

Online Marketing: State of the Industry & Actionable Business Guidelines

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ANALYTICS
AUTHORIZED
CONSULTANT



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COMPANY



Founded in 2003, Marcel Media is an interactive advisory firm providing strategic direction and customized business solutions. Our team delivers results-driven marketing solutions through superior implementation and enduring customer service.

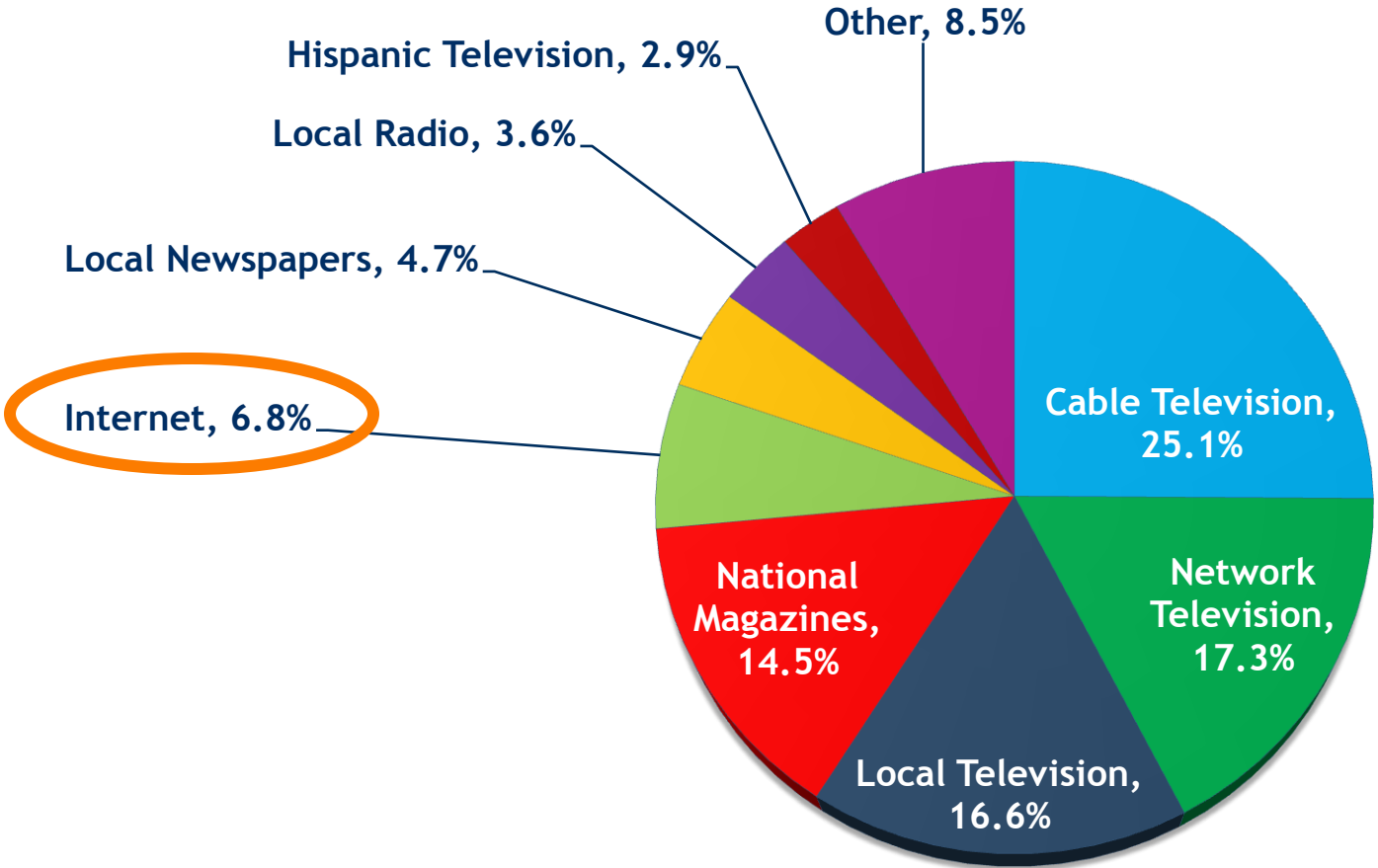
Services

- Search Engine Optimization
- Sponsored Links Campaigns
- Social Media Marketing
- Web Development
- Custom Web Integration
- Google Analytics Advanced Tracking

Highlights

- *Inc. 5000* - 817 overall, 39th in Chicago, 70th nationwide
- Google Analytics Authorized Consultant certification
- Ektron Certified Partner

June 2008 Advertising Spending



Source: Nielsen Online, AdCross

“In the recession of 2009, marketers will be making cuts almost across the board, and will seek safe harbors and cost-efficient alternatives.”

Jack Myers - “JackMyers Media Business Report”, October 13, 2008

“This month, a survey by *MarketingProfs*, of 600 US marketers, found that 60% planned to increase their spending on online advertising in reaction to the downturn.”

Geoff Ramsey - *eMarketer*, “Online Ad Spending Will Keep Growing”, October 27, 2008

Online Action Steps

- Generate higher ROI
- Foster creativity
- Gauge marketing dollars
- Initiate communication
- Maintain a competitive advantage
- Establish accountability

Make the most out of your brand.

- Online marketing has shown increased ROI versus traditional marketing due to efficiency in targeting users.
- If company's website is optimized, then it will allow users to navigate easily and generate more leads and potential sales.

Maximize your online value.



- Concentrate on areas that are lacking in the organization.
- Consider social networks, blogs, or social bookmarking campaigns.
- Focus on content; if your website pages are fresh, you will have higher conversions and rankings.

Think outside of the box.



- Since the economic environment may cause resources to decrease, you need to make reasonable allocations.
- Traditional marketing budgets may be trumped by other less expensive mediums that reach a more targeted audience, namely online marketing.

Make realistic budgeting choices.



- Online marketing allows for immediate interaction.
- Consistent communication is essential in establishing an online community.
- An open dialogue fosters flexibility, which can also benefit your partnerships.

Create a platform for feedback.



- As online viewership increases, you want your products and services to be accessible.
- The Internet is open for business 24 hours a day, 7 days a week.
- The key is to position yourself as a necessity.

Set yourself apart.



- Since online marketing is easily traced, you can keep track of exactly what's working and what isn't.
- You have the power to identify your key revenue sources and make the right business decisions with advanced reporting technology.

Be proactive and data-driven.



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Plan for the future.

Questions?

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