

Business Builder Newsletter # 21: “ 2010 Trends” January 7, 2010

By Linda Rink, President, *RINK Consulting*

We've been inundated lately by articles overviewing the last decade's trends. Interesting, but I find it more useful to look forward. One of the challenges of research is to step back and look at the “big picture” implications of masses of data. Tricky if you are trying to predict the future. Luckily for us, there are lots of folks who have done it for us.

I've reviewed a number of business and consumer-related posts by various well-known trends “experts.” Here are some of my favorite predictions for 2010 from different sources.

1) MASHABLE

Pete Cashmore, founder & CEO of the blog “Mashable – The Social Media Guide,” wrote “10 Web Trends to Watch in 2010” for CNN (<http://mashable.com/2009/12/03/10-web-trends-for-2010>). Among them:

- “Real-time ramps up” “Sparked by Twitter, Facebook and FriendFeed ... Immediacy is compelling, engaging, highly addictive ... it's a sense of living in the now.” Think real-time reviews, instant answers, 24/7 connectedness.
- “Content curation.” I've talked about information overload in previous newsletters. Cashmore predicts that personalized filtering, whether through social media or by professionals (researchers, aggregators, etc.), will render IO manageable and relevant.
- “Cloud computing” will become even more popular. The term refers to server-based (“the cloud”) data and applications that allow access from anywhere. Look for Microsoft's launch of Office 2010 with online versions of Word, Excel, etc..

2) DUCT TAPE MARKETING

John Jantsch, author of Duct Tape Marketing, recently wrote “5 Trends That Will Shape Small Business in 2010” for American Express' Open Forum (<http://www.openforum.com/idea-hub/topics/marketing/article/5-trends-that-will-shape-small-business-in-2010-john-jantsch>).

For Jantsch, it's all about social media. He echoes many of Pete Cashmore's predictions (e.g., “real time is big time”, “kitchen sink on the cloud”, information social filtering) and adds one of his own:

- Fusion of online/offline. As part of their marketing tactics, small businesses will use social media vehicles to drive people to their websites, workshops and other events -- and vice versa. Savvy marketers have already been doing it, but Jantsch predicts these tactics will go mainstream. I predict they will overtake SEO as the latest thing to do.

3) FAITH POPCORN'S BRAINRESERVE

Remember Faith Popcorn, who invented the word “cocooning” years ago to describe a type of consumer lifestyle? Her consulting firm, BrainReserve, is still identifying and naming trends (www.faithpopcorn.com).

She predicts that 2010 will be the year of “Lo-Co” (Local Cocooning). Here are some examples:

- “Lococonsumer” -- deliberately buying neighborhood and community-sourced products and services of all kinds. An obvious broadening of the “locavore” movement in food (eating locally-grown foods).
- “Cyberhood” -- online communities, based on common interests. “And even though it’s the ‘worldwide web’, it too, is looking local, as is much of media,” says Ms. Popcorn. Not a new trend, but one which will continue to strengthen.

4) TRENDWATCHING

One of the world's leading trend firms, trendwatching.com scans the globe for emerging consumer trends, utilizing its network of hundreds of “spotters” in more than 120 countries. Its “10 Crucial Consumer Trends for 2010” can be found at <http://trendwatching.com/briefing>. Many of its predictions echo -- or perhaps are the basis for -- the ones I’ve already cited.

With so much emphasis on “real-time” and 24/7, 2010 looks to be even more rushed than 2009! So it’s time for my last 2010 trend:

5) PANTONE

Pantone, one of the world’s leading color authorities, announces the “Color of the Year” for 2010: PANTONE 15-5519 Turquoise. Say the folks at Pantone (www.pantone.com): “Turquoise transports us to an exciting, tropical paradise while offering a sense of protection and healing in stressful times.”

While I’m sorry that I can’t reproduce the “Color of the Year” here in this newsletter, just reading the description makes me calmer and happier. Hope it works for you too!