

New methods to spread the message marketing 2.0

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- **History**

Marketing 2.0: Marketing in the Web 2.0 era

Out of the traditional explanation from the macro to the micro, the marketing 2.0, which theoretically should integrate the web 2.0, requires the opposite as it's not clear which one defines, implements and brings the other to live.

The popularity of the term Web 2.0, along with the increasing use of blogs, wikis, and social networking technologies, has led many 2.0s, including Library 2.0, Social Work 2.0, Enterprise 2.0, Classroom 2.0, Publishing 2.0, Medicine 2.0, Telco 2.0, Travel 2.0, Government 2.0, and even marketing 2.0.

Many of these 2.0s refer to Web 2.0 technologies as the source of the new version in their respective disciplines and areas.

Usually the 2.0 meaning is related to the advanced evolution of an already working system. For marketing the 2.0 concept is more close to the new possibilities that the advanced use of the internet provide to the standard marketing activities.

- **Definition**

Web 2.0 describes the evolution of the WWW that is focused on the ability for people to collaborate and share information. <http://www.youtube.com/watch?v=R6LD9y-yuoQ>

This evolution is more related to the use of the technology than to the technology itself, as there is no clear-cut demarcation between Web 2.0 and Web 1.0 technologies, hardware and applications.

It compiles traditional marketing methods like promotion, PR, mailing, e-mail or events with the new Web 2.0 technology such as twitter, facebook, tuenti, youtube, online games, blogs,, fourthsquare, xing, linkedin, MySpace, RSS, widgets, wikis, flickr, pinterest,...

For marketers, Web 2.0 offers an opportunity to engage consumers and energize the channel, thanks to the use of Web 2.0 tools to collaborate on product development with customers, technicians and suppliers, service enhancement and promotion. It's the marketing aim towards the customer-focused and customer-driven strategies. The social web consists of a number of online tools and platforms where people share their perspectives,

opinions, thoughts and experiences. Web 2.0 applications tend to interact much more with the end user. As such, the end user is not only a user of the application but also a participant by:

Internet is considered the democracy on business as the market was more open than ever to any company, no matter the size or the targeted market. With the marketing 2.0 the small businesses have become more competitive by using Web 2.0 marketing strategies to compete with larger companies.

Being part of the definition, it is crucial to monitor what the social media says about our company and products, both in quantity and quality of the posts to act accordingly to the company interest.

- **Target group**

Focus on social networks: the Online Communities

People are social beings and therefore they need to engage, both personal and virtual, with others who have something in common. Communities bring to bear that engagement. Online communities have given the opportunity to observe people interact, express own opinions, form and break relationships with other consumers, friends, companies, or products.

It is possible to sort the communities according to the sponsor or by the common bond that causes the group to form and stay together

- **Experience-based:** They come together around a shared experience.
- **Obsession-based:** They seem to be more passion-based.
- **Activity-based:** They are brought together by a common love of an activity.
- **Crowd sourcing:** They are created for providing feedback to a company about its products or services.

- **How marketing 2.0 affects the way we communicate.**

If talking about marketing we should cover how every discipline has evolved into a more active, customer oriented and interactive discipline.

Main 3 anticipated ideas for the marketing 2.0 are

- Customers are close to the saturation. Effectiveness is the solution.
- Appropriate use of the technology drives the action to the effectiveness.
- Channels converse into the multitask customer.

Whether we talk about marketing we should always refer to the basics, which means the famous and well established 4P's (despite some attempts, no one has been able to issue a 4P 2.0... for the time being)

- Product
- Place
- Price
- Promotion

- **Critics**

Critics of the term claim that Web 2.0 does not represent a new version of the WWW as many of the ideas of Web 2.0 had already been implemented on networking well before the term "Web 2.0" emerged.

Another relevant critic is that Web 2.0 has created a cult of digital narcissism and amateurism, which undermines the notion of expertise by allowing anybody to share and place undue value upon their own opinions about any subject and post any kind of content, regardless of their particular talents, knowledge, credentials, biases or possible hidden agendas. Consequently, the credibility, ethics and even legality of Web content could suffer and the contents turn into a digital forest of mediocrity (uninformed political commentary, unseemly home videos, embarrassingly amateurish music, unreadable texts, fake experiences, mistakes and half-truths).

On the other side, defenders of Web 2.0 point out that the alternative, i.e. widespread censorship based on elitism, would be far worse.

- **Evolution**

Marketing moved from "product" (marketing 1.0), to the "customer" (marketing 2.0) and now it's approaching to the "human being interactions" (marketing 3.0, perhaps).

Therefore we will find the web 3.0 concept, already named as "the Semantic Web"

The so-called Web 3.0 is based on personalization, once the computer is generating new information, rather than humans. Web 3.0 also refers to the return of experts and authorities to the Web, producing new and innovative Web 2.0 services with a profitable business model.

A new word, Metaverse (convergence of the virtual and physical world), will lead marketing discussions. It is a consolidation of individual developments, already available, that include 3D simulations, augmented reality, geo-social marketing, reborn of virtual worlds, human-constructed semantic standards, and pervasive broadband, wireless, and sensors.

The growth of human-constructed semantic standards and data will be a slow, industry-specific incremental process for years to come.