



Econsultancy
Digital
Marketers
United™

Join Econsultancy

Digital skills acceleration

econsultancy.com

To discuss your requirements, please call +44 (0)20 7269 1450 or email membership@econsultancy.com

You're in good company

Every day, successful digital marketers from the world's top brands and agencies dive into the world of Econsultancy.

Because they're members, they have access to the world's richest resource of digital marketing and e-commerce insight, intelligence, advice, training, forums, events and answers.

The Econsultancy community is famous for the quality of our members, our content and our expertise. There's never been a more exciting time to be a marketer and there's never been so much to learn.

The power of Econsultancy is derived from our membership of influential digital marketers and practitioners interacting with our world-leading research team.

This on-going dialogue between us and our members is what keeps us close to the market. We know what you need to know, and are driven to find and deliver the clearest, most direct way to get it to you.

Find out more about Econsultancy at econsultancy.com/about

Just some of our 105,000+ worldwide members:



WINNER
BEST BUSINESS PUBLISHER



WINNER
BEST ONLINE PUBLISHER



HIGHLY COMMENDED
BUSINESS WEBSITE OF THE YEAR

Why join Econsultancy?

Become a better digital marketer

By making the most of your membership you'll be able to:

- ✓ Make better decisions
- ✓ Save time
- ✓ Find the best suppliers
- ✓ Build business cases
- ✓ Meet your peers and grow your network
- ✓ Lead the way in best practice and innovation
- ✓ Accelerate your career

Better results for your business

- ✓ More traffic to your site
- ✓ Higher conversion rates
- ✓ Better search rankings
- ✓ Faster results
- ✓ Smoother projects
- ✓ Better partnerships
- ✓ A team that's firing on all cylinders



People could avoid a lot of pain by simply becoming an Econsultancy member. Their reports are consistently good IMO.

[@MartyHayes](#)



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Research

Really enjoying the reports from @econsultancy. Now I just need to find some more time to finish a few of them :)
[@mgaums](#)



One of the main reasons members join us – and stay with us

Econsultancy's entire research library is free to members, providing unlimited and unrivalled access to over 400 reports.

Think of the ultimate university of online marketing and e-commerce, captured in an award-winning series of constantly updated reports and guides – all of which come free with membership. Our analyst team is world famous for its insight, independence and authority – without ever being dry and academic.

Comprehensive, authoritative, and easy to read, our award-winning research offers practical advice to marketers on all aspects of e-business.

Best Practice – our definitive 'how-to' guides for digital marketing professionals

Market Data – statistics, facts and figures; great for presentations!

Supplier Selection – to help you understand the market, latest trends and find the right supplier

Templates Files – save you time on RFPs, web and digital marketing projects

Trends and Innovation – what's happening out there, what's new, what's next?

Whatever you need to know, whether it's buying e-commerce services or the latest spin on social media, you just found it.



Our most popular research:

- Internet Statistics Compendium
- Template Files for Web Projects
- Search Engine Optimisation (SEO) Best Practice Guide
- Selling Online: a How-to Guide for Small Businesses
- Checkout Optimisation Guide: 70 ways to increase conversion rates
- How to Create Amazing Facebook Pages Best Practice Guide
- The Innovation Report
- Twitter for Business
- Online Video Best Practice Guide
- Marketing Automation Best Practices

Find out more at:
econsultancy.com/reports

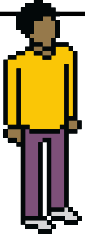
Reports available from Econsultancy are the absolute shizzle!
[@SpecialAd](#)



Just downloaded @econsultancy's innovation report – looks like 95 pages of exciting stuff, can't wait to read...
[@HannahMonty](#)



Econsultancy training?
I wouldn't hesitate to book
– nothing but gems of
wisdom and highly relevant.
@Mark_McGee



Training

“One of the best trainers I have ever had. Communicated everything very well, related to everyone and had advice for each attendee on how to improve their online strategy.”

EMEA PR Manager,
Kingston Technology

The best marketers never stop learning

Econsultancy has a range of training options, with members receiving discounts on our scheduled training courses.

Over 3,000 marketers are trained by Econsultancy each year. We run more than 30 different courses, from the introductory-level Fast Track to advanced workshops, so you can focus on your exact needs. Like our research, all courses are designed to provide best practice strategy, tactics, tools and techniques. And with the additional insight provided by our analyst team, teaching faculty and membership community, courses offer the very latest, practitioner-led insight.

