

Key Online Visionaries Lay Their Cards on the Table in publication "The Future of Online Marketing"

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DQ&A celebrates their 10th year anniversary by releasing a provocative, predictive book, looking to the future of digital marketing, with wild predictions from industry leaders at Google, Microsoft and IAB Europe amongst others. The release is aimed at helping businesses to strategize by really taking a step back from now, thinking about what's coming next and how to prepare for it

When the online world around us moves so fast, probably faster than any other area of industry, it's important to take stock and evaluate what the future holds. How can marketers make sense of a world where change is the only constant? Industry experts come together to place their hands on the crystal ball to see what the future holds.

From predictions like "Auction based buys will capture the real value of a marketing impression" to wake up calls to businesses "companies need to re-evaluate everything" this book shakes the dust that's just starting to settle on the desktops of the past and mobile devices of today. It asks where the next innovations will come from, and who needs to get out of the way? What big idea could change everything? all highlighted in The Future of Online Marketing as potential innovation hot-spots. Some predictions are:

- Push strategies will decline, pull strategies will prevail
- Social Media will become the infrastructure of online marketing
- Auction based buys will capture the real value of a marketing impression
- Interactive channels will form the most important part of the brand/consumer relationship

The launch of the book takes place today, Thursday 30 June, in The Hague, the Netherlands with the who's who of the Dutch and international digital marketers. Setting the book against a backdrop of the last 10 years, Heleen Dura - van Oord, founder of DQ&A, hopes the book will enlighten and inspire businesses to make the most of the opportunities that will become available over the next few years. "To succeed we can't only live in the present we need to unleash the future and realize our potential" states Dura - van Oord.

Readers can share their opinions and download a free eBook at www.futureofonlinemarketing.net

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