

A discussion of internet based products and
the future of advertising in the digital age.

Advertising future-tech

windows user

- Why is it difficult to talk about the future of digital/interactive media in advertising?
- Although it is impossible to know for sure, which two types of technology are likely to be big players in the near future?
- What advances do you hope to see?

It's hard to predict the future of IBP because it is changing so fast in the world of digital media. New technology applications are being discovered all the time and ways to track feedback is getting more intricate as well. Each new avenue also has the ability to combine with older technology to form still more applications that are unforeseen. Only when the technology slows down in its constant advancement will people be able to study all of its uses and economic functions.

In the future as phones replace computers for many people, mobile technology will be very important in remaining in contact with consumers. As people steer away from traditional live media and turn to content on-line, they will need to experience new ways to come across advertisement. Platforms such as YouTube will likely be a fertile market for advertising as it becomes more content and niche oriented. The distribution platforms like YouTube offer is broad and inexpensive compared to other sources. Paid searches advertising seems to be another strong technique to look out for. By paying for space at the top of keyword searches on sites like Google, advertisers can generate billions of dollars in click-thru revenue.

I would like to see more programs that define and link niche markets together by key characteristics. A program that was able to combine groups on multiple networks together with purchasing applications that sent and received product recommendations to your social network would be good. It would be useful to know what products your network purchased for all sorts of reasons. Most of all it would enhance the power of the consumer to see what products they influence.

Reference

1. O'Guinn/Allen/Semenik, Advertising and Integrated Brand Promotion, 6th ed., Cengage Learning 2012