

Online advertising skyrockets ... and it's good news for small businesses!

Media Release

"Internet Advertising is without question taking share from the other media at this time and for good reason" says Greg Stuart, the CEO and President of the Interactive Advertising Bureau. "Marketers have figured out that online advertising is often the most cost effective medium for influencing both branding and sales results. This data is fuelled by recent public announcements that online ad budgets are dramatically increasing..."

And this is not just a U.S. phenomenon. According to the annual survey by Interactive Advertising Bureau of Canada, online advertising in Canada in 2005 will be \$519 million, a full 43 per cent more than the 2004 figure. (Globe and Mail)

Brent Lowe-Bernie, Chair of the IAB (Canada) says "Investment in the online channel is increasing at an explosive rate as advertisers and their agencies follow the movement of consumers." While larger organizations such as Coca Cola, Pepsi, Jenny Craig, BMW and Amazon are able to allocate generous resources to this market channel, smaller businesses have had a more difficult time making the transition.

Holly Berkley, a San Diego business owner, web design and online marketing specialist, takes her knowledge and expertise of big budget campaigns and shows how these basic principles can be used for a fraction of the cost for small businesses wanting to compete for online customers. There is no other marketing channel that allows small business to truly compete with larger companies in the same medium.

In her book, *Low-Budget Online Marketing for Small Business*, Holly Berkley shows small companies how and where to cut costs so they can adapt the successful marketing strategies that big companies use to the smaller business model. This includes targeting a marketing campaign, generating free advertising, e-mail marketing, building web communities, successful co-branding strategies, banner advertising, web design basics and search engine registration.

The web is often referred to as the "great equalizer" a way that small businesses can compete with the fortune 500 companies. With the Internet increasingly becoming the new wave of business and communication, small businesses can no longer afford to ignore this channel. In *Low-Budget Online Marketing for Small Business* Holly Berkley shows how with passion, vision, creativity and a game plan that small businesses can use to maximize their business potential.

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