

# Network Target marketing the new Industry Standard in Advertising

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Network targeted marketing harnesses the power of the internet so businesses can engage in a more concentrated and less general form of addressing potential customers. It comes from the ability of web technology to create a shared mindset between the business owner and consumer. The most valuable asset a business owner can have is to be able to customize a message to the needs, wants, and understanding of an audience. For the business to become an intrigue part of the equation it must be able to engage the consumer in dialog.

Interactive services such as podcasts, e-mail alerts, blogs, and social marketing requires a new business model. Information, education, entertainment, and potential dialog generate a more receptive prospective client. The internet is the most intimate form of mass marketing. What is crucial is that the interactivity generated on the web puts the seller in control of the experience like no other media. Confidence level is highest where information is confirmed through multiple channels such as website, newsletters, blogs, social marketing, and e-mail responses

Network target marketing is considered the digital edge for engaging an audience. The internet provides detailed up-to-date information that's both timely and pertinent to the entrepreneur. From comments on your blog to questioning e-mails no other form of advertising and marketing can duplicate the speed at which you receive the information. It is urgent in this fast paced society that consumers have fast access to answers to their concerns. The window of opportunity for sellers is smaller than most businesses realize. In the age of immediate gratification it means a business has to be accessible and reliable in addressing questions, and needs in the now time.

To capture your market you have to insight into what motivates a purchase. The strengths of online marketing is the way it can engage viewers and get detailed information from them on their particular concerns, likes and dislikes. Addressing buyer's resistance before they are ready to make a purchase is the way to raise buyer confidence. The web is where you as a business owner have the tools to interact with the current internet audience.

The story of the web is it is the place where people get involved and become part of an online community. Your business ventures when presented on the web should be in conversational not monolog form. The big payoff in forming relationship is in not only a cash flow, but a relationship with an interesting and diverse group of like minded people. What you add is an informational and educational service that listens to the market. Nothing is as rewarding as reaching your market and getting people involved with and engaged in creating an online market for your business in a community setting.

