

Daily traffic 'should be monitored' when marketing online

It has been suggested that those using online marketing channels should consider when websites get the most amount of traffic.

According to the research carried out by JD and Associates, a number of websites are visited over a short period of time, reports Spannerworks.

One example given by the report stated that the ESPN website gets a great amount of hits over just one day.

Such targeted advertising could ultimately help firms a great deal as a lower level of potential customers would be missed, it said.

Executive director of marketing and media research at the company Steve Witten attempted to explain the reasoning behind such drives.

“Online advertisers who consider average daily audience reach when targeting ... buyers can quickly determine which websites are most efficient,” he commented.

He added that marketers can achieve more specific goals via these channels.

In related news, a growing number of marketers are starting to utilise Web 2.0 technology, according to Buzz Marketing for Technology and Direct Impact Marketing.



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