

SECOND EDITION

# MARKETING in the MOMENT

THE DIGITAL MARKETING  
GUIDE TO GENERATING  
MORE SALES AND  
REACHING YOUR  
CUSTOMERS FIRST



MICHAEL TASNER



## Praise for *Marketing in the Moment, First Edition*

“Michael’s 3.0 marketing strategies took my business from a dying brick and mortar company to a profitable online money-making machine. I’ve reduced overhead and increased profit while spending more time with my family and less time in my business!”

—**Matthew Ferry**, bestselling author of *Creating Sales Velocity*, the “Players’ Coach,” [www.matthewferry.com](http://www.matthewferry.com)

“I highly recommend this book! It is a must-read for anyone wanting to learn from one of the top marketing minds in the world!”

—**Bill Bartmann**, self-made billionaire and two-time National Entrepreneur of the Year, Founder of Billionaire Business Systems

“Want to get ahead of your competition, fast? Then read *Marketing in the Moment*. Tasner’s strategies focus on the future of online marketing, Web 3.0. This is innovative and forward-thinking material that is also practical and easy to use. Tasner has written the perfect desk reference for any online marketer!”

—**Joel Comm**, *New York Times* bestselling author of *Twitter Power*

“Forget asking your teenager or your computer geek how to navigate Web changes that keep coming at us faster and faster. They may know what button to push, but they know nothing about how to adapt marketing to keep up with these changes! *Marketing in the Moment* replaced my fear of the unknown in this rapidly changing online marketing environment and replaced it with security that I can actually know what I need in order to make the very best marketing decisions to boost my company profits. As a 25-year-old successful entrepreneur, Michael Tasner brings us his generation’s unique know-how and ease of adaptability in the ever-shifting sands of new technology, and as a successful marketing expert he explains exactly what I need to do with my marketing to make it work in this environment.”

—**Amy Levinson**, MPA, Executive Vice President, Guerrilla Marketing International, [www.gmarketing.com](http://www.gmarketing.com)

“If you want to make serious money online using the latest strategies, you’ve got to devour Michael Tasner’s hot new book called *Marketing in the Moment*. I loved it!”

—**Robert G. Allen**, author of the bestsellers *Multiple Streams of Income*, *Multiple Streams of Internet Income*, *The One Minute Millionaire*, *Creating Wealth*, and *Cash in a Flash: Fast Money in Slow Times*

“*Marketing in the Moment* is an innovative guide to the future transition of online marketing. Tasner lays out the strategies and tools that are necessary to survive in this competitive market. This book is chock full of ideas that will help you maintain an edge on the competition.”

—**Fran Capo**, five-time world record holder, motivational speaker, comedienne, author of *The Secrets of Publicity*

“Michael Tasner has written a powerful, down-to-earth guide and insightful book on one of the most important topics today—the next wave in online marketing. *Marketing in the Moment* will give you the tools you need to succeed in the next decade and beyond!”

—**M. Scott Carter**, Vice President, Sports 1 Marketing  
(Warren Moon Enterprises)

“*Marketing in the Moment* is full of new online marketing strategies that will inspire you to take action! Tasner delivers in-depth ideas and insights that *anyone* can utilize. Don’t get passed by your competitors, step up and learn the new Web 3.0 tactics that will push you ahead of the pack!”

—**Greg Clement**, Business Guru, [www.idontliketowork.com](http://www.idontliketowork.com)

“Anyone looking to become invaluable online should invest in this book. *Marketing in the Moment* provides immediately actionable steps anyone can use to connect with customers and establish themselves as irreplaceable.”

—**Dave Crenshaw**, author of *Invaluable*; Founder,  
[InvaluableInc.com](http://InvaluableInc.com)

“After reading *Marketing in the Moment*, I wondered how my life may be different if I had this knowledge even a year ago. I would have saved time, money, and effort. The information is concise, timely, and effective.”

—**Dr. John Spencer Ellis**, CEO, National Exercise & Sports Trainers Association; creator of the movie *The Compass*

“With the rapid change for marketers and businesses, knowing the right thing to do is a must! It’s do or die. *Marketing in the Moment* gives the reader the right tools to win and now!”

—**Jeffrey Hayzlett**, author of *The Mirror Test*; Chief Marketing Officer, Kodak

“The online marketing world is changing fast and nobody knows for sure what’s coming next. This book can help you be better prepared for the changes that are already afoot.”

