



'Managing an E-commerce Team' report suggests online marketing spending is three times higher than IAB UK estimates - E-consultancy

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New research also identifies areas of concern for FTSE500 marketing and e-commerce managers, plus performance benchmarks and 20 strategic recommendations to help boost e-business ROI.

PR9.NET September 07, 2005 - Internet marketing publisher E-consultancy has published a survey-based report called 'Managing an E-commerce Team', which reveals that marketing and e-commerce managers spend an average of 11% of their overall communications budget on e-marketing, which is considerably higher than the 4.3% recently cited by the IAB.

While the IAB research focuses on paid search advertising, online display advertising and classified listings, E-consultancy's study factors in spending on other areas of e-marketing, such as usability and email marketing, as well as creative services such as online advertisement design.

"Online advertising is only one of many fast-growth areas within e-marketing, so we've got a picture of what percentage e-marketing accounts for within the total marketing budget of major UK brands," explains E-consultancy CEO Ashley Friedlein.

The Managing an E-commerce Team report suggests that many companies are committing more resource to the web than ever before. So what are they spending their budgets on?

- Most businesses spend less than 10% of overall marcomms budget on e-marketing.
- One in eight companies spend more than 20% on e-marketing.
- One in five firms outsource paid-search marketing, while one in three don't do it at all.
- 35% of companies don't do any online display advertising.

Friedlein adds: "What is clear is that the biggest challenges facing progress in online marketing and e-commerce are not technological, but organisational. Multi-channel marketing, and the integration of e-channels within the marketing mix, is requiring organisations to challenge how they are structured, the skills they need, the way managers are incentivised, and many of their business and marketing processes."

Featuring 20 best practice recommendations to help e-marketing teams boost web performance, the Managing an E-commerce Team report will help companies improve the structure of their web operations, while being able to benchmark their e-channel activities against their peers.

The report was compiled following a survey and series of interviews with marketing and e-commerce managers at UK organisations such as Alliance & Leicester, BCA Interactive, BP, Carphone Warehouse, DTI, Henderson, Lloyds TSB, MTV, MyTravel, Orange, Ordnance Survey, Shell, Sony and TUI.

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About E-consultancy

E-consultancy is the UK's leading online publisher of best practice internet marketing reports, research and how-to guides. It also publishes buyer's guides and has a directory of 100,000+ third party internet marketing white papers.

Since moving to a paid-content model (March 2003) E-consultancy has amassed thousands of paying subscribers, around 30,000 registered users and 115,000 unique users sessions per month. Its weekly newsletter is sent to 18,000 e-marketing professionals. Subscribers pay from £99 per year to access the exclusive and highly practical content, which helps internet marketers get the most out of their websites.

About immediate future Limited

immediate future Ltd is an independent public relations (PR) and communications consultancy, specialising in media, creative and digital industries. The team is highly experienced in both corporate and business-to-business PR. We have a proven track record with clients ranging from public and private companies, to 'not for profit' organisations.

The company is founded on three core principles: in-depth industry knowledge, professional standards and accountability. We use these foundations to deliver a holistic approach to reputation management with proactive and creative PR strategies, trusted on- and off-line media relations, and a vast array of PR tactics. The result is high-quality public relations that makes our clients' lives easier and brings real business benefit.

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