

What's Happening on the Web

These days, people are spending as much time online as they do in front of their televisions. In addition, search engines drive approximately 80% of web site traffic, creating a powerful channel for advertisers to communicate with motivated prospects. Therefore, it's no surprise that industry experts are forecasting double-digit growth in online media spending. According to estimates by eMarketer, U.S. online ad spending will reach \$25.1 billion in 2010, representing 10.8% growth over last year.

Since people are spending more time on the web than ever before -- advertisers have been taking a closer look at how they're allocating their media budgets and have been gradually shifting dollars toward a variety of emerging online tactics. Our clients turned to us to help strengthen their internet marketing strategies. At minimum, having a robust website, strong web presence and solid keyword search program are a must in today's business landscape.

The effectiveness of online channels, coupled with the fact that prospects indicate the web is the first place they look for more information, makes it natural for companies to be increasing their investments in web design, search engine optimization, and email marketing. There are three key elements that contribute to the success of online media: immediacy, accessibility, and accountability.

Email marketing, for example, allows you to get relevant messages in front of your customers or prospect quickly, and best of all, their responses are totally trackable and your ROI measurable. Email is now the #1 online marketing tactic used by companies worldwide and according to the Direct Marketing Association, email doubles the ROI from other channels and delivers the strongest ROI for customer retention. Effective email marketing comes down to your ability to leverage customer data, target your campaign and deliver relevant messaging to the right person at the right time.

Email marketing offers some other unique benefits:

- ✓ **It's quick to produce**
- ✓ **Allows for creative/copy testing and easy adjustments**
- ✓ **Makes segmentation and targeting easy**
- ✓ **Builds and maintains 1:1 dialogue with customers and prospects**
- ✓ **Integrates easily with other marketing tactics**
- ✓ **Allows you to send targeted promotional offers**
- ✓ **Enables you to capture data about site visitors, and**
- ✓ **Provides timely and measurable results**

Marketers Put More Lead Gen Budgets Online: Lead generation budgets were slashed by many companies in 2009, but now that the economy is on the uptick again, dollars are flowing and acquiring new customers is a priority. According to the "2010 Lead Generation Optimization Key Trends Analysis" from [CSO Insights](#), more than 91% of companies worldwide reported increasing new customer acquisition was one of their top strategic marketing objectives for 2010. Based on the quantity and quality of leads generated, companies said email was their best lead generation program, followed by live events, website registrations and webinars.

Between 2000 and 2009, online ad expenditures nearly tripled, according to the **Interactive Advertising Bureau**. B2b media companies have seen their digital growth originate not in banner advertising but in lead-generation offerings such as e-mail newsletters, micro-sites, virtual trade shows and webcasts. With these kinds of activities, publishers can offer more than the click-thrus offered by search engines. Lead-generation products offer genuine leads, with names, phone numbers and e-mail addresses. Much of this is being driven by a demand for accountability.