—**Tony Hsieh**, author of *Delivering Happiness*; CEO, Zappos

“As a publicity coach and publicity thought leader, I can safely say that this book is definitely an online marketing wake-up call! Web 2.0 is out, Web 3.0 is in! One of the many things I loved about this book is that Tasner provides you real-world examples of all the strategies he talks about. His in-depth descriptions are easy to follow and understand, so you can take them and implement them in your own business.”

—**Dan Janal**, Founder, PR LEADS, [www.prleadsplus.com](http://www.prleadsplus.com)

“Michael Tasner is a pioneer in sharing the inside secrets of the next generation of online marketing—also known as Web 3.0 marketing. If you read this book, you’ll be ahead of the curve and get a lead on your competitors. If not, your marketing will become obsolete.”

—**Manny Goldman**, CEO, Personal Growth Marketing; Founder, [PersonalGrowth.com](http://PersonalGrowth.com)

*“Marketing in the Moment* oozes with opportunity. It’s filled with powerful, profitable, and practical ideas on using Web 3.0 technology to take your business to the next level. Get started today.”

—**Jill Konrath**, bestselling author of *SNAP Selling* and *Selling to Big Companies*

“Michael Tasner, with his on-target book, *Marketing in the Moment*, has gotten in front of the wave with present marketing trends. We are an ‘I want it now’ society. The book is easy to read and navigate, with numerous valuable resources. I love the Case Studies and Checklists, but the To Do lists are worth a million bucks! If you want to dominate your niche in today’s market, you need this book!”

—**Robby LeBlanc**, [www.MarketingYouCanUse.com](http://www.MarketingYouCanUse.com)

“Michael’s book is right on target. What I love most about the book are the step-by-step instructions. Too many marketing books are filled with theory, and this one is all meat. If you want to sell more products or services online, you need this one right away!”

—**Ryan Lee**, entrepreneur, author, coach, [www.ryanlee.com](http://www.ryanlee.com)

“When I first met Michael Tasner, I instantly knew he was qualified to write this book. Why? Because of his unique business card that stood out from the crowd of about 40 others that I met that day. He practices what he preaches. This book is easy to read, well explained, and most of all, practical. Buy it, take action with the enclosed To Do’s, and I know you’ll profit.”

—**Andrew Lock**, [www.HelpMyBusiness.com](http://www.HelpMyBusiness.com), the #1 WebTV show for entrepreneurs

“Think you know it all about online marketing? Then read *Marketing in the Moment* and be blown away by the future of the Internet, Web 3.0! Michael Tasner is a leading marketing expert who delivers this ingenious guide to online marketing. I know that this book is full of strategies that will get you ahead of the competition and make you more money.”

—**Eric Lofholm**, author of *How to Sell in the New Economy*

“I highly recommend this book! It is a must-read for anyone wanting to learn from one of top marketing minds in the world!”

—**Jill Lublin**, international speaker and bestselling author

“I am of the belief that *everything* is shifting. That the paradigm within which we’ve been operating, in business specifically, has gone bankrupt. That the way we’ve done things up until now—the way we’ve created, marketed, and distributed content; the way we’ve communicated with our partners, vendors, and customers; the mindset behind delivering our bottom line; and every other component in how we do business—has actually expired and a new model is emerging.

“As a huge believer that this twenty-first century shift in business is grounded and founded in collaboration and contribution, I was thrilled beyond measure to see that these are two concepts Tasner points to in *Marketing in the Moment*.

“I know that where we’re going to start seeing this shift evidenced loudly is in the world of marketing. Tasner may be talking about Web 3.0, but what he’s actually doing is *exemplifying* this twenty-first century shift in business.

“The content he provides is rich and exceedingly helpful in taking readers by the hand and crossing them over the bridge as we make this transition into the new paradigm for doing business. The most powerful piece for me, however, is in witnessing Tasner as an actual demonstration of what twenty-first century business is all about.

“I know *Marketing in the Moment* will prove to be a manual for those of us seeking support as we forge forward even further into this digital age.”

