 1 Do you operate a permission based site or a traditional sales site?
- 2 Have you tested the difference in response between the two options?
- 3 Are you offering something compelling on your site in exchange for visitors' contact details?
- 4 Have you tested different offers to see what pulls the best response?

2 Search Wars

There's no doubt about it – 2007 will see the outbreak of the Search Wars.

I'm referring to the battle between Google and its key competitors, Yahoo and Microsoft.

It's very simple. Google dominates the search engines. If that monopoly can be broken, it's going to have significant implications for you and your business.

The Google monopoly allows them to do as they choose. In 2006 many of their pay per click advertisers were hit by changes in the PPC system – changes that normally results in you and I paying more for our ads. They can do this because they have the monopoly.

In addition, the dependence on Google for the natural (free) search listings makes many businesses far too vulnerable. You do not want your website visitor numbers dependent on Google's algorithm – yet that's precisely where many website owners find themselves.

Which leads us to the search wars. Yahoo and MSN have lagged behind, both in the marketing of their search engines and with their pay per click offerings. When it comes to PPC, Yahoo have been particularly pathetic.

Well in 2006 they woke up (or in Yahoo's case their shareholders woke up) to the situation and things are changing.

Yahoo are totally upgrading their Pay per click system to make it more like Google's. They're rolling it out right now. **THIS IS HIGHLY SIGNIFICANT FOR YOU AS A VIP MEMBER OF THIS SITE.**

Here's why.

If you've been a VIP member for some time, listened to the Pay per click seminars on this site and/or been on Ultimate Marketing, you'll know you have a huge advantage when it comes to pay per click advertising on Google.

It's my mission to keep at the leading edge of this material and those of us in the know have a huge advantage over the mass of search engine advertisers who really haven't got a clue.

(NOTE: If you're a new VIP member and you're not doing pay per click, it is, without doubt, the most powerful Marketing revolution in decades. You simply **MUST** test it for your business. Listen to the three Pay per Click seminars on the site as soon as possible)

Anyway, back to my point. The real drag with Yahoo's system has been that it didn't reward us 'know it alls', in the way Google does. Well that's about to change. So when Yahoo give you access to their new system, you'll be able to deploy many of the PPC tactics we use on Google and that will give you a significant advantage. Specifically, you'll be able to attract qualified visitors to your website at far less cost than your competitors.

Next there's Microsoft. MSN has a very small share of the market, particularly in the UK but they have launched their own advertising system 'Microsoft Ad Center' and now comes www.Live.com Microsoft's answer to Google.

The battle is underway. It's impossible to predict the outcome but it all points to more competition for Google – and for you as a business owner, that's definitely a good thing.

You can rest assured that throughout 2007, I'll be keeping you updated on all the Pay per Click changes as they happen.

Here are some questions to make sure that you're positioned to benefit from the Search Wars:

- 1 Have you thoroughly tested Pay per Click Advertising ?
- 2 Have you applied all of the strategies covered in the three part PPC seminar on this site?
- 3 Have you signed up to Yahoo's Search Advertising option? Now could be the time to make sure that you can benefit early from their important changes.

3 Multimedia

It's my prediction that 2007 will be the year that we finally 'get' what the internet is really going to be about.

We shouldn't think of the internet as a collection of websites. It's so much more than that. It's a way of interacting with anyone on this planet, using video, audio, words and pictures.

So your question for 2007 is 'What's the most effective and profitable way that I can interact with my customers using video, audio, words and pictures?

The use of Broadband has now gone way past critical mass. This means at some point, we're all going to have multimedia websites. The only question for you is, when?

This VIP Private Members site would not be what it is if we were not able to use audio. One of my aims for the site in 2007 is to add much more video.

There's a very significant factor here that we must not take for granted. The technological revolution that enables you and I to use video and audio online also makes it ridiculously cheap to do so. The software for editing etc costs next to nothing. The costs of streaming are also falling all the time.

This means that you can take on any company in the world and out perform them with multi media. It's a level playing field. Take it from me, many big businesses will take years to understand and deploy online multi media. They'll spend months having endless meetings to decide what their multimedia 'strategy' should be. Meanwhile, you could record some video or audio and put it on your site, tonight!

So for now, my message is to begin exploring the possibilities that multimedia offers you. I am going to be doing much more of it in 2007 and I'll be focusing on bringing you the best ways to do it on this site. Stay tuned!

4 Deliverability

I normally like to save the best until last. This time I'm saving the one that's a real drag until last!

It looks like 2007 is going to be a year when business owners will face increasing challenges over Email deliverability.

In case you missed it, the last few months has seen a tidal wave of spam. It's becoming a horrendous problem for the ISPs (the companies who host your email accounts.) It's being estimated that 80% or more of the email that's being sent is spam.

The result is a big crackdown. The problem is that legitimate email senders are being caught in that crackdown and their email is not being delivered.

I don't need to explain how serious this is for us as Entrepreneurs. But there is some good news. Not only are there ways of making it more likely that your messages will be received. There are also models emerging that virtually guarantee your email deliverability.

This is a complex and rapidly changing area but it is absolutely essential that you keep updated on this. I am heavily involved in this and will be showing you what to do about it in 2007. For now, here are some questions to get you started:

- 1 Do you have ways of measuring how many of your emails get delivered?
- 2 Do you know if you are on any email blacklists
- 3 Are you compliant with all of the anti spam regulations?

So there are four key trends in Internet Marketing in 2007. A combination of challenges and opportunities but ones that you and I will continually turn to our advantage.

It's going to be an exciting year.....