

## **AIS Media: 2010 Business Website & Interactive Marketing Usage Survey Results Announced**

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Category: [Media & Telecommunications](#)

Press release from: [AIS Media](#)

Agency: **Strategic Vision LLC**

AIS Media, Inc., an award winning Interactive marketing and consulting company announced the results of their 2010 Business Website and Interactive Marketing Usage Survey. The survey revealed that the majority of businesses plan to invest in the improvement of their company's website and interactive marketing strategy in the next year.

The survey confirms that business owners place incredible value on website development, professional website design and high search engine rankings. Of the businesses that responded to the survey, over 60% and 70% plan to invest in better website design and improved website functionality, respectively.

“With a strong focus on a measurable return on investment [ROI], it's clear that business owners and marketing managers are shifting budgets from traditional to Interactive marketing to drive business growth, reduce expenses and increase productivity in 2010”, says Thomas Harpointner, CEO of AIS Media.

Key Findings in AIS Media's 2010 Business Website and Interactive Marketing Usage Survey:

- 91% of respondents have a website
- 64% of businesses plan to invest in improving their website design
- 70% plan to invest in improving functionality
- 91% plan to either decrease their traditional advertising budget or keep it the same
- Only 9% plan to increase their traditional advertising budget
- 71% of respondents indicate that their web site will play a larger or the same role in their overall business and/or marketing strategy as it did in 2009

The 2010 Business Website and Interactive Marketing Usage Survey was conducted by Strategic Vision, LLC. Download a free copy by visiting: [aismedia.com/roi](http://aismedia.com/roi).

About AIS Media:

AIS Media, Inc., an Interactive marketing and consulting company, is a leading provider of Internet strategy consulting, award-winning web site development, email and search engine marketing, and lead generation services. The company has developed a suite of Web-based applications under the proprietary “Excerpto” brand, which focuses on email marketing and e-commerce. AIS Media's solutions are available directly and through its global network of certified consultants. For more information, or to locate a local consultant, visit: [aismedia.com](http://aismedia.com)

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