

Web Industry News & Information Resources

It is critical that marketing professionals stay abreast of industry news while marketing online. Some of the sources below provide daily news, eNewsletters, magazines, or all of the above.

All links listed on class website.*

Webopedia www.webopedia.com/

Great online dictionary/search engine for computer and Internet technology definitions.

Marketingprofs.com www.marketingprofs.com

Useful and digestible marketing know-how – online and offline marketing related articles.

Direct Marketing Association www.the-dma.org/

The ultimate source for direct marketers. Events, seminars, newsletters, guidelines and more.

imedia Connection www.imediaconnection.com

Savvy marketing community connection – suite of articles on multiple new media channels.

Media Post www.mediapost.com/

Valuable articles, great place to prospect new online placements. They will also send magazines.

Click Z www.clickz.com

Offers a suite of daily eNewsletters (great source for online Media Buyers – you can pick the topics you want – search, e-mail, blogs, etc.) articles come from popular industry experts.

eMarketer www.emarketer.com/

Research report site – handy if you are looking to test new audiences.

Search Engine Watch www.searchenginewatch.com

Super search engine marketing source, worth checking site periodically to know latest trends.

Silver Pop www.silverpop.com/

E-mail marketing experts. They offer a wonderful newsletter full of e-mail tips and tricks.

Goyami www.corante.com/goyami/

Goyami is a Paid & Natural Search Engine Marketing Blog! covering Search Engine Marketing and Affiliate Marketing Industry News. Great discussions, expert advice and current news.

adBUMB www.adbumb.com

Online advertising resource – written by internet industry professionals.

Marketing Terms www.marketingterms.com