—**Liora Mendeloff**, CEO and Founder, InstantMediaKit.com

“Michael Tasner has unlocked the vault to his multimillion dollar mind and given you *everything* you need to be successful on the Web today! Rarely does someone of Michael’s stature reveal such profound secrets (the secrets he uses to run his own business!), and if that weren’t enough, he also makes it so simple to follow his lead and execute his strategies. He’s really taken the complexity out of it. If you want to succeed on the Web today, whether you want to do it yourself or you just want to disqualify 90% of the ‘Web designers’ out there who want to ‘help’ you, this is the book for you. This book is an absolute *must-read*.”

—**Nick Nanton**, Esq., “The Celebrity Lawyer,” [www.DicksNanton.com](http://www.DicksNanton.com)

“*Marketing in the Moment* is a must-read for any marketer or business professional! Tasner divulges amazing strategies, tips, and ideas that will push you to the forefront of online marketing. Not only is the information critical to stay ahead of the competition, but he lays it out in a practical, easy-to-use format. This book is an amazing guide for anyone, from marketing novices to experienced veterans!”

—**Ed Oakley**, Founder and CEO, Enlightened Leadership Solutions, Inc.



“Folks, do buy this book and read it immediately. Web 2.0 is over-saturated and dying. Web 3.0 is where you should be. It’s targeted and does not soak up your time. Tasner shows you exactly what it is and how you can take advantage of it. Super information and simply written.”

—**Srikumar S. Rao**, author of *Happiness at Work: Be Resilient, Motivated and Successful—No Matter What*, TED speaker

“There is a ton of stuff written about Web 2.0 marketing but very little about Web 3.0 marketing. This book changes that completely. If you are looking to grab some low-hanging fruit, now is the time using Tasner’s tactics!”

—**Freddie Rick**, Founder, BetterTrades

“When it comes to marketing on the Web, it’s not just advisable to keep up with the trends, it’s essential. Where and how people seek out information continues to change, and the key to successful marketing is to identify what’s happening and adapt early on.

“If you don’t reach your customers first, someone else will. “In this no-nonsense, easy-to-read guide, Michael Tasner breaks down today’s top emerging marketplaces, devices, and technology to help your business stay one step ahead.

“You’ll learn what to look for, how to take action, and most importantly, how to get results. You’ll master Web 3.0 marketing before your competitors have Facebook figured out.”

—**David Rivers**, President, KegWorks.com

“Put on your seat-belt[el]if propelling your personal brand or corporate brand is a goal or challenge on your dashboard. Michael Tasner’s *Marketing in the Moment* is a must in the equation of Web 3.0 success.”

—**Kenneth J. Skiba**, Sales Leader & CEO,  
YouHaveGotToBeKidding.com

“Web 2.0 is old news—Web 3.0 is in! Tasner unleashes his marketing expertise to educate you on the future of online marketing. *Marketing in the Moment* is an easy-to-use guide for any business professional, marketer, or sales person who wants to be ahead of the competition and make more money. If that sounds good to you, then you need to read this book.”

—**Melanie Benson Strick**, CEO, Success Connections, Inc.,  
www.successconnections.com

“Why go to an expensive Internet marketing course when everything you need for Web 3.0 is right here in Michael Tasner’s excellent book *Marketing in the Moment*? With Internet marketing growing by leaps and bounds, it might seem difficult to keep up. But after reading Tasner’s book, learning his many easy-to-learn practical strategies, I’m ready to conquer the Internet. I strongly recommend this book.”

—**Joseph Sugarman**, Chairman, BluBlocker Corporation;  
author of *Advertising Secrets of the Written Word*

“Michael Tasner’s new book will rock your world! He shares and teaches absolutely the most current, cutting edge strategies to successfully market your product or business on the Internet. If you are in business and you are online, you need this book.”

—**Dan Thurmon**, author of *Off Balance On Purpose*

“This powerful book is loaded with great ideas to help you attract more customers and make more sales— immediately!”

—**Brian Tracy**, author of *The Art of Closing the Sale*

“‘In the moment’ means having a connection with your customers and marketing with authenticity. In this book, Tasner lays out a plan any business owner or sales professional can use to connect authentically in a way never before possible. Chapter 6 alone is worth the price of the entire book. Buy it or be left behind.”

