

# The Internet is Proven Medium of Choice

News just in from the European Interactive Advertising Association (EIAA) is reinforcing the Internet as the proven medium of choice for advertisers as they try and maximise their ever decreasing budgets.

**The study's headline figures say: 82% of advertisers who have seen an increase in their online spend admitted it is coming directly from the likes of print media (40%\*), TV (39%\*) and increasingly DM (32%\*) budgets.**

This is backed by the fact that three quarters (73%) state that they are increasing their use of online as an advertising medium whilst 31% of advertisers claim their use of TV is decreasing and 40% cite a decrease in the use of newspapers.



"Have the advertising agencies heard of Business in Berkshire or our Promotional Micro Sites?" asks Jon Davey, MD of LiaiseOnline. "I very much doubt it as they've been at power lunches while we've been beavering away. Well here we are, Google a bunch of stuff and you'll find us. We've been offering a service to small businesses for years. Now that the banks are saying NO, spend what you've got, not what you might have if that share holder dream forecast works out, it's time for LiaiseOnline to shine!"

"Today, if we want something, we Google it and if we like what we read we call or buy online. With Business in Berkshire we are tapped into the search engines. They love us as we have consistently delivered quality for the last six years, a lifetime in this Internet world we live in!"

With prices starting at just £99 + Vat, we offer a sustainable way of developing your business, a gilt edged tool in these uncertain times.

Ben Newton, Marketing Director with Windsor Vehicle Leasing supporting this report commented,

"Windsor Vehicle Leasing have been focusing our marketing spend on results, not audience over the last three years. LiaiseOnline have been in from the start of this strategy.

All off-line marketing budgets have been put under the microscope, which has led us to switching all inefficient spending and funnelled the cost saving to new digital marketing platforms with LiaiseOnline. If you can't measure you can't manage!

**Please review**

[www.businessinberkshire.co.uk](http://www.businessinberkshire.co.uk) or fly over to [www.promotionalmicrosites.co.uk](http://www.promotionalmicrosites.co.uk) if you are looking for your branding to dominate your market!

Read the full report from EIAA.

## Liaise Online

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[www.businessleadgeneration.co.uk](http://www.businessleadgeneration.co.uk)