

Your customers ARE online.

Hmmm... I have heard a million times, "But my client's are not online." Frankly, I'm tired of the excuses.

"My clients don't use the internet."

"My clients are older."

"My clients are not technically savvy."

"My clients only respond to conventional advertising."

First of all, stop making such assumptions about your audience! And even if your current audience are the way you presumptively describe them, do you not want to open your company up to a new audience to augment your marketing?

As so eloquently stated by David Meerman Scott, in a post at his *Web Ink Now* blog:

"Nonsense! These days everyone is online. Executives use Google, government workers read blogs, people who donate money watch YouTube videos. And even if they don't go online at work, they do at home. Stop making excuses and reach your buyers in the way they want to be reached."

In North America alone, in 2007 the population was 337,167,248 and the number of internet users climbed to a staggering 246,402,574, which accounts for 73% of the population and over 17% of the world's internet users.

In more relatable terms, that is over 300 million North American consumers on the web seeking information, socializing, actively engaging in commerce and being influenced by advertising for mass service and product consumption.

The internet is the fastest growing, most accommodating, flexible, laser precise, form of marketing available today. Expand onto the web, and if your current audience doesn't respond accordingly, then *capture a new one*.

Reference: <http://www.internetworldstats.com/stats.htm>