

# Marketers 'utilising Web 2.0'

Companies going down the internet marketing route are gradually starting to use Web 2.0 tools, according to new findings from Buzz Marketing for Technology and Direct Impact Marketing.

The new report stated that 64 per cent of online marketers in a business-to-business capacity are using blogs in the quest to dominate online, reports Direct Traffic.org.

Moreover, 58 per cent of those who use online advertising techniques are starting to make more use of RSS Feeds.

In addition, a number of other modern ways of reaching out to customers included videocasts and podcasts, the research stated, as 54 per cent are starting to utilise the latter.

On top of this, 42 per cent of those who replied in the survey said that they are using social networks as a marketing tool.

Earlier this month, findings from eMarketer suggested that the total spending by firms in the UK on internet marketing rose by 47 per cent.



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