—**Jimmy Vee and Travis Miller**, bestselling authors of *Gravitational Marketing: The Science of Attracting Customers*, Founders of [GravitationalMarketing.com](http://GravitationalMarketing.com)

# **Marketing in the Moment**

## **Second Edition**

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**Marketing in the Moment**  
**The Digital Marketing Guide to**  
**Generating More Sales and**  
**Reaching Your Customers First**

**Second Edition**

**Michael Tasner**

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Dan Uhrig

*To my beautiful daughter Emma Rose.*



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# Acknowledgments

I am thrilled with the success of the first book to be writing this second edition. My biggest thank you goes out to you, the readers. Thank you for purchasing the book, thank you for your case studies, your emails, your social media notes, and even your phone calls. What drives me is to see people putting the material into action and growing their businesses.

Of course, a special thank you to my editor Jeanne Levine and the entire team at Pearson. You all rock!



# About the Author

**Michael Tasner** has been called by many as one of the top marketing experts in the world. He built a successful digital marketing and design agency from the ground up and had the honor to run digital marketing for some of the biggest speakers, authors, coaches, consultants, and entrepreneurs in the world. He has also consulted with numerous Fortune 1000 firms on their Web strategies.

Michael is the former Chief Marketing Officer for Guerrilla Marketing International, and he is hand trained by the father of Guerrilla Marketing, Jay Conrad Levinson. Michael currently runs the premier marketing training company on the planet, No Joke Marketing®.

Michael lives in Niagara Falls, NY with his wife Anna, twin boys Connor and Logan, and daughter Emma.

# Introduction

There has never been a better time in history than now to be deploying digital marketing for your business. It's the fastest growing set of marketing strategies on the planet and the one that will continue to define how well your business does.

The first edition of *Marketing in the Moment* came out in 2010. I'm very proud to say that the core of the book was spot on. If anything, some of the strategies were a bit ahead of their time. For example, mobile marketing was the cornerstone of the book. Now, several years later, everywhere you turn, marketing gurus are touting that it's the hottest trend on the planet. Why do I share that with you? To let you know you've made the right choice in purchasing and reading this book. There are trends and tactics in here that will put you years ahead of your competition, allowing you to snatch up market share before your competitors even know what hit them.

This newly revised edition contains all of the latest and greatest digital marketing strategies that have evolved over the past few years and trends that are coming down the pipeline. The most important objective I have for you in this second edition is to ensure you are armed and up to date with everything you need to dominate the marketplace.

With the goal of market domination at the forefront of your mind, you also must be aware of a few of the challenges that could stop you in your tracks. The biggest challenge

today is the continually growing amount of competition in the marketplace. Let's say you run a flower shop. A few years ago, you may have had a handful of local competitors. Not only has the number of local retail-based competitors most likely risen, but you are also now faced with the dozens of online competitors who have large budgets that you most likely can't come close to matching. Armed with the materials in this book, I will show you how to compete head on and grow your business faster using digital marketing.

If you look around you or listen to the news, you have heard and will continue to hear about retail businesses going under. Although this isn't a book on business success, when I've analyzed this trend of failing businesses, it largely comes down to those businesses not staying up to date with all of the digital marketing trends. Wouldn't it be easier to stay in business if your digital marketing efforts were driving more people to your retail outlet? I'd think so.

The other challenge to keep in mind is that both consumers and businesses have shifted the way they purchase products and services, and even more important is that they have shifted the way they research and find these products and services. This is where we as marketers need to focus our attention. We need to be certain that we are marketing in the right places and at the right time while grabbing the attention of consumers and businesses. This is why e-commerce companies have recently fared much better than direct retail competition. They have adopted the changes and are aware of the shifts, and they are doing everything they can to grab new customers and keep their current customers buying more.

How would you like to be ahead of 98 percent of other marketers, gain an unfair advantage over your competitors, and start grabbing market share before anyone realizes they should have been doing the same for the past year?

Hopefully, you answered yes. I mean, who wouldn't want to be on the leading edge and grabbing market share before all the rest do? Before telling you how this is going to happen, let's take a step back and put some things into perspective.

## Recognize Any of These?

Sit back for a second and think about this first set of terms:

collaboration, blogging, content sharing, online video, social media

Now think about this second set of terms:

mobile browsing, MMS marketing, live streaming video, social advertising, microblogging, extreme personalization, retargeting, augmented reality

Chances are, you recognize many more terms in the first group than in the second. There is some good news, but also some bad news. The good news is that if you are familiar with the first set of terms and are deploying some of the tactics, you are moving in the right direction. The not-so-great news is that the second set of words must also be added to your marketing dialogue, and fast, as this is where the marketing landscape is continuing to head.

