

# Marketing Trends for 2011



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pressure from Facebook due to the market growth and the revenue being earned from advertisers. Keep in mind that these are just the more popular communities. New communities, and applications to integrate with these communities, are being created every day! Feel overwhelmed? We know! It's our full-time job to keep-up with these trends and resources and some days it's a real challenge! I used to think that computer technology in itself was a quick-change artist, but I think Social Media has it beat – hands down – unless you're talking Mobile.

## Mobile Marketing

Mobile/Local Marketing has already been active, but it's going to gain stronger momentum in 2011! What's happening is Commercials, Printed Coupons and Loyalty Programs are all going mobile. Applications for your Smart Phone are free, but you're forced to see an ad each time you access it. Coupons are being delivered by text message, social programs, and codes that you scan walking through a retailer's door. According to the CTIA, the Wireless Association, 93% of the US population already has a cell phone. It's also pretty safe to say that most Americans are so attached to their phones that they typically don't leave the house without their keys, wallet and mobile

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**"We Specialize in Helping  
Your Market Get to Know,  
Like and Trust You!"**

*"Facebook itself grew from 300 million to over 500 million users; 95% of current Twitter users signed up since 2009; LinkedIn is proudly boasting 85 million members and has added advertising options to their platform."*

phone. Advertisers have transitioned – if you can't beat them, join them! We anticipate that those businesses who wait to make the move with the mobile phase, will simply watch their competition walk away with their customers! This year will see a rise in localized geo-location applications like FourSquare, Google Places, Gowalla, and Yelp with more offering virtual coupons and rewards associated with check-ins and purchases at local businesses. They are another version of Social Media, but targeted to your location actually delivering coupons to your phone. Just show your phone to the cashier and save instantly! These trends are already in place and seeing huge growth in retail and product branding strategies. Texting and SMS campaigns are also on the rise with push marketing

options delivering added savings directly to Smart Phone owners who agree to participate.

Just like Social Media Marketing, integrating these new mobile marketing trends have many levels of strategy and time to manage efficiently. Our team is trained and ready to help you get set-up and start generating traffic through your doors! If you're a restaurant, retail location or service provider – STOP, FIND THE PHONE and CALL US! We can show you how to increase your sales in a more productive way by reallocating your current marketing dollars!

**Call us at (636) 379-1750 for a  
FREE Mobile Marketing Analysis  
and start meeting new  
customers today!**

