

# The Time is Now

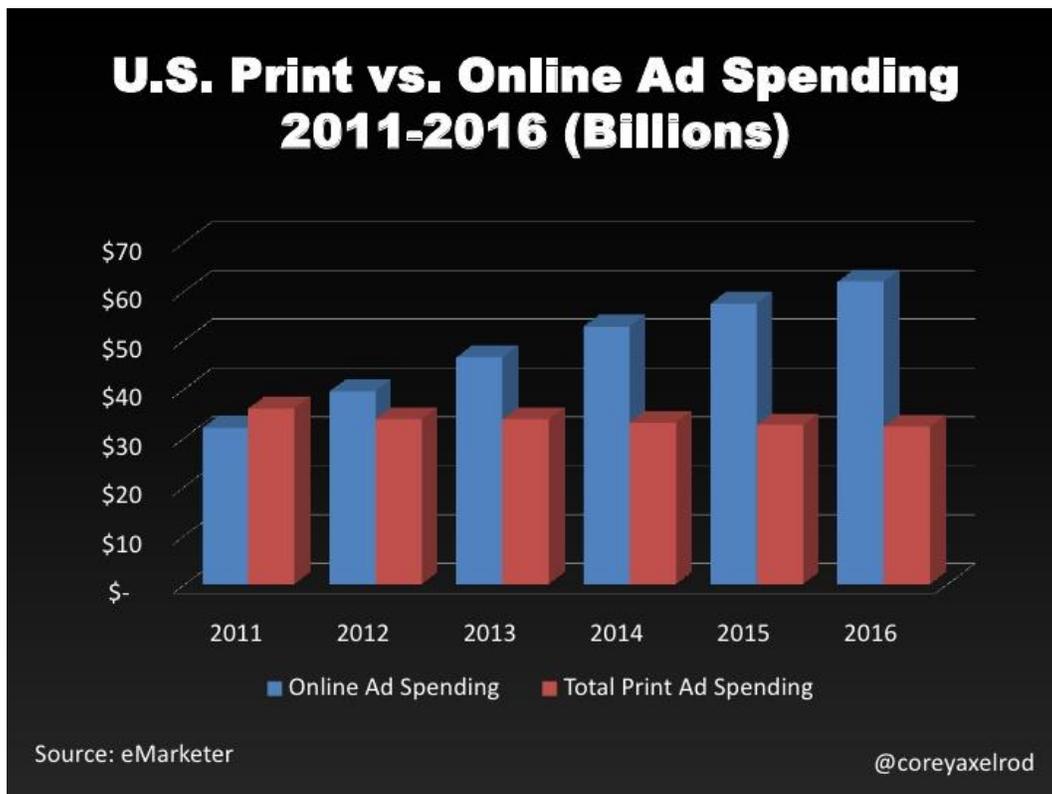
## Plan and Exercise Your Digital Marketing Strategy

A short study by *623 Professional Services*, **623business.com**

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Forms of media and the ability to reach our target markets are constantly in flux. Technology continually changes everything: print came first, then radio, then television. The internet has been around for 20 years, and with the technological advances and widespread growth, we are at a pivotal point in marketing, dependent on how well we embrace a digital strategy.

Successful private and government interests have adapted to the changing environment enacting digital marketing strategies. The economy has not been kind to many industries, and increased efficiency is paramount, especially with marketing dollars. Many organizations that have not adjusted to the times are seeing increased advertising costs and lowered impacts from traditional means.

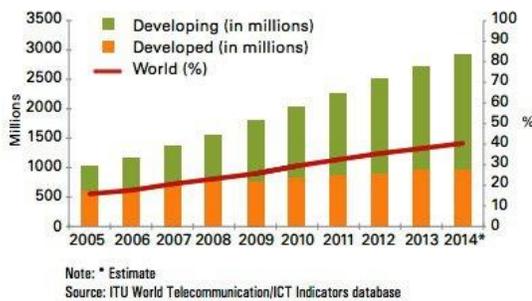


In recent years the amount spent on internet advertising has surpassed that of print. The huge shift in internet usage also shows no signs of decline in trend studies. At what point do we adjust our focus from solely traditional means to incorporate a digital strategy?