## What Does This Mean to You?

In uncertain economic times, we cannot ignore trends. If I'm saying that mobile marketing is the hottest trend since sliced bread and you need to jump on it, I mean it. The new digital marketing techniques cannot be ignored, unless you are looking for your competitors to grab your market share and drive you out of business. The key is to get traction for multiple digital marketing sources. If one dries up, no

worries because you have another 15 that feed the business. Embrace the changes and watch your business thrive.

## Move Out of the Way, or Jump on the Bullet Train

*Marketing in the Moment* is meant to serve as your step-by-step guidebook to allow you to profit from the latest and greatest digital marketing techniques. If you're not ready to be on the forefront of the marketing world, this book is not for you.

## Why Should You Listen to Me?

I'm an avid reader myself. I've read thousands of books and taken hundreds of courses. The content that resonated the best with me is content that came from authors being in the field and in the trenches. I only wanted to know what worked and what didn't work, backed with case studies. That is the approach I take with this book.

From a "resume" standpoint, here are the details that show you I've been in the fields and am constantly in the fields looking for what's next. I provide these details not to brag, but rather for you to know you are getting materials from a top marketing authority.

I used to run a nice-sized online marketing and design firm. I started the company when I was quite young and grew it deploying the tactics I teach in this book. This company worked with some of the most high-profile speakers, authors, consultants, and entrepreneurs in the world. These businesses would hire my firm to essentially run their entire online marketing campaigns from A to Z. I've also consulted with numerous Fortune 1000 companies, teaching them how

to implement the latest and greatest Web efforts in their marketing.

Among my favorite partnerships was the relationship I struck with Guerrilla Marketing International (the company started by Jay Conrad Levinson). I had the honor of assisting this company with its digital marketing, and ultimately, I became their Chief Marketing Officer for a few years.

Finally, I've had other businesses (six) where I've used these tactics to grow and dominate the marketplace. I'm here to teach you step by step to achieve the results you've been dreaming about.

## How to Use This Book

I want this to be your desk reference to all things digital marketing. Read the book from cover to cover at least twice. This was written as a tactical book for a reason. One of the biggest complaints I would hear from people while in the field is the content they got from others was good, but they were still unsure how to implement the material. Take the famous movie *The Secret*. The movie was life-changing, but nowhere did it tell you how to actually start seeing some of the changes come into your day-to-day life. What I'm getting at here is this: There are no excuses as to why you can't implement this stuff. It's not too hard, and it's been boiled down for you. Take the steps and work them into your digital marketing today!

Throughout the book, you will see different symbols. Here are their meanings:



### Checklist

You will find a variety of checklists and lists in general. These are there for your reference.

---



### To Do

This book is light on fluff and heavy on tactics that will get you results. We will be talking about how to leverage certain marketing tactics. Under the To Do icon, you will see a pared-down list of action items for you to start implementing in ten steps or fewer.

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### Case Study

For each of the major marketing tactics we are teaching you about, a case study of how that tactic has been used in real life is included. Also included with the case study is the key result achieved from the tactic and the takeaway I want you to get.

---



### Tas Tip

Tas Tips are the “ah-ha” points throughout the book.

---

## FAQs

Before we get started, let’s tackle some of the most frequently asked questions.

### **Do All the Tactics Apply to My Business?**

The simple answer: yes. The tactics presented in this book are tactics that any business regardless of the shape and size can deploy immediately. With that said, I would be kidding myself if I assumed that you could put every technique into practice immediately. Look for the tactics that most apply

to your business and put them into action. Once you have been successful with those, add more. Marketing is all about testing, tweaking, and improving.

## **Is Digital Marketing Expensive to Do?**

Most of the tactics discussed are very low-cost but high-impact. Effective marketing does not necessarily mean that it needs to be costly. It does, however, need to produce results and have the ability to be tracked and then tweaked.

## **Who Does This Book Apply To?**

Entrepreneurs, speakers, authors, consultants, home-based businesses, corporations looking to gain an edge, infopreneurs, and intrapreneurs can all benefit from this book.

