

Affiliate marketing popular with business

Affiliate marketing is becoming more popular with businesses attempting to promote their company, it has emerged.

Firms are to invest more money into affiliate marketing over the next two years, E-consultancy.com has discovered in its latest survey.

In association with buy.at, it was discovered that 78 per cent of companies are planning to contribute a larger portion of their finances to the promotional tool.

Linus Gregoriadis, head of research at E-consultancy, remarks that the industry is in a period of growth.

"The findings reveal an industry that is still expanding rapidly, with further growth expected as merchants seek to get maximum returns from this channel," she comments.

Kevin Cornils, the chief executive of buy.at, agrees that the sector is experiencing a high growth period, with two-thirds of companies finding that sales were boosted after employing the channel.

The Internet Advertising Bureau has advised companies to look towards search marketing to improve their online presence.



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