

2017 ONLINE SALES & MARKETING PREDICTIONS

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WELCOME



My name is Toni Coleman Brown and I am the founder of the Network for Women in Business, which is an educational platform for women entrepreneurs and creator of the Online Marketing Mastermind Live event. In this presentation I will give you my predictions for online sales in 2017. This is based upon my years of experience of selling online and generating thousands of sales over the internet.

Visit us at www.networkforwomeninbusiness.com
www.onlinemarketingmastermindlive.com

The number one concern for small businesses in 2017 will be how to generate more sales online as online sales will continue to increase.

The 2016 Holiday Shopping season saw a 6.8% increase in online shopping. (according to NRF)

Major retailers like Macy's announced they're closing 100 stores to focus on online sales. (8/30/16 Washington Post)



**#1
PREDICTION
FOR 2017**

Small Businesses will get frustrated with trying to conquer Social Media, especially FACEBOOK, due to its limited reach.

However, they will become painstakingly aware that the only way to see a quick return on investment and increase in sales is through ADVERTISING. This will cause them to finally cave in and begin to learn how to advertise on social media.



**#2
PREDICTION
FOR 2017**

Attend the:

Online Marketing Mastermind Live event April 1-2nd 2017



#3
PREDICTION
FOR 2017

Video will continue to dominate the marketplace and will force small businesses to realize that they must begin to incorporate video into their marketing strategy in order to increase sales.

As more than 80% of website traffic is expected to come from video by the year 2020, while almost 80% of mobile website traffic is already coming from video.

Also consumers are more willing to buy after viewing a video. In other words, video converts web sales.



Small Businesses will begin to build their own communities and forums for their loyal customers and followers and will pull their people from away from social media sites like Facebook so they can control their reach and build their own audiences and generate more sales with their target market.



**#4
PREDICTION
FOR 2017**



#5 PREDICTION FOR 2017

More and more businesses will realize that they must move towards an educational based marketing model to attract customers and will create more content (blogs, articles, videos, webinars, teleseminars, etc,) to support their education-based marketing efforts.

Consumers like to be educated before they buy.

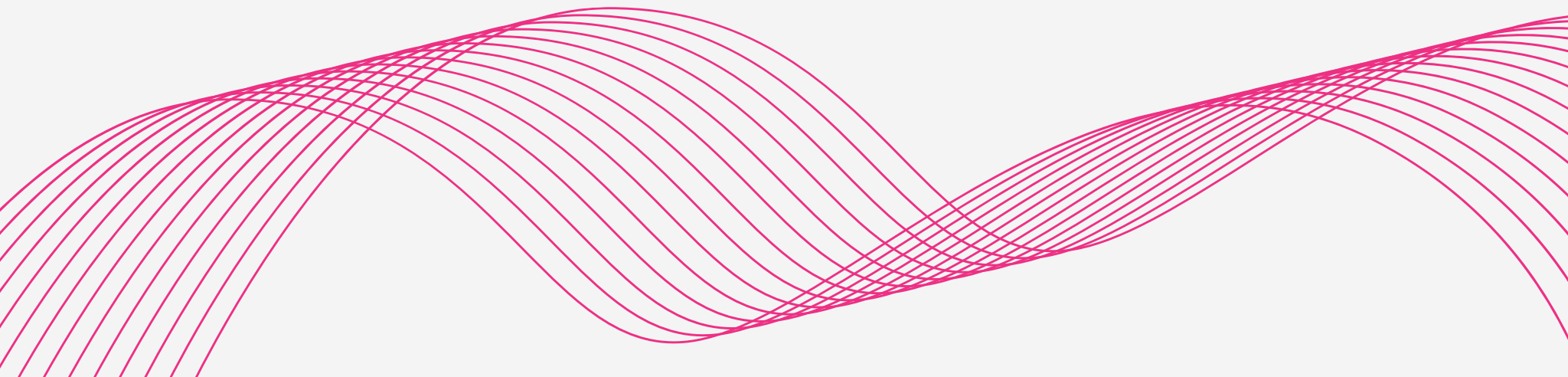


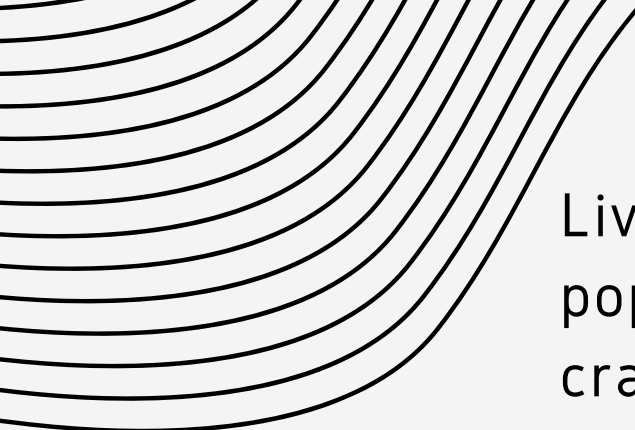
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#6 PREDICTION FOR 2017

Small business owners will realize, if you don't sell online, you will be left behind. Expect a rapid increase in small business owners who will rush to ensure that they're online presence is on point and highly visible. Website development and website upgrades to more mobile and responsive sites will explode in 2017.





Live Streaming that isn't really "live" will be popular in 2017. New software will pop up like crazy that will allow entrepreneurs to "Go Live" across multiple platforms and also pre-recorded "Live" sessions will become more popular. This will allow you to better plan your online sales strategies before you "go live."




**#7
PREDICTION
FOR 2017**



#8
PREDICTION
FOR 2017

Small business owners will be forced to become smarter about their business. They will begin to go deeper into analytics in 2017 and they will start to analyze the financial health of their organizations and all of their marketing efforts. It is becoming increasingly clear that those who don't know their numbers (sales and expenses) will not be able to survive in this new digital market place.


Entrepreneurs will closely manage sales and expense reports in 2017.



There will be huge advances in VR and AR technology. This stands for Virtual Reality and Augmented Reality. New games like Pokeman Live will create interesting and creative ways to increase sales for entrepreneur and small business when they partner with these types of apps and technologies. 2017 will force business owners to think more creatively regarding generating online sales.



**#9
PREDICTION
FOR 2017**



Entrepreneurs will think about mobile first as it relates to sales. Today there are more people in the world who own cell phones than toothbrushes. With that in mind, everyone is viewing internet content and making purchases over their phone. Keeping that in the forefront small business owners will begin to think more about their mobile strategy and will incorporate this into their 2017 marketing plans.



**#10
PREDICTION
FOR 2017**



THANK YOU FOR VIEWING!

Attend the:
Online Marketing Mastermind Live Event
April 1-2nd, 2017 (NY):
www.onlinemarketingmastermindlive.com
Learn how to generate more sales and leads online.

