

# Demand for online marketing 'grows'

A new survey has suggested that there is still a large demand for online advertising and marketing.

InsightExpress carried out research on behalf of the MediaPost marketing publication and found that 70 per cent of respondents had increased their advertising spend in the fourth quarter year-on-year, reports Spannerworks.

Editor of MediaPost Laurie Petersen stated that while other, more traditional, advertising avenues have come unstuck recently, the same cannot be said of internet channels.

"The economic downturn that has put a cloud over traditional media spending is not having the same effect on online advertising," she commented to the publication.

Additionally, 54 per cent of those who replied said that they will increase the amount of cash they pump into viral marketing next year, while 22 per cent claimed that more will be spent on YouTube, after the interactive portal began advertisements near to and in its videos.

In related news, the Direct Marketing Association recently stated that email marketers must comply with privacy rules when taking up the electronic format.



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