



DOWN ECONOMY- THE CASE FOR DIGITAL.

AS MORE AND MORE COMPANIES BEGIN TO ENDURE TOUGHER ECONOMIC TIMES, PROGRESSIVE COMPANIES ARE INVESTING THEIR MARKETING DOLLARS IN THE DIGITAL LANDSCAPE. HERE ARE THE TOP 5 REASONS TO ALLOCATE YOUR MARKETING BUDGET TO DIGITAL MEDIA:

1 Efficient Spend

If you take nothing else away from this read- take away this. Digital is the most efficient means of spending your marketing dollars. Bottom line, digital is less expensive than traditional media . Using virtually any metric—whether cost-per-acquired-customer, cost-per-lead, cost-per-phone-call, cost-per-website-visit, cost-per-targeted-impression, or cost-per-thousand-impressions—online advertising is less costly than traditional outlets, and it generates comparable or more often better results.

2 Measured Results

Tracking the results of a campaign is the only way to truly measure the effectiveness of your ad spend. Digital media offers the most detailed and actionable analytics, allowing marketers to literally follow a prospect from their first engagement, all the way through the sales cycle and beyond to determine the true impact of the campaign.

3 Target Your Market

Market segmentation and targeting are the pillars of every successful marketing campaign. Traditional media—also called “mass” media—reaches



an enormous number of people- and most aren't even the right ones. And though it is possible to target specific niches to a degree using non-digital outlets, they do not offer the pinpoint accuracy that can be achieved when using digital (nor do they offer the additional synergies provided by numbers 1 and 2 above).

4 Free Space

If you're clever, it may not cost you a thing. Companies investing in digital media cite one impressive, paradigm-changing difference between online and traditional media outlets: online, they can push their content (i.e. messages) in high-traffic areas for free. Never in the history of advertising has this been the case. Prime advertising "real estate" has always been very expensive.

In the new digital world however, clever advertisers get premium exposure for next to nothing. They simply identify specific places where their audience spends time, meet them there and engage them, incurring only the costs of content and time spent in engagement. This is called "social" media and is one of several ways to garner free digital publicity. Because these strategies are inexpensive and produce quick results, Some early-adopting marketers are enjoying short-term returns on invested capital in the triple-digits!

5 Budgets

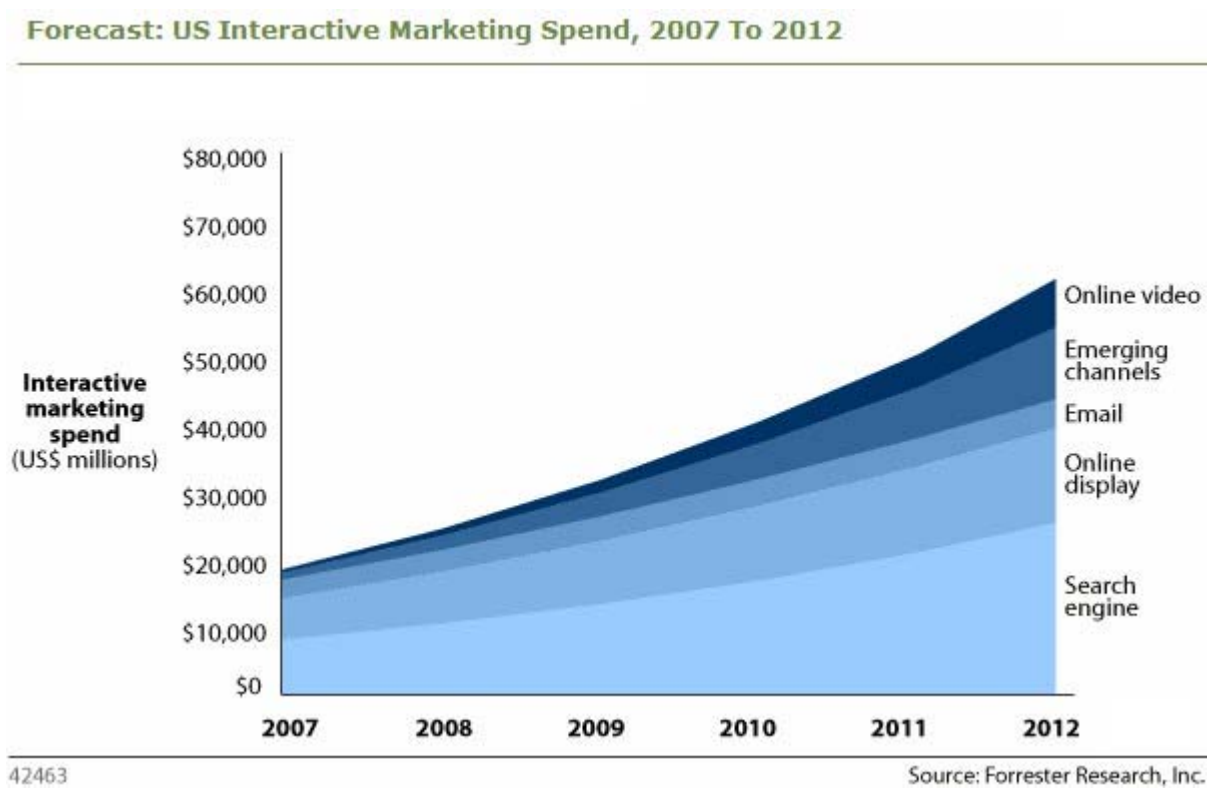
During tough economic times can be difficult to justify or afford the up-front costs associated with print, radio, or broadcast advertising. With digital media buys, the expenses are less up-front and more "pay-as-you-go." Or even better-pay only for your desired results.

The classic example of pay-as-you-go is the pay-per-click model, popularized by Google, in which advertisers pay only when somebody clicks their ad and visits their website. This model offers guaranteed visits and provides the instant feedback needed to optimize campaign performance before more significant investments. Compared to an up-front payment model which could potentially generate zero results and provide no testing ground for campaign optimization prior to major cash outlay, its evident



why companies are moving more money into digital during this economic pull-back.

See image below from Forrester for a forecast of the US interactive marketing spend for 2007-2012:



*Source: Forrester Research, Inc.

Learn more:

Visit us at www.r2integrated.com

Email Lindsey Hill at lhill@r2integrated.com

Call 410-327-0007 x 1246