

e-Marketing Today  
*a Sampler*

the WEB CHEF

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### Internet Demographics

Gender		Age	
Women	69%	18 – 29	84%
Men	75%	30 – 49	83%
		50 – 64	71%
		65+	30%

Source: Pew Internet & American Life Project, Sept - Dec 2005

### Internet Demographics

Race/Ethnicity		Household Income	
White, non-Hispanic	73%	< than \$30,000	54%
Black, non-Hispanic	60%	\$30 – \$50,000	78%
Hispanic, English speakers	79%	\$50 – \$75,000	87%
		> than \$75,000	94%

Source: Pew Internet & American Life Project, Sept - Dec 2005

### Internet Demographics

Education		Community Type	
< high school	38%	Urban	75%
High school	62%	Suburban	73%
Some College	82%	Rural	65%
College +	92%		

Source: Pew Internet & American Life Project, Sept - Dec 2005

### Total Online Searches

Month	Online Searches
January 2006	5,699,528,000
January 2005	4,085,880,000
<b>Y-O-Y Growth</b>	<b>39%</b>

Source: Nielsen Net Rating MegaView Search, March 2006

### Search Engine Rankings

Search Engine	Jan 2005	Jan 2006
Google	47.1%	48.2%
Yahoo!	27.2%	22.2%
MSN	12.8%	11.0%

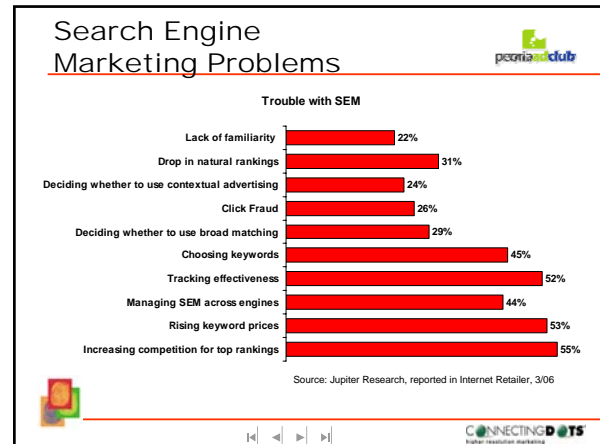
Source: Nielsen Net Rating MegaView Search, March 2006

### Search Conversions

Buyer Conversion Summary for Select Product Categories

Category Searched	Buyer Conversion	% Converting Offline	% Converting Online
Average, All Categories	25%	63%	37%
Apparel & Accessories	43%	65%	35%
Toys & Hobbies	42%	88%	12%
Music/Movies/Videos	28%	83%	17%
Consumer Electronics	18%	84%	16%
Video Games & Consoles	17%	93%	7%
Jewelry & Watches	15%	75%	25%

*Definition:* Buyer Conversion = % Searchers that Purchased  
*Source:* Comscore Media Matrix, 3/06



- ### e-Marketing Resources - Associations
- eMarketing Association – <http://www.emarketingassociation.com>
  - International Internet Marketing Association – <http://www.iimaonline.org/>
  - Interactive Marketing Research Organization – <http://www.imro.org>
  - Mobile Marketing Association – <http://www.mmaglobal.com/>
  - Search Engine Marketing Professionals Organization – <http://www.sempro.org>
  - Viral and Buzz Marketing Association – <http://www.vbma.net/>
  - Web Marketing Association – <http://www.webmarketingassociation.org/>
  - Word of Mouth Marketing Association – <http://www.womma.org>

- ### e-Marketing Resources - Publications & Portals
- ClickZ – <http://www.clickz.com>
  - eMarketer – <http://www.emarketer.com>
  - IMediaConnection – <http://www.imediaconnection.com>
  - Internet Retailer – <http://www.internetretailer.com>
  - MarketingSherpa – <http://www.marketingsherpa.com/>
  - MarketingProfs – <http://www.marketingprofs.com>
  - MarketingVox – <http://www.marketingvox.com>
  - Media Post – <http://www.mediapost.com>
  - Peppers & Rogers – <http://www.1to1.com>
  - Web Digest For Marketers – <http://www.wdfm.com>

- ### Internet Marketing Resources - Search Engine Marketing
- HighRankings – <http://www.highrankings.com>
  - Search Engine Journal – <http://www.searchenginejournal>
  - Search Engine Roundtable – <http://www.searchenginroundtable.com>
  - Search Engine Watch – <http://www.searchenginewatch.com>

### Our Services

- e-Marketing Consulting**
  - web site audits
  - keyword analysis
  - blogs
- Training & Education**

**Our Blogs**  
**e-Bytes** – e-business & marketing nibblets  
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<http://www.connectingdots.typepad.com/ppt/>