

In a world filled with advertising, it can be hard to stand out from the crowd. Sometimes it seems that everywhere we look advertising can be found, and people have begun to tune it out. This is obviously bad news for businesses, but there is a flip side - it also helps inspire creative new ways to promote products and services. This actually winds up better for everyone involved, as consumers learn about the businesses that have the ability to think in clever new ways, and the businesses that do so get rewarded by extra customer loyalty and free publicity. There are a number of ways that businesses can market themselves strategically, and most of them are specific to certain industries, but we've put together a short list of some of the most exciting and unique marketing opportunities that are emerging.

There has been a lot of talk about the 'Internet of Things' over the last couple of years and how it's going to revolutionize the way we interact with everyday objects. While the promised revolution isn't quite here yet, some companies are successfully testing out their creations in the real world already, and that opens up a whole new class of marketing options for other businesses.

One perfect example of this is being rolled out by the company Bigbelly, makers of WiFi-equipped solar-powered rubbish bins. It may sound like something out of science fiction, but they're currently running a pilot project in New York City. If you're not quite sure how that might open up marketing possibilities, consider the high demand for public WiFi in urban environments. As people pass the Bigbelly rubbish bins, they can be prompted to connect to the WiFi network, which in turn offers advertising potential. Customers can also receive push notifications and SMS messages as they pass.

That's just one example of how the Internet of Things (IoT) revolution will open new marketing channels, but the possibilities are virtually endless. Imagine being a food or beverage manufacturer who includes RFID tags on their products. Combine that with a refrigerator equipped with a touchscreen and internet access, and the refrigerator itself can become a way to remind customers to purchase more of your product as soon as they run out. It also allows for a great deal of cross-product promotion for related items that customers may never have purchased before.

Another revolutionary idea is the 'Dash' button being rolled out by Amazon for certain products. The customer receives a WiFi-equipped device that just has a single button, the entire purpose of which is to automatically re-order a supply of that specific product. If you can get your company's product it's own Dash button, you'll be sure to see your sales increase exponentially, and the novel nature of the method generates its own free publicity.

If the Internet of Things isn't quite your company's style, there are a huge number of other promotional vehicles that are becoming available thanks to the rise of social media. Some cutting-edge companies are paying extremely close attention to the rise of Instagram, and the social influencers who have hundreds of thousands of followers watching their every move. Paying one of them to post a photo while using your product can be an incredibly effective technique for generating new sales and social media interest, and if it's done well, people won't even realize it's an advertisement.

Social media is a very powerful tool, and having anything your company creates go viral can be the biggest break a company ever has. One of the best ways to leverage this is to create something that must be shared socially. For example, an incredibly enticing but short-lived "flash sale" that customers can only access by sharing it with a certain number of people. This virtually guarantees that it will go viral, as long as you find the right social influencers to start the process.

These are just a few of the more creative, non-traditional ways to promote your business, but there are many more possibilities that have yet to be discovered. Think carefully about what your business does, who your customers are, and how technology can provide you with innovative new ways to reach out to them. They want what you're selling, you just have to make sure they realize it!