

Press Release
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Growth in online business set to continue

More companies are increasing their online presence and finding it helps to cut running costs, new surveys have revealed.

Small and medium enterprises in particular have found the internet the most efficient use of marketing budgets, according to the Kleinwort Benson UK Entrepreneurs Survey 2009. Of 100 respondents, 76 per cent said they intended to increase the use of e-marketing in 2010 and 53 per cent said an online presence was critical. Some companies were surprised by the results and felt more would soon realise the importance of an online presence.

Julie Hall, founder of Women Unlimited, an online community for female entrepreneurs, is reported in the Financial Times (January 2nd, 2010) as saying: "The 47 per cent that don't believe an online presence is critical to their business, don't get it. ***If they aren't online, positioning themselves as the 'go-to company' in their field, one of their competitors will be.***"

Richard Simmons, CEO of The Construction Centre, agreed. "We get many positive comments from clients who have been amazed by the results of increasing their online presence. It can bring a huge boost in a very short space of time and at very reasonable cost. Clients can't believe how cost effective online marketing is compared to the old offline approach." The recession has helped to increase the appetite for online advertising.

Another recent report from eMarketer predicts online ad spend in the UK will hit £4.3bn this year, rising to more than £5bn by 2012. And the story is repeated throughout Europe, where the 2009 Marketers' Internet Ad Barometer, found that 84 per cent of respondents in 16 European nations were satisfied with the performance of the web as an advertising medium.

Notes for Editors:

<http://www.theconstructioncentre.co.uk>

The Construction Centre: Number 1 for delivering results on products and people Targeted at consumers and the building industry, The Construction Centre has the largest online directory containing over 10,000 UK product manufacturers and suppliers with over 97,000 product search terms. Additionally there are over 100,000 contact details for merchants, industry professionals, tradesmen and contractors. Local Authority planning websites, trade publications and jobs can also be directly accessed from The Construction Centre.

Based in Warwickshire The Construction Centre is part of the UK250 Ltd group.

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