Leading national digital marketing firm, Marketing Eye Digital, says companies that are looking for a return on investment from their marketing dollar and a more cost effective medium than traditional marketing methods, are all looking to the internet.

"Companies are finally seeing the value of digital marketing campaigns and its appealing price point in comparison to that of traditional marketing methods," said marketing expert and Marketing Eye Digital founder, Mellissah Smith.

"Whilst there still is a lack of education amongst small-to-medium sized enterprises on areas such as search engine optimisation, it certainly has improved ten-fold over the past 4 months due to the current economic climate."

To capture the attention of prospects, the use of interactive web-based marketing campaigns and their track and trace capabilities is seen as being appealing.

"Increases in mass emailing to customer lists and paid search through mediums like Google Adwords and Social Media groups is on the increase," confirmed Ms Smith.

Marketing Eye Digital has been inundated with companies wanting to understand the benefits of digital marketing and where they can improve their current web site presence and marketing programs.
By ensuring a website is well designed not only visually but from an intelligent operating point of view, companies can manage visitors through the site and achieve the outcomes they are looking for. Then by driving traffic to the site, it can only go to increase brand awareness and ultimately sales.

"Some companies are embarking on search engine optimisation for the first time or a website redesign and are seeing up to a 100 percent increase in traffic to their site.

"These types of results are unheard of in traditional marketing methods."

Re-designing a company's website is often the first port of call when looking at how to achieve greater marketing results.

"Making information relevant, ensuring design elements like flash are not over-used and counterproductive to successful search results, and giving people reasons to stay on the site are critical to its success," confirmed Ms Smith.

"A downturn is the time to refocus your marketing budget, not cut it."

For more information, please ring 1300 300 080 and ask to speak with Rebecca Herald, Media Manager.

About Us
Marketing Eye Digital is a leading national digital marketing company with offices in Gold Coast,

Sydney and Melbourne.
Established in 2004, Marketing Eye Digital has developed over 100 interactive campaigns integrating web, video, e-marketing, web 2.0 and online advertising.

With an extensive client base, Marketing Eye Digital works with companies that want to grow their online presence and produce interactive campaigns that lead to business growth and sales.

Marketing Eye Digital is a full service digital agency that does not outsource to third-party providers.

Marketing Eye Digital has technology, web, graphic design, branding, public relations, film production and advertising executives who work full time for the company.