

Digital Marketing the Next Normal

By W.A.Rogers

I started writing about the digital divide over 20 years ago at that time understanding how to use digital technology for business or personal use was a luxury I said then as I am saying now understanding how to use digital technology is no longer a luxury it has become a necessity. And if you are in business learning how to market your goods and services online has now become a survival tool.

A year ago, most people did not know what a Zoom meeting was now Zoom or similar virtual platforms is how most meetings are being conducted. Health care and education have also gone virtual using digital platforms that work well for some but in too many cases has widened the digital divide between those who have access to digital technology and those who do not.

We are in a new age, The Age of Aquarius an age of freedom, truth, and technology. Things will never be what we use to call normal. And for advertising and strategic marketing, digital marketing is becoming the new normal. There is a Yin and Yang in all things while learning a new technology can be scary and painful for some; the COVID lock-down leaves few options to wellness businesses.

The opportunity to market your goods and services to a larger body of potential customers and clients has increased greatly for those who have taken the time to learn, adapt, and adjust their marketing and advertising strategies to include the use of digital platforms.

In 2020 Harlem Community-based programs such as HARLEM WEEK and the Harlem Holistic Wellness Week (H2W) celebrations both went virtual and were able to attract a larger global audience than ever before. In a post COVID world, both organizations will keep virtual programs in their program planning along with live indoor and outdoor events. I believe this will be the next normal for many organizations.

This year's H2W celebration (www.h2w.nyc) will focus on digital marketing 15 vendors will be invited to make a video no more than 2 minutes the video will be played during the H2W week on the Soul City Network platform

(www.soulcity.me) vendors will also have a 20min interview to complement their commercial video.

The videos and interviews will remain on the H2W Facebook page and website for one year. The five best commercial videos will air on the Soul City National Network's TV platform which is in over 30 million homes.

This is truly the new normal in digital marketing. Many wellness practitioners now have online classes due to COVID. H2W's digital marketing will allow these practitioners and wellness businesses to advertise to a global market. Over 75,000 viewers have watched the 2020 H2W virtual wellness marketing initiative on www.h2w.nyc. Our goal is to double H2W views this year.

Harlem Park to Park in partnership with The Talented 10th Collective is now offering an eight-part digital marketing series. This can be your first step towards getting on the positive side of the digital divide. For more information on HP2P's free 8-part digital marketing series send an email to info@harlemparktopark.org call 917 568-3496 or visit their Facebooks page @harlemparktopark

Digital Marketing is the next normal and is here to stay make sure you are on the positive side of it.

Send an email to onuwon@gmail.com for additional information or call 646 329-6727