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Facebook is accounting for 28 percent of U.S. online display-advertising, Yahoo had 11 percent of the display ad market, Microsoft and Google, which both have less than five percent, according to comScore. Banner advertisements on the internet - grew to 27.9 percent for 2011.

Advertisers are busy in making social media strategies because 850 million of people are using Facebook. Brands can connect to consumers for free on Facebook through fan pages.

On the other hand Google is king of search advertising with 77.9% of all US search ad revenues nearly 10 times Microsoftâ€™s search ad revenueâ€”$20.28 billion vs. just $2.21 billion. eMarketer estimates, search spending will rise 27% to $19.51 billion. By 2016, search ad spending will approach $30 billion.

Businesses are spading on various marketing channels for their online presence. Search engine optimization (SEO), Pay per click (PPC), Social media optimization (SMO), Affiliate are some of the fields where they are looking for better results.

As search is a cheaper and organic way to get traffic for the businesses many companies are looking for Search engine optimization (SEO), services. Search engine optimization (SEO), is a big industry these days because Google also supports ethical Search engine optimization (SEO),. Search engine optimization (SEO), Company offers SEO, social, content, conversion, analytics services so they help in search marketing a lot. Many Web Design/Development companies are offering Search engine optimization (SEO) services.

PPC advertising company will help you in display advertising on search as well as other top sites like Facebook and twitter. Facebook Ad Spending Grew 1600% in 2011. Through Paid search advertising you can advertise on Google, Bing and other top search engines but Google sponserd listing is the priority for most businesses because of huge user base of Google search engines. Adwords is the tool used for advertising on Google and its partner sites. Facebook have its own Advertising platform and Twitter its own.

Social media marketing company will help you to make social media advertising strategy. You can get Search engine optimization (SEO) services, PPC services India, web development Social media optimization (SMO) services all with a digital marketing agency.

ESearchClick is a top Interactive Marketing Company in Delhi India, Specilized in Digital and design Services.

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