

FOR FURTHER INFORMATION:
Contact: Nipa Shah (248) 470-6299



Jenesys Group Featured in Crain's Detroit

Crain's Detroit reporter, Nancy Kaffer recently interviewed and featured Nipa Shah in her November 16th 2008 small business column. Read article below.

The whole point of advertising is to get the most bang for your buck. Determining where that bang can be found is the tricky part. In this day and age, ad gurus say, the most relevant place to spend advertising dollars is online. Big business has figured it out, said Mark Young, chairman of Redford Township-based Western Creative.

Cincinnati-based **Procter & Gamble Co.** has cut its national advertising budget by about 16 percent this year but has increased its Internet paid search campaign by just more than 20 percent, he said. "A paid search is just what it sounds like. A business pays a search engine, such as **Google**, to prominently display its information when a certain set of key words are entered. Paid searches typically appear atop the list of links returned or along the right hand side of the search page.

Sixty-eight percent of U.S. households now have high-speed Internet, Young said, and 90 percent of us have access to high-speed Internet outside the home.

"For most businesses, paid and organic searches should be the cornerstone of any marketing campaign," he said. "Ninety percent of consumers use the Web to search and discover new products, and 82 percent of businesses searching for a new vendor conduct a new Web search."

Paid searches, he said, are the workhorses of Internet advertising, and they're crucial to successful advertising. Being found is only half the battle. "If they do find me, do I deliver them a relevant, on-point message that will hold their attention and get them to take an action?" Young said.

Internet marketing, he said, should take a different form than traditional ads.

"Companies have tendencies to design their Web site as a company brochure online, but people don't use the Web for information, they use it to find the solution to some problem," he said. "If businesses would build their Web site on a problem-solving model and hire people who have mastered paid search, they could improve their results."

Folks who are selling online are much more likely to see the merits of online ad tools, said Nipa Shah, a partner in the Jenesys Group L.L.C., a Novi-based online marketing and consulting firm.

"(Small businesses) have this feeling they need to touch more people, but quite a few of them are stuck in traditional ways," she said. "Companies know Internet marketing needs to be taken to the next level, but it depends, obviously, on budget constraints, or a strategic direction someone may have set within the company."

Online marketing, Shah said, can widely expand a business' customer base. "Small businesses — or the people running small businesses — need to think about what is going to happen to their industry if they can't touch more people or get more visibility in or outside the local market," she said.

With a comprehensive Internet marketing strategy in place, it's time to look at the bigger picture, Young said. "People don't realize how massive the volume (of Internet searches) is," he said. "Let's say I was looking for

**Jenesys Group | Phone: 248-470-6299 | Website: www.jenesysgroup.com
Email: admin@jenesysgroup.com**

commercial insurance. ... People don't realize that the words "commercial insurance" are typed into a search engine in southeast Michigan 10,000-15,000 times a month. If you're not there, you're invisible."

Nancy Kaffer: (313) 446-0412, nkaffer@crain.com.