

'Clear objectives' needed in online marketing

Firms planning to outsource their online marketing activities must be clear about their objectives and how they hope to achieve these, according to an industry expert.

David Thorp, director of research and information at the Chartered Institute of Marketing, said available resources, staff capabilities and the importance of the online marketing as part of an overall strategy are all important factors to consider.

"It's important to be clear about what you want e-marketing to achieve and then examine the best way of making it happen," he advised.

Sometimes this will involve doing most of the initial work in-house and then outsourcing certain technological aspects to specialist agencies.

Mr Thorp advised that firms choosing to use an agency should communicate their needs "clearly" and agree "measurable targets" in order to track progress against those objectives.

Statistics from the Federation of Small Businesses suggest reluctance among small and medium-sized businesses when it comes to engaging in e-commerce, with less than a fifth selling online.



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