

Continued Rise in British Online Users Highlights Potential for Businesses

Submitted by: Punch Communications

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More than two million Britons have begun to use the internet over the past year, prompting businesses that haven't already established a digital presence to rethink their marketing strategies, reports Punch Communications, a boutique PR agency (<http://www.punchcomms.com/>) that specialises in helping its clients gain suitable digital public relations (<http://www.punchcomms.com/Digital-Public-Relations.html>).

Over half of the two million Britons now using the internet are said to be over 50. Such a large rise in an age group not commonly associated with internet use illustrates growing consumer confidence in the internet as a shopping and business tool.

With internet use on such an increase, especially within a group which was commonly associated with refraining from internet use, it is important for businesses not to ignore the potential tech PR (<http://www.punchcomms.com/technology-pr.html>) possibilities now available. People aged 50 + now account for 30% of all British online users, and with this in mind businesses need to ensure they make use of the potential on offer with this new consumer market.

Pete Goold, Managing Director of Punch Communications, said: "Given such an increase in internet use amongst an age range not commonly associated with the use of digital technology, it is important for businesses to adapt certain aspects of their marketing to attract this new market. Consumer internet confidence is on the increase, and businesses need to ensure they establish a suitable digital presence to fully utilise a new age of internet users."

Punch Communications offers its clients suitable means of attracting their target market to their business. Punch strives to ensure its clients are offered the best solutions possible to help attract new business.

Punch Communications offer each client the most appropriate forms of public relations to ensure the best end results, rather than using a set style for each client. Through tailoring each campaign differently, every client is ensured of the most suitable forms of public relations, to help maximise visibility within the client's target market.

For more information on Punch Communications, call 01858 411600 or visit www.punchcomms.com