

# SEATTLE SEARCH MARKETING FIRM BUCKS THE TREND

## *Point It Search Marketing Experiencing Record Growth*

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SEATTLE, WA: Jan 19, 2009 — Despite the very difficult global economic conditions encountered during the past year, Seattle-based search marketing company Point It, Inc. recorded nearly 100% growth in 2008.

"We're thriving from the transfer of advertising budgets from traditional media to online, according to Jon Lisbin, Founder and Principal. "The recession has only accelerated this trend and we're enjoying the bounce. Advertisers want results they can quantify and search marketing meets that need."

This trend is substantiated in a January 2009 [eMarketer report](#)

*Search's share of total online ad spending jumped sharply in 2008, to 45.3% from 2007's 41.5%. That increase was due almost entirely to economic circumstances. That is, hard times brought more ad budget scrutiny—so search's high accountability put it in sharp focus.*

Mr. Lisbin also attributed Point It's success to their long track record of performance, new proprietary tools that help them more effectively manage search advertising campaigns, and marketing activities such as blogging and webinars.

According to Mr. Lisbin, "As an online media buyer I spent millions on banners that were generally ignored and untargeted until search engine advertising entered the picture. Unlike the old "spray and pray" advertising model, paid search ads show up when people are searching on your product or service and you only pay when your ad is clicked on. It's also an auction based system which means if you're smart about how you bid you'll gain a competitive advantage. For advertisers, this really became a game changer, and I felt this was a business I could believe in, so I scraped up some cash and started Point It in 2002."

### **About Point It!**

Point It, a pioneer in search marketing, is a Seattle Based Search Marketing firm that specializes in [Pay Per Click \(PPC\)](#), [Search Engine Optimization \(SEO\)](#), [Landing Page Optimization](#), [Web Analytics](#) and [web marketing consulting services](#). Founded in 2002, Point It services a broad range of Clients from small start-ups to leading national companies like ShareBuilder and Microsoft. Point It expertly managed more than \$30,000,000 in search engine media in 2008. For more information contact Point It at 888-33-POINT or visit [www.pointit.com](http://www.pointit.com) and [www.pointit.com/blog](http://www.pointit.com/blog)

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