

New Integrated Online Marketing Solutions

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How has marketing changed?

It is important to understand we have entered a new era. Websites are being built around a company's marketing efforts as opposed to their branding efforts. Cool factor weighs much less heavily now than it did 5 years ago. And in turn content and sophisticated integrated marketing tactics and functionality are much more important. Previously it was regarded as successful to get someone to see your site. Now it's almost meaningless, its what they do on your site that's important (how long, what path they follow, what they look at, what they ignore, where they leave from, etc.).

Your website is now your new marketing study.

The success or failure of your online business depends on being able to guide your user through a rich interaction with your product or at least to add value to their lives via, entertainment or information. The manner in which you are able to determine this is through tracking, reporting and analytics of that data. The site has become literally a test bed for what your user thinks of your company and its products. It's a test bed because of the ability to watch usage trends and pathways develop as users interact with your site. This translates into trying to illicit certain responses from them by placing certain graphical or written assets in front of them, which is the essence of marketing.

Staying on track with analytics.

So when you are considering a website, understand that you're actually creating a marketing test for your products. This way of thinking will effectively keep you on the right pathway to designing and communicating in the most direct and efficient manner your core marketing message, hopefully with the desired results. If not at least, with tracking, reporting and analytics, you'll be able to figure out why.