

SCOTT HOWARD

Smart Marketers will stay on the leading edge of emerging social media trends and platforms and invest the time, money and manpower into the efforts required to be where their customers are.

Social Media will slowly replace old style internet marketing methods such as banner ads, pop-ups and other annoyances that are driving customers away from websites.

Because of the increasing importance on the most current, relevant content by Google, the marketers that are producing and publishing content that meets both the requirements of Google and the interests of their customers will win over those that are ignoring these trends.

However only a small percentage of companies will connect all the dots from outreach via social media, inbound via search to creating a website that effectively answers website visitors questions, pulls them through the entire buying process including the appropriate call to action, followed by order tracking, customer data collection and personalized follow up after the initial visit.

<http://www.scotthoward.me/>