

Marketing Insider

Online Advertising

Online Advertising Spending Expected to Increase

ONLINE ADVERTISING is expected to see the greatest increase among apartment owners in the coming year, according to a national survey of 249 apartment executives by J Turner Research in August.

Q: *In the coming year, do you plan to increase, decrease or maintain your spending in the following marketing areas?*

A:	INCREASE	MAINTAIN	DECREASE
Online Advertising	64%	34%	2%
Promotions	22%	70%	8%
Outdoor Signage	12%	78%	10%
Print Advertising	3%	54%	43%