

Increase This Year's Marketing Budget For Social Media And SEO

Nwpros discloses the fact why marketing budget for social media and SEO should be increased. It will be extremely helpful for the companies who are in this industry.

Feb. 16, 2010 - [PRLog](#) -- Texas, Feb 16, 2010-News businesses are putting much more emphasis on digital marketing with investment forecasted to increase by 17% this year. According to a research by some well-known marketing consultants, it has been found that digital marketing will cover 24% of overall marketing spend in the year 2010.

The research has also revealed that 28% of organizations reviewed are modifying their marketing budget to digital channels from more traditional areas. The companies are most likely to enhance their investment in social media although SEM(search engine marketing) and e-mail will carry on to be crucial.

Companies have also started to invest more money into off-site social media such as Facebook and Twitter. As a result of that, the budget for offline marketing channels like direct mail, telemarketing, print media, television and radio are reduced. Only 17% of the companies have told that they would increase budget for print media while 41% have informed that they would cut their investment.

Apart from that, SEO (search engine optimization) is going to be another area that will make benefit. It can be the best option for measuring ROI (return on investment). 54% of the companies tell that they are comfortable enough at measuring ROI for pay-per-click search activity. Common constraints in marketing budget appear to be the main factor for increased digital marketing investment.

About Nwpros

Network Pros, Inc. is known for offering telecommunications services, internet marketing services and fulfillment services. It will provide you everything from conference calling services to website development and maintenance.

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