

NEW TRENDS:

Co-Branding

Co-branding is a joint venture that combines the advertising efforts of two or more brands to create a new consumer product. Recent examples of co-branding include Isaac Mizrahi and Target, Crest Plus Scope, Ford F150 trucks and Harley Davidson motorcycles, and Apple and Nike. These brands have worked together to create new consumer products that elevate brand awareness while creating heightened consumer interest in newly launched products. Small businesses can take a cue from national brands by launching a co-branded ad campaign with another recognized, locally-owned company. For example, a car service center can partner with a detail shop to create mutual coupons for use at both businesses. This maximizes the use of advertising dollars while simultaneously creating a stronger promotion for the consumer.

- **Content Marketing**

- Content marketing is a term that began gaining popularity around 2003 with the birth of social media websites such as Facebook and Twitter. Content marketing includes advertorials (newspaper or magazine articles that are written editorially to promote your product), blogs or any other kind of content that is published on the web for promotional purposes. As a form of advertising, content marketing is effective at creating awareness when it comes to brand storytelling. Since the rise of social media, content marketing has strengthened connections between consumers and brands while creating a new advertising vehicle. Small businesses can capitalize on the power of content marketing by running advertorials or hosting a blog on their Web site.

- **Online Advertising**

- Consumers use the web to find many things, including businesses and brands. When it comes to capitalizing on reaching consumers, advertisers are using tools such as Google Ad Words to create online advertising campaigns. Ad Words is a Google product that allows small businesses to create online advertisements with keyword and budget parameters to target their primary customers. Other trends in online advertising include marketing efforts such as search engine optimization (SEO the process of using keywords to get a website to rank higher in results as opposed to using Ad Words); social media; mobile devices such as iPads and other handhelds; display ads; and website banner ads.

- Mobile-first advertising
- Smartphones have become ubiquitous. In 2018, mobile devices accounted for over 52% of all worldwide online traffic, and all [video marketing stats](#) show continued growth. Marketers are well aware that consumers now rely on their phones for news, shopping, and a significant portion their entertainment. As a result, forward-thinking brands have worked to make their websites, advertisements, and even services mobile-friendly. Creating this intuitive user experience is critical during a time when nearly half of all online transactions are done on smartphones.
- In addition to changing the way we consume, mobile phones have also started to influence the way we create video content. The majority of videos recorded on mobile devices today are being shot in an upright format known as vertical video. It's a trend that has led many brands to create vertical advertisements intended for platforms such as Instagram Stories, [Snapchat](#), and even Facebook. Using this vertical format enables marketers to get engaging content in front of modern customers and minimize on-screen distractions.
- Vertical stories are reportedly on track to surpass Facebook and Instagram news feeds in terms of user engagement. Additionally, the advent of [shoppable Instagram stories](#) and vertical [video platform IGTV](#) have created a practical motivation to create in this format. We can expect the use of mobile-first content to continue its spread well into and after 2019.
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