

AdEasel is a full-service web and marketing agency, founded in 1999, with offices in Des Moines & Chicago. We continuously analyze current online and offline strategies, and have discovered common emerging trends, tools and techniques for 2013 that can help achieve better results through effective web & interactive, mobile, search, email, and social marketing tactics. Contact us to learn more about these new trends and how effective implementation can jumpstart your business.



Web & Interactive Marketing

Strategies to improve communication & strengthen relationships

Focus shifts from advertising to creating immersive, quality content

In 2013 we will see a major shift in spending from external advertising to internal content creation. Brands have started seeing a powerful shift in ROI due to the way search engines sort through the web. Content will drive traffic and engagement to their websites, apps, and various social networks by utilizing company blogs, video, micro stories, newsjacking, and more.

Content management systems must be easier & more flexible

Due to the wide variety of channels people use to get their information, powerful content management systems will become more important than ever and must provide a platform to manage digital content across websites, blogs, calendars, galleries, social media, analytics, and more, and make the lives of content marketers much more manageable.

Online experiences deliver more personalized content to visitors

Delivering a tailored online experience to visitors is a trend that will be more important as the year progresses. From social marketing to product recommendations, users will expect and demand an experience that's "just for them." Examples include product recommendations for returning customers, tips & tricks to new users, and location based offerings.

Mobile Marketing

Optimize your experience for the dramatic increase in mobile devices

Get closer to your audiences with Social, Local & Mobile (SoLoMo)

Possibly the most important trend of 2013, with the rise of smart phones now over 50% of all mobile devices, brands will capitalize on an integrated approach with Social, Local Search, and Mobile Devices to connect with audiences to generate leads at or near the point of purchase.

Web & mobile sites must be optimized for variance & touch

Traditionally designed websites are optimized for the precision of a mouse & cursor, resulting in frustration for the mobile user and loss in potential business or online sales. Mobile optimized sites will make use of HTML5, larger buttons, and integrated local and social services.

Mobile apps enhance branding & build rewarding experiences

From custom shopping apps to internal efficiency management applications, mobile apps continue to offer experiences that supplement and expand on current internal and external business practices and mobile efforts not found on web or mobile sites.

Search Marketing

Explore new ways to both discover & get discovered

Tracking & analyzing big data will result in better optimization

From Google and Microsoft Analytics to social media reporting software such as HootSuite, big data will be absolutely vital to marketing professionals. By tracking keywords, geographic & demographic data, interests, and more, companies can optimize their content based on qualified information and discover new paths to increase their ROI.

Quality content marketing will be the key to driving traffic & response

While keywords are still important, Google and Bing have adopted a "Link Earning" strategy to sort top links, and "link disavow" features to remove spam links that could hurt your listings. The thought process behind Link Earning is that when you produce quality content, your content will naturally be distributed online, thus increasing your search ranking.

Smart search strategies integrate into all marketing activities

When marketing content in an integrated way you will drive more traffic across the various channels you are using and will be placed higher in the SERPs. Company blog posts should be submitted to industry & popular bloggers, social accounts should link back to your website and vice versa, and Google Authorship should be integrated within your posts.

Email Marketing

Still one of the most personal & direct ways to communicate

Email will use HTML5 and become more mobile-friendly

With the influx of smartphones, emails will have to be optimized for the growing mobile audience in 2013. This will result in utilizing the mobile-friendly HTML5, including links and buttons easy for a finger presses, larger text, and messages that fit within a phone's screen.

No surprise, content management drives greater reach & engagement

Gone are the days of a bunch of marketing fluff, technical jargon, and ineffective calls to action. Tomorrow's audience will be seeking friendly, casual, and entertaining emails. For 2013, focus on crafting an engaging story that best suits your brand and entice your audience to pay attention.

Personalized email experiences will be sent "just for you"

Advanced email applications allow brands to send personalized & custom emails to mass audiences by tracking birthdays, favorites, and other unique identifiers. Emails will also contain custom live data and experiences including sale countdowns & integrated eCommerce.

Social Marketing

Utilize established & emerging tools to build connectivity

Brands will increase social utility for sales, marketing & service

Effective social media strategies will focus on building and maintaining relationships with new and current customers. Keep an eye out for opportunities to respond to the messages your fans and followers send. They will be expecting same-day responses.

Social content will drive traffic, brand awareness & sales

Social media can be thought of as Word of Mouth Advertising 2.0. As it's much easier to generate a sale with a strong referral, social media will play an important role as Facebook, Twitter, Tumblr, Pinterest, and more continue to grow and develop.

Personalized social advertising grows & evolves daily

Advertising on social media has been evolving and now resembles regular stories and user generated content, producing greater results than simple messages & calls-to-action, and allows for more targeted ads based on demographics, geographics, likes, interests, etc.

Get Started & Send Us Your Basic Information

Before we begin helping you to capitalize on these trends we ask that you take a moment to provide us with some basic business information so we can get back to you. Please fill out this form, scan and email to Chicago@AdEasel.com.

General Information

{Please identify the following business information}

Your Name:

Business Name:

Job Title:

Email Address:

Phone Number:

Fax Number:

Address:

Address 2:

City, State, ZIP:

of Employees: 1-10 | 11-19 | 20-39 | 40+

Custom Web & Mobile Development

ReDesign Current Web Domain:

Current Platform: [WordPress](#) | [Joomla](#) | [Drupal](#) | [Other](#) | [None](#)

New Website - Preferred Domain Name:

Preferred Domain Name B:

Currently Use Social Media

     

Optimize for Mobile Web

Text Message Campaign Marketing

Interested in Dedicated Business Email Hosting

How Many Email Accounts: 1-10 | 11-19 | 20-39 | 40+

Professional Branding & Logo Design

Brand & Logo Development: [New Business](#) | [Service](#) | [Program](#)

Current Typeface:

Current Colors:

Print Marketing Essentials

Business Cards

Postcards

Tri-Fold Brochure

Letterhead

Presentation Folders

Envelopes

Online Advertising

Google AdWords

Bing

Geo-Targeted Advertising

Social Media Ads

Monthly Marketing & Management

Search Engine Optimization (*\$50 per month*)

Email Marketing (*\$100 per month*)

Mobile Optimization (*\$50 per month*)

Social Media Marketing (*\$50 per month*)

Website Hosting (*Required - Free*)

Web Management & Support (*Required - \$100 per month*)