## ALMOST 3 BILLION PEOPLE – 40% OF THE WORLD’S POPULATION – ARE USING THE INTERNET

Close to one out of three people in the developing countries are online

Individuals using the Internet, total and percentage, 2005-2014\*



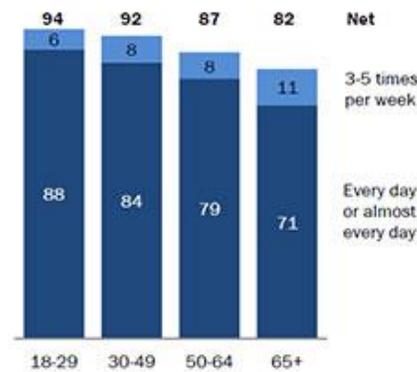
By end 2014, the number of Internet users globally will have reached almost 3 billion. Two-thirds of the world’s Internet users are from the developing world.

In developing countries, the number of Internet users will have doubled in 5 years, from 974 million in 2009 to 1.9 billion in 2014.

With the increasing simplicity of current technology, generationally older demographics are joining the middle-aged, young adult and youth in increased digital usage. This is not a phenomenon only in North America or Europe, but rather a world-wide change in how humans are interacting with one another. It spans across all social classes and developing nations.

### A majority of older internet users go online on a daily basis

% of internet users in each age group who go online ...



Pew Research Center’s Internet Project July 18-September 30, 2013 tracking survey.

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### Internet and broadband adoption among seniors

% of seniors (ages 65 and older) who ...

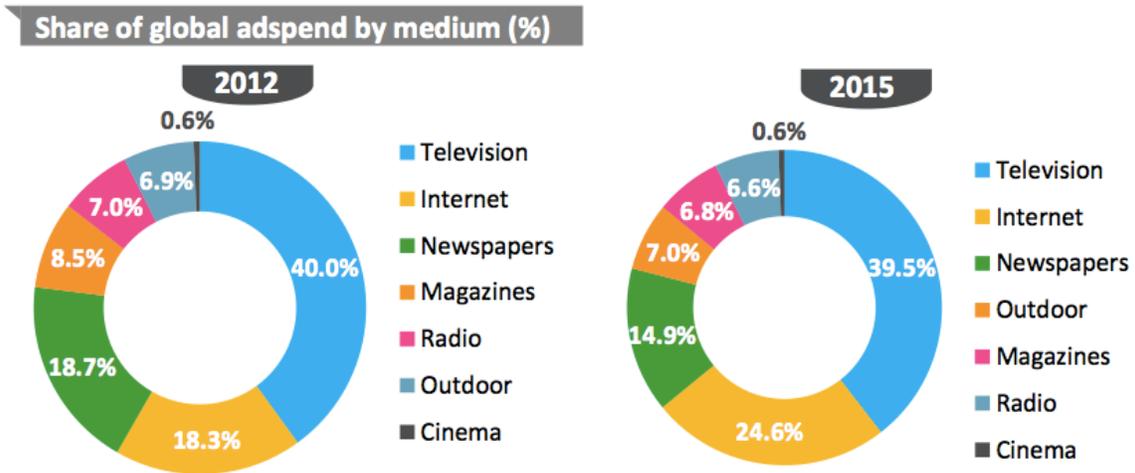
	Go online	Broadband at home
Total for all 65+	59%	47%
<b>Age</b>		
65-69	74	65
70-74	68	55
75-79	47	34
80+	37	21
<b>Education</b>		
High school grad or less	40	27
Some college	69	57
College graduate	87	76
<b>Household Income</b>		
<\$30,000	39	25
\$30,000-\$49,999	63	51
\$50,000-\$74,999	86	73
\$75,000+	90	82

Pew Research Center’s Internet Project July 18-September 30, 2013 tracking survey.