Looking for something more tailored?

We also deliver in-house training, from one-day sessions to fully programmed internal conferences. Combine this with Platinum or Diamond membership to support your team's ongoing development.

Our most popular training courses:

- Fast Track Digital Marketing
- Online Video Strategies
- Search Marketing
- Online Copywriting
- Web Project Management
- Online PR & Social Media
- Advanced Email Marketing
- Digital Content Strategy
- Multichannel Marketing
- Introduction to Mobile Marketing

Find out more at:
econsultancy.com/training

Job Ads

Find your next specialist team member

The Econsultancy jobsboard reaches our 300,000 unique monthly users, as well as followers of @econ_jobs – a niche of passionate, career-focused professionals working in digital marketing and e-commerce.

Job ads are bundled with Gold membership and above and each ad is worth £395 alone - just think of the price of a recruiter!

Press Release Distribution

Maximise your online visibility

Your press releases become visible and accessibly to Econsultancy's member base of 105,000+ members and 300,000 unique monthly visitors. This maximises your online visibility, particularly on search engines, bringing you additional relevant traffic.

Press releases are bundled with Silver membership and above, each worth £100.

To discuss your requirements, please call +44 (0)20 7269 1450 or email membership@econsultancy.com



Events

Get smart people together and sparks fly

Econsultancy members receive discounts on events and exclusive invitations.

Much as we all love the internet, we feel it is important to meet with our peers to learn, share best practice, network, do business and, yes, sometimes to celebrate.



A few highlights from our events schedule:

- **Roundtables**
Exclusively for Platinum and Diamond members, the objective is to share knowledge, experience and best practice with your peers, and gain valuable insight into issues, trends and developments.
- **Digital Cream**
An invitation-only event for senior client-side digital marketers where you network and learn through specialist discussion, roundtables and debate.
- **The Future of Digital Marketing**
Get inside the minds of expert practitioners and leading thinkers to find out what's on the 12-18 month horizon, and what needs to be in your development plans if you're to be amongst the best.
- **JUMP**
A one-day multi-track conference for senior marketers looking to join up on and offline data, technologies, campaigns, agencies and creative.
- **Innovation Awards**
Our annual tribute to the people who love to go out on a limb and push the envelope of digital marketing.
- **Briefings**
Shorter seminars on the latest digital trends, why they matter and their practical implications for your organisation.
- **FUNNEL**
Our new event which aligns sales and marketing, helping optimise the entire lead and revenue pipeline - from first contact to sale.

Had a very interesting & productive roundtable at @econsultancy today, thanks!
[@PentagonToyota](#)

#jump the event of 2010 so far?! Congrats to Econsultancy, as ever, leading the way.
[@TomDunkerly](#)

Diamond member?
Receive a discount of 30% on all our events for you and your team!

A cartoon illustration featuring two stylized human figures. The figure on the left is wearing an orange shirt and blue pants, with a speech bubble above them containing a congratulatory message. The figure on the right is wearing a blue shirt and light-colored pants, with a speech bubble above them containing a thank-you message. Below the figures is a blue box with white text that reads 'Diamond member? Receive a discount of 30% on all our events for you and your team!'. The box is connected to the figures by thin lines.

Econsultancy Membership Options

Choose the right membership for you and your team – from £295 per year

	Silver	Gold	Platinum	Diamond
User Access	1	Up to 3	Up to 20	20+
Report Access	✓	✓	✓	✓
Premium Benefits				
Advice and support	–	–	3 hours	3 hours
Exclusive social events (by invitation)	–	–	✓	✓
Roundtables (by invitation)	–	–	✓	✓
Job adverts included	–	1	5	20
Press release distribution	3	10	20	50
Discount on 1 day conferences	20%	20%	30%	30%
Discount on training	10%	10%	10%	20%
Standard Benefits				
The Econsultancy newsletter	✓	✓	✓	✓
Profiles in directories	✓	✓	✓	✓
Post to members-only forum	✓	✓	✓	✓

Silver

Great if you're an individual looking for quick access to time-saving reports and guides. Freelancers, SMEs and marketers for whom digital is just part of their role go for Silver.

Gold

Ideal for a small team; the job ad and press release distribution makes Gold popular with niche agencies.

Platinum

Perfect for larger or inter-departmental teams of up to 20. FTSE 350 companies looking to develop and embed digital frequently choose Platinum in combination with in-company training.

