

# Online Marketing Trends in 2014 You Should Pay Attention To

by Mary Wang

It is the time again to go over online marketing trends in 2014 from different sources to pick out the ones that you should pay attention to in order to market your business online successfully. The purpose is to help you stay focused and stay current in this ever-changing world of online marketing.

## 1. Content marketing

Yes, content is king. Content marketing has been on the internet marketing trend list since 2012. Content marketing is a marketing method using content such as blogs, images, videos, eBooks and webinars to attract and engage highly targeted potential customers.



In “[The Top 7 Online Marketing Trends That Will Dominate 2014](#)”, Jayson DeMers pointed it out that “One of the main ways that companies are establishing authority and gaining trust with consumers is by consistently creating valuable content through a variety of channels.” It is more effective than traditional advertising channels. Tutorials, how-to guides, long articles and blogs of more than 1000 words tend to do well in terms of search engine optimization.

Need help to create content? Read my other blogs on [how to create quality content](#) on a regular basis.

## 2. Social media marketing

Social media was big in 2013. It continues to be under the spotlight this year. The value of social media is to help you connect with your customers and reach out to larger audiences beyond your wildest dream. However, it doesn't mean that you can always achieve this goal for free. According to Facebook, "the best way to get your stuff seen if you're a business is to pay for it." Facebook, Twitter and LinkedIn all have their paid promotion program. Google+ will soon follow the suit. So it is better to consider social media advertising as you plan for your social media marketing in 2014.

## 3. Be mobile responsive

The latest mobile growth statistics shows that 91% of all people on earth have a mobile phone. Fifty percent of mobile phone users use their mobile phones as primary Internet source. As of June 2013, [Nielsen reported](#) that 61% of mobile phone users use smart phones in the US. The increase is more than 10% from 2012.

In "[A 2014 Social Media Guide: New Trends and Solutions to Live By](#)", Julia McCoy said

*"Mobile marketing is no longer a marginal feature; it's a necessity. Therefore, the digital platforms and marketing solutions you choose to invest in this year must be mobile friendly, responsive and adaptive."*

It is important to have a mobile responsive website which automatically adjusts the layout of your website according to the screen sizes of different devices people use to view it. Visitors who use iPhone, Android, tablet or desktop PC will enjoy the same layout.

According to [Litmus news](#), mobile email opens hit 51% in December 2013. It is a big jump from 43% in January 2013. This makes it a must to ensure that your email marketing messages should also be mobile friendly.

#### 4. Let's go visual

Beautiful images are “eye candy.” The increasing popularity of image sharing sites such as Pinterest, Tumblr, Instagram proves it again and again the power and viral potential of image-based content. Jayson DeMers counted this as one of [the top online marketing trends in 2014](#). He said,

*“Successful blog posts that receive the most social shares also usually have a common characteristic: they pepper in some well-placed pictures to break content up and emphasize certain points. Another example is infographics, which combine images with a minimal amount of text to explain a topic and provide statistical information or data from research studies.”*

When you write a blog post, use one or two well-selected pictures to make your content more engaging.

#### 5. Growth of video marketing

Video marketing is in [Internet marketing trends in 2012 you should pay attention to](#). Since 2012, more and more online marketers have been using videos to market their products, generate free traffic and build their email list.

Anita Loomba listed it as one of her [top digital marketing trends in 2014](#). She believes that video has the ability to convey a message that is ten times more powerful than text content.

*“ . . . great video content has the potential of becoming an overnight viral success. Also, with apps like Instagram, Snapchat and Vine, videos are being created, viewed and shared on mobile devices. Facebook has also introduced and enhanced their mobile ads platform. Combined with the mobile potential, we predict that video marketing will grow even more in 2014.”*

The above are 5 major online marketing trends in 2014 you should pay attention to. Hope they will help you plan well, stay focused and make 2014 your best year ever. Join our mailing list to get a copy of my

Amazon eBook “10 Powerful Ways to Build Your Online Cash Machine”  
2014 edition at <http://www.GoldenVisionTraining.com>

**About The Author: Mary Wang**

Mary Wang: Founder of Golden Vision Training and the creator of Double Your Income Online Blueprint. Mary has helped entrepreneurs, small business owners and people who want to achieve financial freedom to double their sales and income online since 2010. She is passionate about financial education and personal development.



**Copyright © Golden Vision Training**

You can reprint or give it away as a free bonus. However, you CANNOT modify the content in any way.



Join us at <http://www.GoldenVisionTraining.com> to receive free eBooks + win iPad