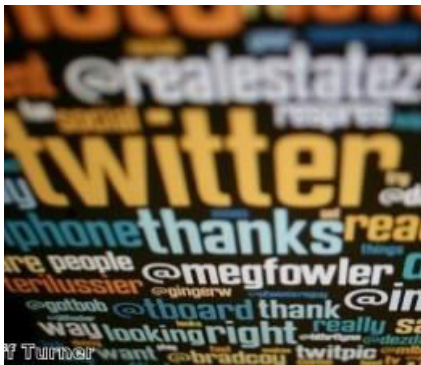


<http://www.clickthrough-marketing.com/social-media-demands-greater-creativity-from-online-marketing-services-800268137/>



Social media 'demands greater creativity' from online marketing services



Organisations hoping to take advantage of the growth of social media may need their internet marketing services to be more creative in order to get their brand noticed.

This is according to the managing director of Markman OTW Mark Batchelor, who stated there was a "sea change" currently taking place in marketing practices.

Social media and open networks mean creative agencies are being asked to come up with new ideas to best utilise these areas, he added.

Marketing companies would therefore have a chance to re-examine how they approach these platforms, which the expert said was "definitely positive" for the industry.

He was speaking in response to a report that showed creative industries are growing at double the rate of the rest of the economy, which he said was good news for marketers and advertisers as the sector became one of the key drivers to help lift the country out of recession.

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