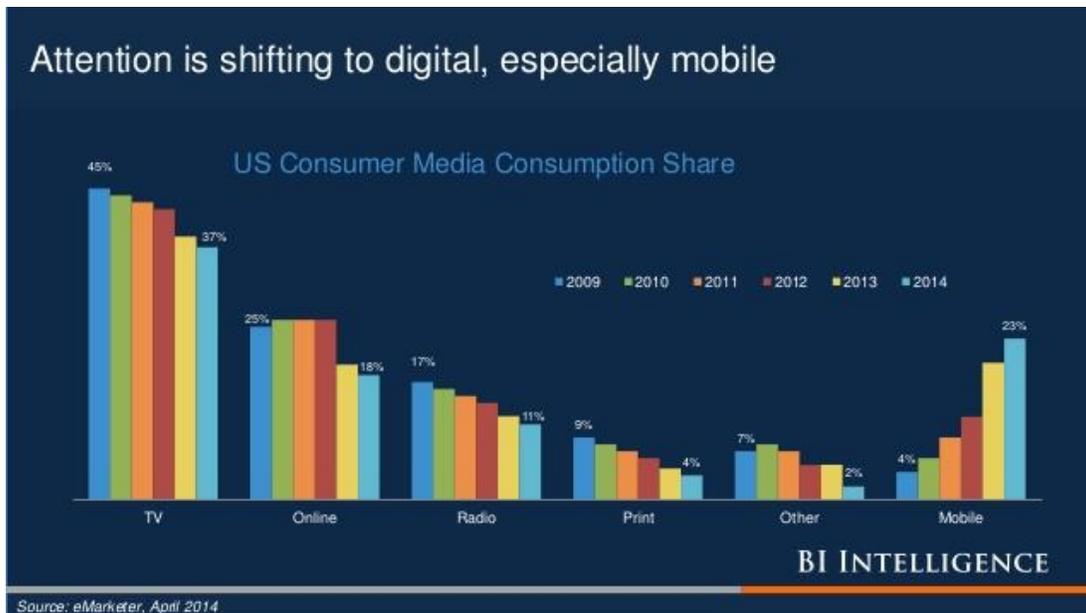
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- **The largest drawback of internet marketing is not inherent to the medium itself, but rather *us*.**

In our geographical location we suffer from collective inexperience and hesitancy to adapt to the changing times. This will only incrementally assist the declines in money being spent locally as we lag behind the marketing from larger centres and companies that have already adopted their online strategies.

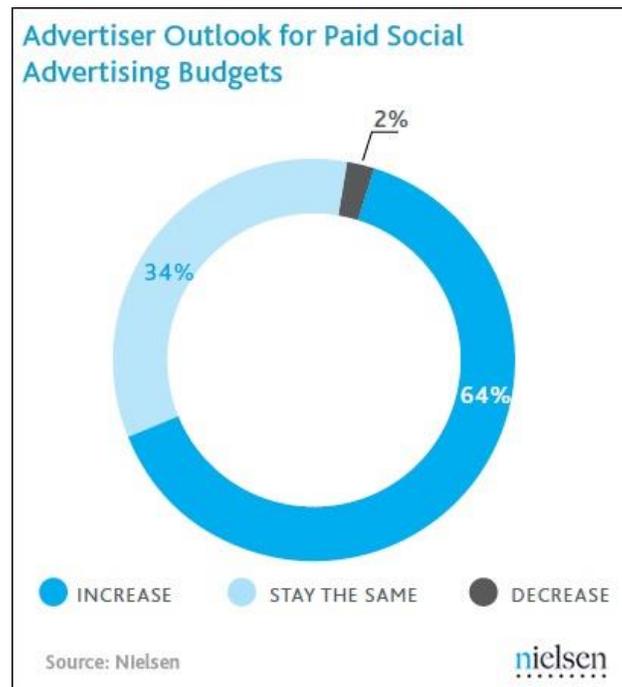


Source: ZenithOptimedia





Incorporation of social media is integral to a digital strategy. As people devote more and more time to social media, it makes utmost sense to tactically take advantage. This is a very underutilized tool locally, and the few businesses that do take advantage, in the opinion of the writer, have not maximized its potential by *devoting actual marketing dollars towards it*.



- **The question is not *if* we should be adopting a digital strategy for our interests, but rather *how much of our current resources should be devoted to it?***

It simply is the most logical course of action to devote a portion of your marketing budget towards building effective online presence.

It needs to be noted that online strategy is much more than having a website. Having a website is merely like having your number in the phone book, there's no guarantee people will phone it. Your website needs to be an online anchor that is just one part of your overall online presence.

Being from a community-minded geography, it would not be prudent to adopt any plan that doesn't include traditional means of advertising. However, to be competitive in a world-wide marketplace, it's not only wise to devote attention to efficiently marketing our interests in a modern approach - **it's required immediately.**

Please consider this an invitation to allow us to work along with you to develop an action plan for your organization.