



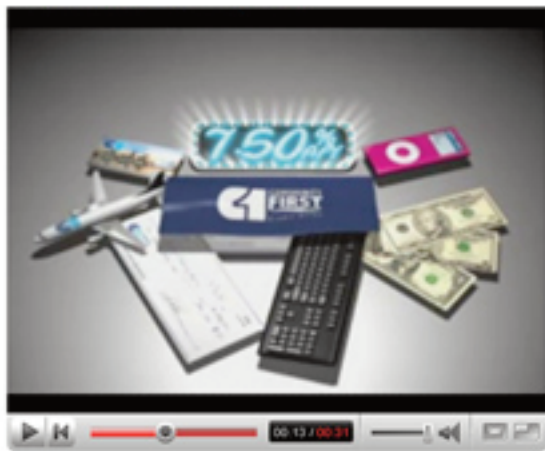
YouTube:

The New Search Engine and Why it Should Now Be an Integral Part of Your Marketing Program

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

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

YouTube currently contains close to **22 percent of all online videos**, and it's on its way to becoming a real search engine as more and more people use it to seek out information.



As soon as the TV spots hit the airwaves, AXIA immediately uploaded Community First Credit Union of Florida's "Swiss" spot to YouTube. Total cost: \$0.

According to ComScore.com, the latest demographics on YouTube reveal that 25 percent of YouTube users have a **household income of more than \$100,000 a year**.

The average age of the YouTube user is also older than you might think: **44 percent 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 might be the perfect place for you to upload a promotional video or your company's television commercial.

These new demographics are making it easier for traditional companies to consider including YouTube as part of their marketing programs. Businesses are viewing the Web site as a new opportunity to reach established customers in an entirely new environment while also developing new customers.

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

But the unanswered question that arises so often is "Will anyone see my video?" There are no guarantees, because this is another new frontier in the world of new media.

AXIA Founder Jason Mudd 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, because it puts you in a leadership role in your business category.



Likewise, when AXIA launched an integrated campaign to drive awareness and increase enrollment at Jacksonville University, we uploaded the video to YouTube, stretching reach and frequency for virtually no incremental cost.

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