## **Are There Other Tools in This Book Besides Online Marketing?**

There are a ton of resources in this book for both offline and online use. Throughout the book, there is also a variety of practical, no-nonsense, business advice on general marketing. Plain and simple, I want your business to succeed. Leveraging innovative marketing tactics to increase your traffic and leads is simply one route to get you there quickly.



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# 1

## **The Mindset Shift: From Web 2.0 Digital Marketing to Web 3.0 Digital Marketing and Beyond**

### **What Is Web 2.0?**

One of the big online buzz phrases that made its way around the world is Web 2.0.

Web 2.0 began when Web users started to drastically change the way they were using the Web on a day-to-day basis. The main trends that shaped Web 2.0 include content sharing, creativity, segmentation, social components, and a large move from static web sites and tools to more dynamic ones. Some of the added functionality is peer-to-peer sharing of files, easier communication and networking on various social marketing sites, video sharing, and blogging. Web directories evolved to social tagging, personal web sites shifted to blogs, and online versions of encyclopedias morphed into Wikipedia. In the Web 2.0 world,

collaborating on social networks and sharing information helped shape the trend relatively quickly.

As a marketing advantage, there are four key components to Web 2.0:

- Social networks are the sites where people come together and share ideas, thoughts, and comments. Examples: Facebook, LinkedIn, and MySpace.
- Social media are the places where you can share content with the world in hopes of spreading awareness. Examples: YouTube, Scribd, Flickr, Instagram, and Pinterest.
- User-generated content was what sparked much of the discussion on Web 2.0. This is where users create, manage, and update information. Examples: Squidoo, blogs, Tumblr, and Wikipedia.
- Social news and bookmarking have allowed users to organize their Web experiences. Examples: Digg, Delicious, Technorati, and StumbleUpon.

## The Limitations of Web 2.0 Thinking

Many people believe that Web 2.0 is where things stopped and that the Internet has simply evolved a bit more. I'm going to show you why this thinking is massively flawed and how you can capitalize on the newest trends. Remember, the intention is to make sure you are using the various tactics, but also paving the way to grab market share before your competitors do in the more up-to-date techniques.

Here are five factors that limit Web 2.0:

- Oversaturation
- Misconceptions
- Time

- Modes of Interaction
- Openness

## Oversaturation

Let's start with the limiting factor that should command the most attention: oversaturation. The problem is that everyone and their third cousin are on the Web 2.0 bandwagon.

Although they may fully understand their thinking is "Web 2.0" related, their actions prove otherwise.

As a society, we have become so obsessed with Web 2.0 that it has become oversaturated! All of this saturation causes an exorbitant amount of unnecessary noise. As someone who is trying to make sure your message is getting through, noise doesn't always work in your favor.

The key limitation to Web 2.0 is that it has become oversaturated. Here are some examples:

- Your grandma calls you and says she's been told she needs a blog so that her friends can stay updated on her travels.
- Eight-year-olds are posting videos on YouTube.
- Photos of your kid's birthday are shared with the world on Facebook and Instagram in close to real time.

You might argue that, as a result, these sites are receiving a lot of good traffic because everyone is logging on. You are correct. However, how targeted is the traffic going to be? This is a key concept you will hear throughout the book. Targeted traffic, or traffic that is ready, willing, and able to take in your message in the way that they want, is the advantage that strategic marketers seek.

When it comes down to it, the key is drilling down to find the best interaction. Facebook is an excellent place to network, meet new people, and do business. But Facebook is a

powerful marketing tool only when you know how to use it to reach out to specific people or groups of people, even more so when you understand how to market to prospects who don't even realize you are doing so.

## Misconceptions

Common misconceptions about Web 2.0 have also caused difficulties. From an overarching standpoint, the area that I have taken issue with is people saying that Web 2.0 has simply evolved to where it is at today. As you will soon learn, we are way past Web 2.0 marketing and into a new realm of marketing.

## Time

Time is also a limiting factor. As we become more and more connected, we get more and more distracted by all the noise, such as comments being made on our blogs, questions about our photos on Instagram, or updates on Facebook. One trend that never seems to change is that people continue to get busier and have less time for interaction.

Both consumers and businesses continue to demand more information, and they want it faster, making it challenging to keep up. Once they think they have found their preferred method of communication (email), a better method comes out that is even faster (to be talked about shortly).

