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**Emerging Marketing Trends**

**By Shahnaz Rauf**

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Net Marketers Beware! Change is in the air. As you all know, on the net change is the golden rule. The all supreme law that spells success of all shapes and sizes. If you are able to harness it, you can ride high on the waves of change and grab your niche fortune.

Right now strong undercurrents of change can be detected. Certain emerging trends are leading in this face of change. These shake at the very foundations of net marketing as it is. The dominant ones are analyzed here:

\* Due to problems with sp\*am filters, most ezine publishers start publishing online. Solo ads and ezine advertising experience a sharp drop in response.

\* This re- triggers an interest in `word of mouth' and viral methods... with a dominant emphasis on viral ebooks and `tell your friend' options. Some savvy net-marketers are already grabbing at this opportunity at being the first to install `tell your friend` scripts in auto-responders etc. Viral e-books become the knights in shining armour looking for new crusades.

\* Writing Articles still remains a powerful marketing concept to some extent, however the sp\*am filters do create a negative impact here as well. Writers have to adapt their writings or loose out in the fight for the survival of the fittest.

\* The visitor exchanges and guaranteed visitor services still emit a fatal attraction, but are forced to improve.

\* The online audience looses interest becomes

disenchanted/ immune to psychological/ hypnotic hypes blasting around the net. A shift towards believability, raw honesty and truthfulness gears in. spiritual marketing comes of age.

\* With the shift towards spirituality, lone operators become more powerful then professional looking multi-operative businesses. The trend is to do business with a real person with known values.

The seeds of change have already been sowed, the new year brings in the offshoots and accelerated growth. Momentum steps in. Are you geared for change?

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Shahnaz Rauf is a freelancer actively seeking writing projects. She is also The Editor of The Monster Twister – a Newsletter helping ordinary web owners achieve extraordinary heights without losing their shirts. To Subscribe <mailto:themonstertwister-subscribe@snzeport.com> Or visit <http://www.snzeport.com>

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**What's Your NICHE Market - II ?**

**By Gillian Tarawhiti**

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## Emerging Marketing Trends

In my online Internet Marketing classes the most common question that is asked by most netpreneurs new and old is "WHERE DO I FIND MY NICHE."

In order to understand NICHE marketing you first need to understand MARKET TRENDS.

Now don't get all freaked out on me, because it's not that hard to understand. I'll give you a very brief, short version of MARKETING TRENDS 101.

1. There is a population demographic of 1 Billion people worldwide who have driven market trends since the mid 1940's. This demographic group in the USA alone is approximately 78 Million people who are commonly known as the Baby Boomers, babies born during 1946 - 1964.

2. Every baby company during the late 40's - 50's made huge amounts of money hence the market trends revolved around this industry and similar

3. As the baby boomers get older, industry is created to cater for the 1 billion population

4. The top end of the baby boomer market are now in there 50's and the bottom end are now in there late 30's

5. The top end of the baby boomer market drives the trend and this is the area you need to concentrate on.

So, if you have a demographic of people in there 50's...where do you think the MARKET TRENDS will be?

There is an industry that will go through a BOOM just like the baby industry, just like the housing industry, just like the car industry, computer industry etc.

But that's another story.

To Your Online Success!



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