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MARKETING TRENDS FOR 2012

We are living in the Information age. The biggest challenge for the business is to use correct opportunities that online world provides.

Move your dollars to social media. Statistics show that large and small companies are shifting budget dollars to social media and other digital marketing initiatives and away from print and radio advertising. Consumers spend more time online than ever and to reach them and stay competitive you need to have a charisma on the social Web.

When you are building a relationship with customers try to provide only those who are really loyal and avoid spreading your message to large groups of connections who disappear after the first communication. Focus on delivering quality content about your business and your services. Excelling in one area rather than being all things to all people. Try to focus on your unique qualities and position them. It will increase not only the image but sales.

Track your reputation on the social Web. Social media has given consumers a large platform to voice their opinions. With dashboards and social media aggregators like «Hootsuite» and «Spredfast», it's easier than ever for businesses to develop, take care of and track their stature online.

Diversify your online experiences to meet different consumer needs. Simply having a Twitter account or Vkontakte page will not be enough next year. You surround consumers with branded online destinations such as a blog, LinkedIn profile, YouTube channel, Flickr profile and so on. Consumers can pick and choose how they want to cooperate with your brand. But the extending a brand across the social Web must be done strategically to maximize opportunities without compromising content and communications.

It will be the year of mobile marketing. Mobile phone and other gadgets are the future of marketing. With mobile advertising, special mobile apps and mobile marketing apps like Foursquare, consumers will expect businesses to have a mobile presence in 2012.

Finally, Geotargeting and localized marketing will become a top priority. Local discount websites like Groupon and local review sites like Yelp make it easy for consumers to find deals and reviews about businesses in their neighborhoods and beyond. Creating targeted, local marketing campaigns using these popular tools will become the norm this year.

Next year, all businesses will continue experimenting with a variety of online, localized and mobile marketing initiatives. Remember, even if you're not leveraging marketing trends and opportunities, your competitors are.