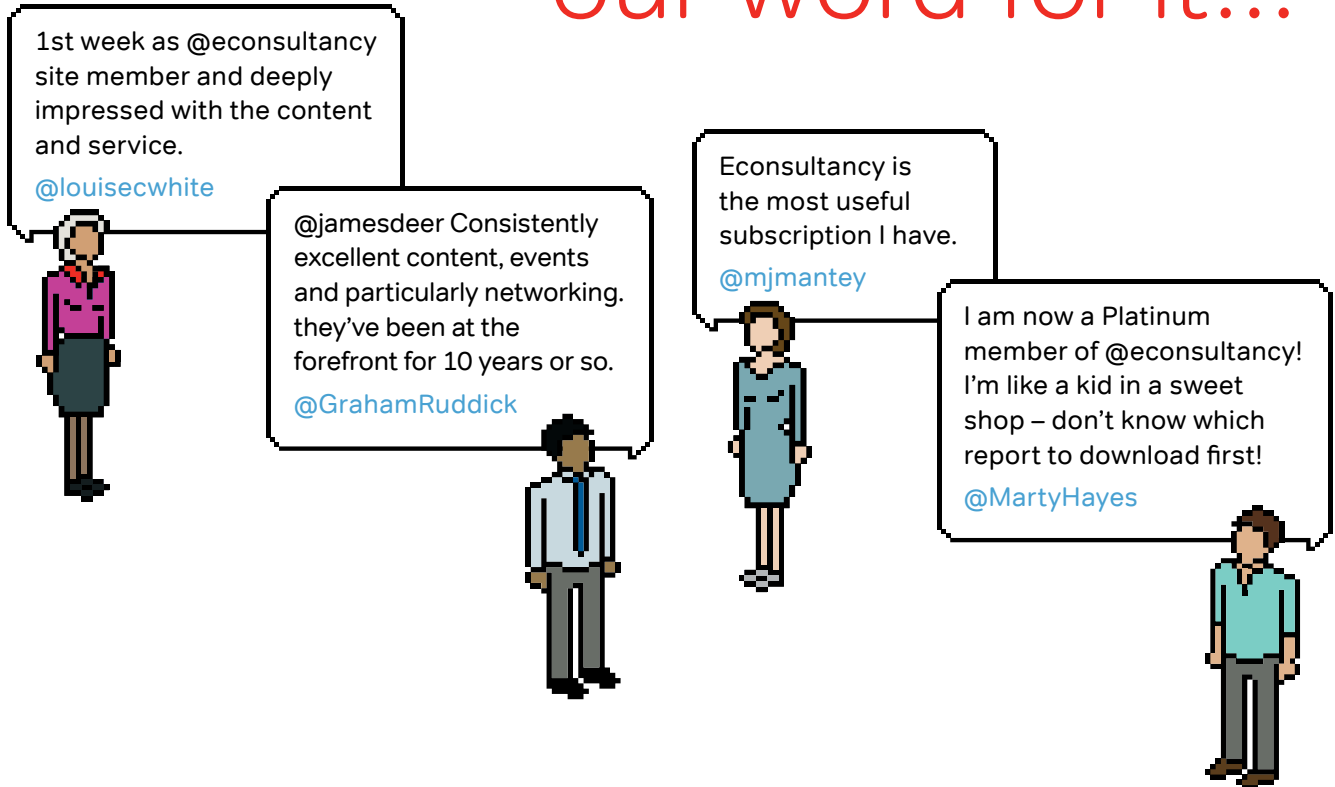
Diamond

Specifically tailored to support ongoing excellence where digital plays a central part in the strategy of the overall enterprise. International organisations, full-service agencies and suppliers go for this option.

To find out more about how Econsultancy membership can help you, contact us on **020 7269 1450** or email **membership@econsultancy.com**



Don't just take our word for it...



Join Econsultancy to find out what's happening in digital marketing – and what works.



Visit us today at

econsultancy.com/membership

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About Econsultancy

Econsultancy is a global independent community-based publisher, focused on best practice digital marketing and e-commerce, and is used by more than 300,000 internet professionals every month. Our hub has 105,000+ members worldwide from clients, agencies and suppliers alike with over 90% member retention rate.

We help our members build their internal capabilities via a combination of research reports and how-to guides, training and development, consultancy, face-to-face conferences, forums and professional networking. For the last 10 years, our resources have helped members learn, make better decisions, build business cases, find the best suppliers, accelerate their careers and lead the way in best practice and innovation.

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