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## Marketing

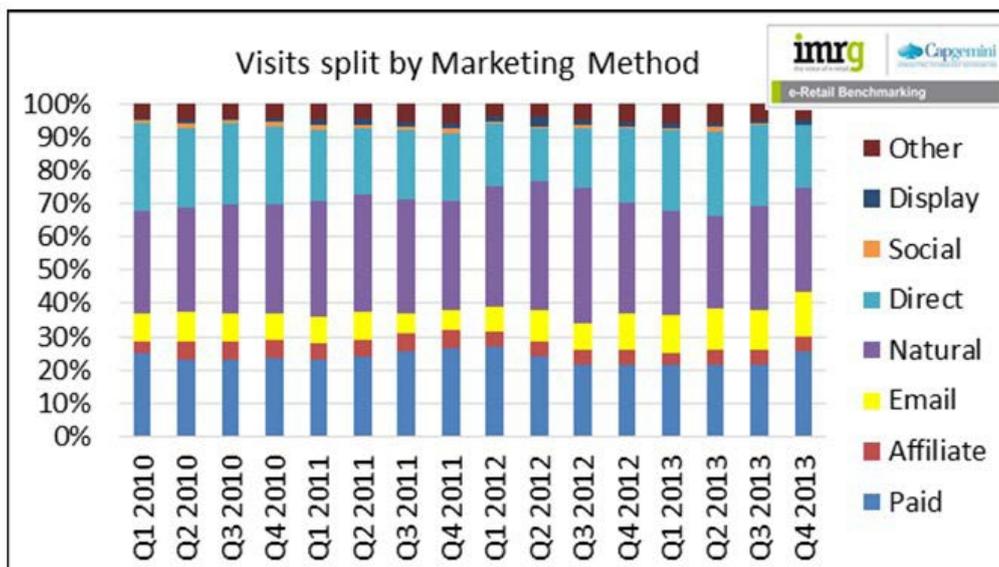
The channels and methods e-traders choose to market their products in the UK have far-reaching implications for the overall success of their businesses. Researching successful territory marketing channels is a key first step for any developing organisation. This section examines the most popular and effective marketing mechanisms in the UK, and has the aim of assisting you in making the best overall choices for your business.

### OVERVIEW

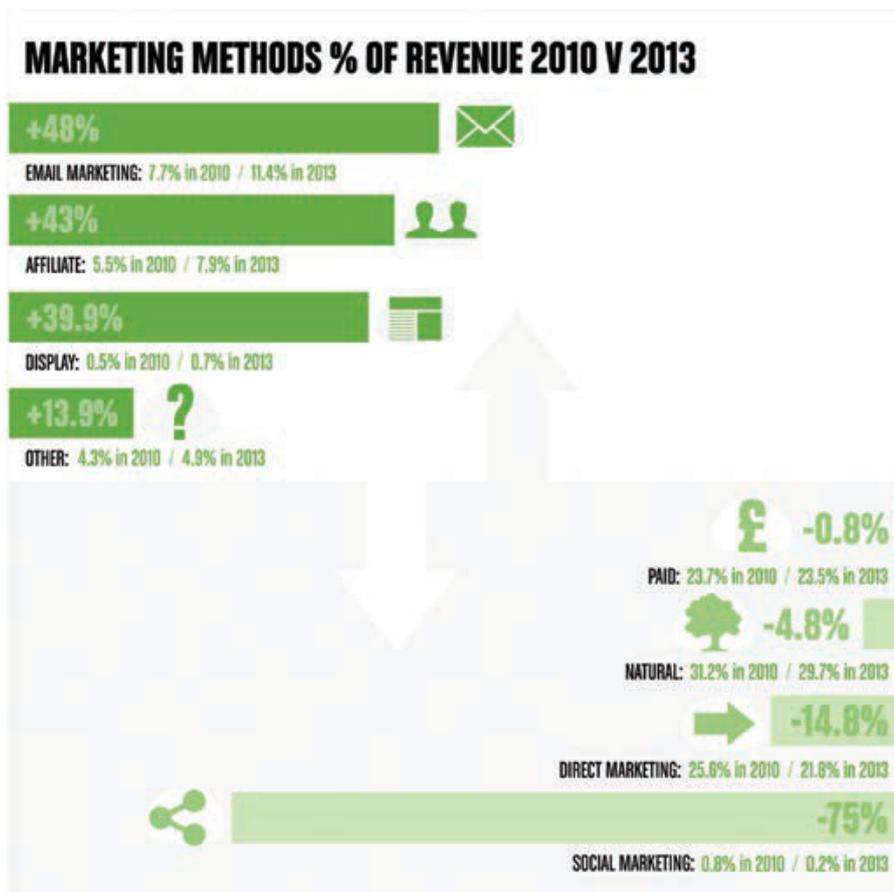
Whilst the lion's share of e-Retail revenue is derived from natural, direct, and paid marketing, which collectively accounted for 75% of e-Retail revenue in 2013, the percentage share of revenue achieved using these methods has actually decreased from 80% in 2010, evidencing acknowledgment of the success of other more recently popularised marketing methods, such as email and affiliate marketing.

In comparison, revenue derived from social marketing in the UK is negligible, accounting for just 0.2% of total e-Retail revenue in 2013, down from 0.8% in 2010. There has been little change in the percentage of revenue derived from display marketing, which accounted for 0.7% of total revenue last year and, although revenues gained from affiliate marketing rose from 5.5% to 7.9% between 2010 and 2013, this fell from 8.6% during 2012.

The graph below shows visits split by marketing method since Q1 2010:



Between 2010 and 2013, the split of revenue derived from different marketing methods has shifted, as the illustration below highlights.



### Email Marketing

Email marketing is renowned as one of the most effective and developed methods of driving sales in the UK. From IMRG/Capgemini data, one clear emerging trend is that email marketing continues to grow in popularity and become a more important tool for the online community. The development of mobile commerce has been identified as one of the key drivers of this growth and a strong correlation has been identified between the growth in mobile commerce over recent years and the increase in visits and revenue generated from email marketing.

IMRG/Capgemini data indicates that during 2010, revenue generated from email marketing accounted for 7.7% of UK e-Retail sales, and by 2013 this had reached 11.4%, representing almost 50% growth in terms of penetration in just three years. Visits to e-Retail websites through email marketing have also increased, from 8.8% in 2010 to 12.3% in 2013.

### Affiliate Marketing

Affiliate marketing is also becoming an increasingly developed method of marketing within the UK. Affiliate marketing and lead generation channels generated an estimated £9 billion in 2012 and a return of £11 for every £1 spent. In total, UK businesses spent £814 million on affiliate marketing in the UK in 2012.

### Press

Advertising investment in the UK print press has declined sharply, giving way to a rise in online advertising.

### TV and Radio

On average, 90% of the UK population tuned into the radio each week in the 12 months prior to March 2012, and radio marketing revenue has grown 2.8% year-on-year. Data from Ofcom has shown that one recent development in radio listening has been substantial growth in listening via a mobile device as a proportion of total listening - an increase from 13% to 20% over the last year.