

# THE NEXT

BIG TREND ON THE  
INTERNET

DEVVRAT SINGH

# The Dot Com Bubble

The period was marked by the founding (and, in many cases, spectacular failure) of a group of new Internet based companies commonly referred to as dot coms. Companies could cause their stock prices to increase by simply adding an "i" to their name or a ".com" to the end, which one author called "prefix investing." Many of the companies would enter into unusual and daring business practices in the hope of earning profit.

The bubble burst when investors realised that most dotcoms would never make a profit. Sites like Amazon, eBay, and Rediff survived the bubble. Some lucky people made a lot of money.

The dot com rich list has many names.

Some of them are :

- Mark Zuckerberg- Facebook.com
- Jeff Bezos- Amazon.com
- Larry Page and Sergey Brin- Google.com
- Robin Li- Baidu.com
- Chad Hurley and Steve Chen- Youtube.com
- Tom Anderson and Chris DeWolfe- MySpace
- Niklas Zennström and Janus Friis- Skype and Kazaa

# Web 2.0

Web 2.0 (also known as Social Web) refers to websites that emphasize user-generated content, ease of use, participatory culture and interoperability for end users. A Web 2.0 website allows users to interact and collaborate with each other through social media dialogue as creators of user-generated content in a virtual community.

The heaviest users of Web 2.0 applications reported that their companies have gained measurable business benefits, including more innovative products and services, more effective marketing, better access to knowledge, lower cost of doing business, and higher revenues.

Companies that made greater use of the technologies, the results show, report even greater benefits.

- Gary Vaynerchuk was among the people to adapt to the power of Web 2.0 tools. He took his Wine business from \$3 million to \$60 million a year by 2003.
- Red Bull is infamous for using content marketing. The company reportedly generated over three times as much revenue as Monster in 2013 using Web 2.0 tools.

# Crypto Bubble

What is really interesting about cryptocurrencies is that they were never intended to be invented as they are known today. This actually all started with the now infamous Bitcoin and a man named Satoshi Nakamoto. Nakamoto's goal in the beginning was to create nothing more than an electronic peer to peer cash system. People had for a long time been trying to create some kind of online digital cash system, but had always failed due to the issues with centralization.

Nakamoto created Bitcoin back in 2008 and its value exploded without question. Back when it was first created, it had a value of little over a single cent. However, the value quickly grew and in late 2009 had already reached \$27 for a single Bitcoin. Now, in 2017, a single Bitcoin has a value of over \$7,500, so as you can see, the value of this particular cryptocurrency has skyrocketed to monumental levels.

# Video Marketing

Brands need a video marketing strategy — this idea isn't new. What has changed is how important video has become on every platform and channel. Video has absolutely dominated social. According to a recent HubSpot Research report, four of the top six channels on which global consumers watch video are social channels. In addition, a Facebook executive recently predicted that the platform will be all video in less than five years.

2016 saw a surge in the popularity of video as a content marketing format. 2017 saw video rise to the top of your marketing tactic list. What did 2018 see? In short, 2018 transformed video from a singular marketing tactic to an entire business strategy. According to a report from HubSpot Research, more than 50% of consumers want to see videos from brands more than any other type of content.

These numbers show the importance of incorporating video into your digital marketing strategy in 2019:

- 70% of consumers say that they have shared a brand's video.
- 72% of businesses say video has improved their conversion rate.
- 52% of consumers say that watching product videos makes them more confident in online purchase decisions.
- 65% of executives visit the marketer's website and 39% call a vendor after viewing a video.
- A video is 53 times more likely than a text article to show up on page one of Google.
- 90% of online users say that product videos help to decide.
- 67% of online consumers trust video ads

## Reason why you should be using Video Marketing -

- Video Boosts Conversions and Sales
- Video Shows Great ROI
- Video Builds Trust
- Google Loves Videos
- Video Appeals to Mobile Users
- Video Marketing Can Explain Everything
- Video Encourages Social Shares
- Video Is Rocking Email Campaigns
- Video helps you connect with your audience better
- Videos boost information retention

This is where online video advertising comes into play. Companies have realized that the reconditioning of consumers to embrace and even expect video at every turn can have many advantages.

Well-designed logos and high-quality banner ads can be very effective in spurring interest, but video ads offer organizations an opportunity to connect on a deeper level right from the outset, by establishing a relationship, inviting the audience into the fold, and visually educating them in an effort to curate the buying journey.

This has all led to a burst in digital video advertising spending recently.

Video Ads are here to stay. The stats clearly prove that video ads work wonders.

- 66% of digital video viewers took action after seeing an ad.
- 2X more likely to tell others about an ad than image or text ads
- 80% purchased a product after seeing a video ad
- 32% invited others to watch while viewing a digital video ad
- 80% of respondents had an emotional reaction while watching an ad
- 80% of users recall a video ad they viewed in the past month
- 4.6 billion video ads are watched online every year
- 67% of users trust online video ads
- Video ads make up 35% of total online spending

**AdsCrisp** is the World's First & Only Video Ads Creation Suite that creates video ads for all 37 Different Ad placements. It covers all the major social media platforms like Facebook, Instagram, Youtube, Snapchat, Twitter, Pinterest & LinkedIn.

You can now create converting video advertisements that will actually skyrocket your sales to new heights. Video Ads can now be made quickly and with ease. You don't need to have any Video Editing Skills.

- Create CONVERTING Video Ads in Just 3 Clicks
- Takes just 60 Seconds or Less to Create a Video Ad
- Creates Video Ads for all 7 MAJOR social media platforms
- Create a Video Ad for ALL POSSIBLE 37 DIFFERENT
- AD PLACEMENTS covering all 7 Social Media Channels
- PROVEN to Convert Templates in Every Business Niche.
- EASY TO USE 100% beginner friendly interface.
- Engaging 100+ royalty free music files for you to pick from.
- You can also UPLOAD YOUR OWN images, music or voice-over in your videos
- Cloud-Based so your files are not going anywhere.
- Insert your OWN LOGO to your Video Ad.
- Change Text & Background color in the Video.



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