

Take Advantage Of This Effective Sales And Lead Marketing Tool!

[WSI Brand Marketing System](#) > [Download Essential Resources](#) > [Lead Generation](#) > [Trends Reports](#) > [2013](#)

WSI has launched the 2013 Digital Marketing Trends Reports, a resource you can add to your marketing and sales tool kit. Each report is designed to give you and your client a complete and clear view of the digital marketing landscape in your region.

The WSI Digital Marketing Trends Reports include:

- Regional statistics on current online activities
- Projected trends for coming years
- Internet usage and online activities
- Total advertising spending
- Total Internet advertising spending
- Trends in paid search, display advertising, mobile marketing and social media

Marketing Resources Available to Promote the DM Trends Reports

- **Online Banners** (horizontal and vertical)
- **Email Signature Graphic** (includes initial content, which you can customize for your audience)
- **Promotional Email Template** (includes initial content, which you can customize for your audience; 1 generic template, and 1 region-specific template per region)

All the above marketing materials are available in the [WSI Brand Marketing System](#).

How to leverage the Internet Marketing Trends Report:

Year after year, WSI Consultants have used the Trends Reports to strengthen their status as a local digital marketing expert and increase closing rates. Here's a list of recommended methods for leveraging the Trends Reports:

1. Educate yourself on the current status of the market
2. Realize the value you – as an Internet marketer – offer your clients
3. Share a digital copy of the report with clients as a 'Thank You' gift
4. Print a hard copy to leave with prospects after a proposal meeting
5. Share the report with your BNI group members to generate interest
6. Offer the report on your IC site via a 'sign-up' form to build your database

