

What is Modern Marketing?

Modern Marketing's goal is to provide its clients with the information and assistance they need to reach and connect with more customers online in the 21st century. This will result in increased profits and promoting future growth and success for them and Modern Marketing.

Modern Marketing offers social media consultation and implementation for various businesses in and around western Newfoundland. It operates in downtown Corner Brook, from which it has access to the city's 749 businesses and another 1,416 businesses operating in the Humber Valley and Bay of Islands regions.

Modern Marketing uses a variety of online services and social networking portals to assist its clients to create and/or grow an online presence that will inevitably grow their customer base. Per-post fees and monthly premiums are available to clients for various services, and a variety of tools are used to illustrate increased web traffic for clients.

There is no direct competition to Modern Marketing's business model, however there are people building online presences for businesses in other ways, such as website development. Modern Marketing works in tandem with these businesses to drive more web traffic to our mutual clients' website and business. For those businesses who already have social networking profiles, Modern Marketing consults with them and offers suggestions for ways to increase engagement with their existing and potential customers.

Matt Murley is a social media strategist and new entrepreneur, and the founder of Modern Marketing. As a consumer and social media user, he can bring an outside perspective to the field of social media engagement. He is fluent in English and French, which provides opportunities for a larger reach to clients and customers. He is a firm believer in the proper use of spelling and grammar, which is an element lacking from a lot of social media engagement today.

New media refers to on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, and creative participation. Another aspect of new media is the real-time generation of new and unregulated content.

Social media is a component of new media and includes computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual online communities and networks. Social media is defined as "a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content." Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to marketing and communication between organizations, communities, and individuals.

In an effort to offset the traditional "nine to five" schedule, Modern Marketing's hours of operation are between 10am and 6pm, Monday to Friday.