

2010 Marketing Outlook



Most indicators point to a continued, gradual strengthening of the U.S. economy throughout 2010. This increase in business activity will require most organizations to increase marketing budgets. However, a quick return to pre-2009 marketing spending will not be seen in most sectors.

The opportunity to gain a marketing advantage exists for most organizations. Virtually every industry now has fewer competitors. Among surviving businesses are those which have been weakened by drastically cutting marketing and sales activities. They have become invisible in the marketplace. This has created a unique opportunity for proactive organizations to gain market-share at acquisition costs substantially lower than just two years ago.

2010 Tactical Marketing

Budget priorities will accelerate the reallocation of budget dollars away from tradition channels to digital marketing and other media which are capable of creating directly measurable results.

Results. Results. Results.

Marketing budgets are increasing, but with return-on-investment strings attached. Demands of business leaders for demonstrable, bottom-line results are forcing a shift to efficient marketing activities with quick, identifiable results – sales, orders, inquiries, leads, appointments, etc. This adds more fuel to the growth of digital marketing with its laser-like audience targeting and high measurability.

Digital Marketing Takes the Lead

This broad segment includes Internet, e-mail, social, mobile and search marketing. Website development and online video will see the largest increases. The customer experience is more important than ever. Companies are rushing to deploy new sites which take advantage of enhanced browser capabilities and bandwidth. New websites feature robust interactivity that mimics desktop applications. Online video will continue exponential growth for the same reasons, becoming a standard feature of commercial websites and social networking.

Social Media Marketing Finds Its Place

After two years of feverish hype, social media is finding practical marketing applications. Mega social media services such as Facebook, LinkedIn and YouTube now have clearly identifiable positions, audiences and capabilities. Company-sponsored social applications such as executive blogs, customer-driven product reviews and wiki-like knowledge bases have also carved a valuable marketing niche. The rush to do something “social” is maturing into recognition of the value of engaging in meaningful dialogue with customers to build awareness and strengthen relationships.

Traditional Marketing Reinvented

As a standalone effort, most traditional channels cannot deliver acceptable bottom-line results. However, print, broadcast and outdoor advertising, public relations, events and promotion find new life and better results when used in conjunction with digital marketing media, with digital adding the critical element of measurability.

Brave New Markets

What We Do

Outsourced Marketing Department

We take responsibility for all or a segment of a company’s marketing. We do the research, we create the strategy, we evaluate and implement the plan. Our client gets increased results for less expense.

Outsourced Marketing Projects

Our experienced team will complete self-contained marketing projects that exceed a client’s current capacity or capabilities. Part of completing every project is ensuring a seamless transition back to the client’s organization.

Who We Are

Brave New Markets is an award-winning marketing company headquartered in Baltimore, Maryland. We are fanatically focused on results. Our success is based on building and executing coordinated, coherent plans which are tirelessly tracked, analyzed and adjusted for performance. We work in a wide variety of sectors, including manufacturing, B2B, professional services, home improvement, travel, meetings and conferences.

Our Abilities

Marketing and Brand Strategy
Traditional Marketing
Digital Marketing
Marketing Technology

As President and Chief Results Officer at Brave New Markets, Marc Waldeck is an expert in the fields of marketing and marketing technologies, and is available for select interviews and speaking engagements.

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