

AT THE CORE OF THE ISSUE



ON THE MARK MARKETING

March 2010

"The SME Rapid Business Builder"

ONLINE MARKETING'S GROWING POPULARITY



About Us

On The Mark Marketing is a business dedicated to help yours. We understand every detail about running a business - from sales to staff, culture to communication, performance to profits. Our holistic approach enables us to find solution for almost every business challenge.

Our team of professionals specialises in all key areas of business - marketing strategy, creative communication and business building. Working with you, On The Mark Marketing will find ways to put a sluggish business back on track and devise marketing strategies to make a robust business even more profitable.

At On The Mark, we make marketing work for your business. We create strategies that achieve results, develop communication that delivers and discover new channels to

Online marketing is facing unprecedented change, brought on by a volatile economy, new channels, and the increased demand for financial accountability. 2010 is shaping up to be an exciting year for online marketers.

Marketing Budgets and Focus Continue to Swing Online

Marketing dollars are going where the customers and prospects are - online. Online channels are lowering cost and more measurable, and as a result continue to cannibalize traditional media. Over 80% of marketers believe their organization should shift their marketing focus to online.

Marketers Work Harder to Keep Email Relevant

Over 90% of marketers are using or planning to use email marketing this year. With email adoption pervasive and consumers' inboxes increasingly crowded, marketers will have to work hard to stay relevant and develop more compelling campaigns with a stronger focus on analysis and management of email content.

Search Engine are Still Relevant

There are no signs that consumers will stop using search engines as their primary vehicle to find products and services. However, Google no longer dominates this market with Bing making strong inroads in the US.

Proliferation and Adoption of Other Online Channels Persist

Marketers are faced with an array of new channels - mobile (messaging, websites, apps), rich media (video, podcasting), social media (micro blogging, social networks, user generated content), and more. The opportunity to efficiently and effectively reach and engage customers is undeniable, and marketers continue to experiment, test, and adopt emerging channels

Mobile

Interest in mobile marketing has exploded, driven by the tremendous success of and media buzz around Apple's iPhone and Google's introduction of Android. As Smartphone adoption grows, mobile marketing will expand beyond mobile messaging, and make mobile email, mobile websites and mobile applications viable channels in which to conduct marketing. In fact, over one third of marketers (36%) conduct some type of mobile marketing. The combination of new devices, faster networks and new location-aware technology, will fuel this steady march toward greater significance.

Social Media

increase your sales.

Our services include:

- Rapid Business Builder - A comprehensive package designed to generate growth
- Advertising & Design - A complete range of marketing communication services including advertising, brochures, web design
- Internet Marketing - To make sure you have your fair share of the online world, we put the latest technology to work for you

Sites like Facebook and Twitter have had a meteoric rise from obscurity. Marketers find themselves thrust into a world where they have to share control over their brand with consumers. Blogs, product reviews, and other social media are mixed with marketing messages to shape consumers' perception of company brands. As companies pinpoint the specific social tactics that work best to engage their customers, they will expand their social media participation and continue to nurture a wide variety of social media tactics.

Web Analytics

In 2010, web analytics will focus on integrating customer data from the web, search, mobile, and social measurement. Over 80% of marketers are using or planning to use web analytics this year.

IT Bottlenecks Drive Adoption of On Demand Marketing Solutions

Over 65% of marketers believe their IT department don't offer support for marketing's technology needs. In order to deliver on the promise of these new channels and integrated marketing analytics and execution, marketing solutions will adopt Software as a Service (SaaS) solutions to enable marketers to personalise their campaign without being dependant on their IT departments.

Online Marketing Bridges the Gap between Analysis and Action

Web analytics tools are helping marketer's measure performance across a multitude of online channels, but converting this into actionable advice remains a challenge.

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