

Internet Marketing and Advertising Matrix | Web 2.0

by J. Warholic - Article last updated on: Wednesday, March 23, 2011

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Web 2.0 Marketing 2.0 Advertising 2.0?

Getting a handle on these terms is like pulling teeth. Web 2.0 seems to be some futuristic idea which seems to be evolving from the Web 1.0 structure. On the other hand, Web 2.0 seems to be occurring now on the Internet as it now is.

I have been reading for awhile now about this future of the Net. The following is from the [Wikipedia Online Encyclopedia](#).

The term "**Web 2.0**" refers to what some people see as a second phase of development of the [World Wide Web](#), including its architecture and its applications. As used by its proponents, the phrase refers to one or more of the following:

- the transition of [websites](#) from isolated information silos to sources of content and functionality, thus becoming a [computing platform](#) serving [web applications](#) to [end users](#)
- a social phenomenon referring to an approach to creating and distributing Web content itself, characterized by open communication, decentralization of authority, freedom to share and re-use, and "the market as a conversation"
- a more organized and categorized content, with a far more developed deeplinking web architecture.
- a shift in economic value of the web, up past [a trillion dollars](#) surpassing that of the [dot com boom](#) of the late [1990s](#).

However, a consensus on its exact meaning has not yet been reached.

Many recently developed concepts and technologies are seen as contributing to Web 2.0, including [weblogs](#), [linklogs](#), [podcasts](#), [RSS feeds](#) and other forms of many to many publishing; [social software](#), web [APIs](#), [web standards](#), online [web services](#), [Ajax](#), and others.

In fact it seems to be some sort of matrix idea in the minds of the proponents in which the Internet becomes much more interactive in it's nature than the current online structure.

Others have written complete articles of what they envision Web 2.0 to represent.

[What Is Web 2.0](#)

Design Patterns and Business Models for the Next Generation of Software by [Tim O'Reilly](#)

09/30/2005

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The concept of "Web 2.0" began with a conference brainstorming session between O'Reilly and MediaLive International. Dale Dougherty, web pioneer and O'Reilly VP, noted that far from having "crashed", the web was more important than ever, with exciting new applications and sites popping up with surprising regularity. What's more, the companies that had survived the collapse seemed to have some things in common. Could it be that the dot-com collapse marked some kind of turning point for the web, such that a call to action such as "Web 2.0" might make sense? We agreed that it did, and so the [Web 2.0 Conference](#) was born.

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My gut reaction to all of this is that having a name stamped on a period of time like this will be like trying to place a classification on an entity where someone will ask, was that Web 1.0 or 2.0 architecture? And what about the evolution to the

next level that is still to come? Will we have Web 3.0, 4.0, 5.0, etc etc?

Ok, If that is Web 2.0, What is Marketing and Advertising 2.0?

It seems to me that both of these terms reflect the interactivity and feedback mechanisms built into various types of analytics and forms of social networking through email, forums, comments, reviews, subject blogging, webcasts, podcasts, RSS feeds, news reports, affiliate referrals, and the entirety of the Internet as we know it.

See the following posts to have a better understanding of both of these terms.

- [More on Marketing 2.0](#)
- [Advertising has a 2.0 version too!](#)

As the Internet Matrix continues toward the next level we will see business take more notice of what it can do for them. Businesses that have not grasped hold of how a brand can be developed online or how their business brand image can be tarnished through the social networking (marketing and advertising 2.0) by the interactive online world will be shocked. The companies that strive toward excellence in customer service and operate with ethical responsibilities will continue to see gains in their brand acceptance and improve their market reach. In many ways, these companies that grab hold of the New Internet Matrix, will become like fine wines, that get better and better with age.

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