

# Americans Spent more Money and Time on the Internet

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Americans spend more time on the internet than watching television. A new study shows that sixty-four percent of people in the U.S. spend more time with a computer than their partner. A whopping eighty-four percent of Americans feel dependent on the computer.

If this does not make you realize the marketing power of the web nothing will. Getting to the point and click crowd is so easy. Looking ahead, and thinking innovation, today means joining the web revolution. For a better picture of the web terrain, look at today's lifestyles, the world's tempo is quicker than ever before. Doing it digitally gets everything done quickly. This is the first great story of speed, vision, and communication happening in a global way. Which anywhere else is not always a good thing; here it is speed without chaos. This is an illustration of intelligent, effective, and inventive use of media for communication, networking, mail, and business. To keep your business on the fast track means going interactive. The cluttered media world makes it a must to communicate in fast time. The consumer of today is doing so many things at the same time that you have to communicate in shorthand. That is why brand recognition works, that is shorthand. Just say coke and you know it is a drink that comes in cans, fountains, and bottles. The color, consistency, taste and packaging are represented by one word.

You can get noticed over, and over again, by being on the web. There isn't an icon that is not represented in some form on the web. Just by appearing in a bold innovative way on this media you are delivering a new mythology. By getting the eyes and ears of the viewer, the web is fast becoming not only the most efficient way to be heard, but the only way for most small businesses.

Think cyber Monday and post Thanksgiving spending. Researcher comScore estimated a windfall of \$700 million on cyber Monday. There is even better news for the e-tailer, because many shoppers did not wait until cyber Monday to buy gifts online. Online advertising revenue is beating out current radio market share. Remember this is just a start rather than the finish. As consumers purchase products for both their home, and office the world is becoming a cyber planet.

The Web is revamping the world with record breaking speed. Over the past years the web has greeted an increasing number of visitors, and new business sites. The internet is home to brand-related content that creates a potent new rival to any other form of advertising. A keyword search can bring the consumer all the information that makes the point for a particular brand and product.

Retailers online realize it is just a start, and a surge is in the forecast. The housing slump, rising oil prices, and a weak dollar work for the cyber market in ways that brick and mortar competition should envy. Yes, it is true that the consumer has fewer dollars to go around. However, the online market consists of many businesses that find it less expensive to own, and operate on the web. Gas prices will help the online business market to an audience who does not have to leave home.

People are hooked on the ease, and versatility of the World Wide Web. The new technology is more relevant than ever to businesses, which are trying to defend themselves from fast-moving rivals, like the huge chains that are springing up across the country. Trying to differentiate your business and have a platform to launch from has always been a challenge. Now virtually overnight, there is the opportunity to do that on the web.