## Modes of Interaction

I understand that this way of thinking may be contradictory to what you might be thinking: Isn't the goal of Web 2.0 to create new modes of interaction? I define modes of interaction as the different places and devices that people use to gather, search, network, and exchange information. People are gathering in different places around the Web

and interacting in different ways with each other. But these modes of interaction have decreased the human touch. Do you even pick up a phone on a daily basis? If you need something, you pop off an email. If you have a question, you search Google and often land on Wikipedia.

Once you start getting bogged down with emails, Facebook messages, and status updates, you start to look for a solution to simplify things, and a bad taste forms in your mouth. Then you reach the tipping point, making you jump ship and focus on something else. In other words, there is just too much out there, thus causing confusion and a lack of adoption.

## Openness

Lastly, the openness of Web 2.0 has become a striking limitation. Most humans are naturally private. When you have a Facebook account, a LinkedIn account, and an Instagram page, your privacy drops quickly. If you are an avid user of Facebook or read the news, you will remember when Facebook changed its policy to state that it owns your content even after you've canceled your account. The company did change that policy back, but it's still quite vague in its favor. We enjoy sharing details about ourselves, but there comes a point where it just gets weird or creepy.

## So Where Are We at from a Digital Marketing Standpoint Today?

In the first edition of the book, I said we have shifted from Web 2.0 marketing to Web 3.0 marketing, coining the phrase Web 3.0 marketing. I believe that buzz phrase still holds true today. There isn't a better phrase to sum things up. Many marketers have called this the mobile era, for example. Although that is true, it doesn't encapsulate the

entire *movement*. The sooner you start to realize how things have shifted so rapidly over the past year or so and how they are continuing to shift at a pace that is hard to keep up with, the quicker you will get to dominating in this movement.

So what does this new movement look like from a digital marketing standpoint? Simply, it is digital marketing spawned from the convergence of new technologies combined with rapidly changing consumer-buying trends and habits. An example is a prospect signing up for your text alerts he found on an infographic you posted on Pinterest. That alert then drives him to your mobile responsive web site where he makes a purchase while sitting at the park on his lunch break. To put things into perspective, here are the key overarching trends to this new marketing movement:

- **Social media on steroids.** Social media is everywhere we look. It is now fully integrated into our lives and often drives the way we make purchasing decisions. A few years ago, it was okay to grab an account on Facebook. Now you must have accounts on all the major social networks and content that is noteworthy if you expect to stand out in the crowd.
- **Unique experiences.** Experiences create memories that people talk about. From a digital standpoint, I'm a huge fan of live streaming video and even virtual reality worlds. Both of these settings are web-based, but they create unique experiences. People browse for products on sites like SecondLife.com and they watch live video events on LiveStream.com, all from the comfort of their homes.
- **Customization/personalization/targeted messages.** Who is at the center of the universe? You! We care about ourselves and our agenda. Some of the digital trends that have helped morphed this trend are things like augmented reality, retargeting, and more advanced

segmentation software. These tools allow you to send the right message at the right time on the right platform.

- **In-the-moment decisions.** I have seen consumers make decisions much faster than a few years ago. This tends to apply to decisions that are not massive in nature (buying a new house, for example). The social-on-steroids trend has helped drive this one a bit, as you can get instant feedback on the decision you are about to make but also the ease of finding information on the Web. There are reviews everywhere and gobs and gobs of data. I've always stressed that you need to take swift action if someone is getting ready to do business with you. This action means making sure your reputation is solid online, but more so, using retargeting techniques to bring them back into your world.
- **Mobile everything.** The fastest-growing trend on the planet is mobile. Text messages have replaced the need to make phone calls, and iPhones are replacing the need to carry credit cards or cash. Sit just about anywhere in public and you will find that the majority of those around you are on their phones. As a marketer, if we don't adapt to and capitalize on mobile, we are dead in the water.
- **Content craze.** There is a thirst for good content. As a consumer, the challenge is separating out the noise to quickly determine what "good" content is. This content craze has led to what many marketers call "inbound marketing." With inbound marketing, your prospects find the content you posted and come to you versus the other way around. This is a beautiful thing and can instantly add profits to your bottom line when deployed correctly. From a marketing standpoint, we are going to make sure we publish great content on a regular basis in the mediums our prospects want.



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