

Online Marketing Looks Set to Double

Online marketing spending could double throughout Europe over the next 5 years according to latest predictions.

More and more companies are recognizing the power of the internet as a marketing tool – and they are allocating their marketing budgets to suit.

Email marketing, search, and display advertising are eating an ever-growing slice of the marketing pie in recent years. According to a recent report by Forrester Research, there's unlikely to be any let-up in this trend, with online marketing spending expected to reach €16 billion by 2012 – more than double the 2006 total of €7.5 billion – which would account for an expected 18% of total media budgets across Europe. The study indicates a boom in online marketing across Europe, although some countries have been quicker to embrace the online world than others.



The report surveyed consumers and marketing organizations throughout France, Germany, Italy, the Netherlands, Poland, Spain, Sweden, and the UK, and included surveys of both consumers and marketing firms.

The increased online spend is a reflection of consumer behaviour as more and more Europeans choose to spend time online rather than in front of their TV. More than a third of online consumers are comfortable with online adverts, provided they are relevant to their interests.

A similar survey in the US (by Outsell, Inc.) indicated similar trends, with an increase in online marketing spend and a corresponding decrease in traditional print and TV media spending. In this survey, over 1000 advertising and marketing professionals were interviewed about their marketing budget for 2007. The figures indicated a rise in online spending of almost 20%.

The findings of both surveys suggest that marketing spend is increasingly being targeted at internet users whilst the traditional media remain under threat of decreased spend.

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