

Everyday Champion Says Digital Marketing Is Set To Overtake TV Advertising

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Nicholas Orosz with Everyday Champion in London, England, recently published a blog post concerning digital marketing and how it is poised to take over traditional advertising. Orosz states that recent events in Wall Street clearly illustrate the changing landscape of the advertising world. News events referred to in that blog post concern the earnings reports from Alphabet (Google) and Facebook.

In the blog, Orosz states, "The week's powerful earnings reports from both Facebook and Google show without a shred of doubt that there is a tectonic shift in power in the advertising world. These two companies clearly dominate advertising revenue."

Nicholas Orosz says that this trend offers exceptional opportunities for all businesses, not just major international brands. With such a low barrier to entry SMEs and small online e-commerce stores can now enter this global marketplace and target their advertising in ways never before imagined. He states that as digital marketing comes of age, smaller businesses will need to learn how to compete in order to stay in business.

"Small family businesses can play on the same stage as the big international brands, they just need a little savviness in how to embrace digital marketing," Orosz states.

He says that one of the new trends in digital marketing is digital video marketing, which can be a veritable goldmine for small businesses. The message for small businesses and small independent ecommerce stores is clear. Businesses that arm themselves with creative copy and intelligent use of marketing funnels and video advertising, can use internet advertising effectively and begin to compete with the much bigger enterprises.

Nicholas Orosz says that while many businesses feel the idea of producing a video to be a bit frightful or off putting, there is much evidence to show that simple videos, even those shot from a smartphone, can produce significant results. He says that it is better to have something, anything, than nothing at all.

Those who are interested in learning more about this new age of advertising or about Everyday Champion, digital marketing experts can visit them on their official website or on their company Facebook page.

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