

The Definition Of Internet Marketing

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When a 10th class reunion is observed from a third person perspective, there are often times those who leave the event with a feeling that nothing has changed. The cheerleaders are still cheery and the football jocks still think they have what it takes to be in the NFL. Many of the same annoying attitudes seem to resurface and so many seem intent on impressing the other with their achievements and successes.

By the time the 20th class reunion has arrived, many individuals are bent on talking excessively about their children and their successes. Time has a way of mellowing most people, but there are still those few individuals who are intent on trying to relive the glory days, the days that will not come again, well at least not the way they remember it.

When many years have passed most of those attending the reunion have the acute ability to recollect a sense of fondness synonymous with their high school days, which as a result eliminates many of the differences between each other and encourages everyone to come together in remembrance of what was good about a past that bares virtually no resemblance to the present. The jokes and cheerleaders are now a distant memory, what's left is a group of people that can now come together to celebrate the past and present because a new generation is firmly established through their offspring.

A site like Classmates.com can and will help people of numerous ages reconnect with their former classmates. What was once a 10 year wait for reunions, no longer has to be.

This websites primal initiative is to focus on the emotional connection of people. In a society were everything is face paced with very little consistency, this site really works in re-establishing connections with a past that seems most vivid to people.

You may possibly be remembering Friday Night Football and conversations around the locker rooms or some other event creped in your memory. You are lamenting the fact that many of those you graduated with, you may never see again.

This is the essence of emotion, the strength of connection. This effectively provides meaning beyond a simple purchase.

Whether your businesses specialty is in dealing with people or selling candles, you can harness the power of emotion to help people connect with both your site and product.

In the year 2007, Charmin presented a commercial that was said to explore the connection viewers had with the actor that played the role of Mr. Whipple. The actor sadly passed away in 2007, but not before starring in a composite of commercials as Mr Whipple. The point is, a connection was established between the viewers and the actor primarily because of the memories that were associated with where the viewers are when they make recollection of seeing the commercials.

A new generation is born and their emotional connections will be different. There is simply nothing that prevents the possibility of creating emotional connections online. Your task lies in your ability to create the connection your site visitors need in order to recall the connections you hope they experience.

There in lies the definition of internet marketing.

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