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A Whitepaper from Moore & Isherwood Communications

YouTube: The New Search Engine & Why It Should Now Be An Integral Part Of Your Marketing Program

Formerly tagged as the renegade of the Internet world, YouTube has now become an important part of today's new media landscape, and one that shouldn't be ignored.

Besides being the arena where the upcoming presidential election is played out, YouTube is growing up to be a valuable medium as a showcase for companies to promote their products and services -- at no cost.

Currently containing close to 22% of all online videos, YouTube is also on its way to becoming a real search engine, as more and more people are using it to seek out information.

According to ComScore, (www.comscore.com) the latest demographics on YouTube reveal that 25% of YouTube users have a household income over \$100,000 a year.

The average age of the YouTube user is also older than you may think. 44% of YouTube users are between 35 and 54 years old.

So what does this mean and how can you apply this to your marketing efforts? YouTube may be the perfect place for you to upload a promotional video, or your company's TV commercial.

These new demographics are making it easier for traditional companies to consider including YouTube as part of their marketing program, as a new opportunity to reach some of their current customers in an entirely new environment and develop new customers.

Neiman Marcus, the high end and sophisticated retailer, is using YouTube as a new medium to promote their 100th anniversary celebration.

The question that arises so often that just can't be answered is, "Will anyone see my video?" There are no guarantees, as this is another new frontier in the world of New Media.

Liz Isherwood, president of Moore & Isherwood, says, "The best answer may be this -- Much like submitting your Web site to Google, for what it costs can you afford not to have a presence within YouTube? With millions and millions of users using YouTube as a search engine, it's critical to be found

in the search results of your category's relevant keyword phrases. It's a simple case of being there when people are looking for your product or service."

We believe that YouTube should be an important part of your marketing program. It puts you in a leadership role in your business category.

Sincerely,
Liz Isherwood
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