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Issue No. 127

**Recession? Maybe. Relief Online? Definitely.**

Consumers are worried, cautious, more attentive and likely to spend frugally due to concerns about a possible recession. But what does that mean for you? Your site better be good. According to survey conducted by Prospectiv, 84% of consumers have recently changed their shopping habits.

- 66% are logging more hours online researching and comparing brands and prices
- 74% would welcome more online offers, coupons and e-newsletters from their favorite brands and products
- 79% already are or expect to dine out less frequently
- 60% are more likely to sign up/join a website or online community that offers recipes, healthy meal ideas, cooking tips and savings they can use at home

Call Howard Zoss at 216.328.6301 to find out how to effectively reach consumers online and explore cross-platform marketing activities to get more from your 2008 budget. Email Howard at [hzoss@zigmarketing.com](mailto:hzoss@zigmarketing.com).

\*Source: MediaPost Publications, February 20, 2008

**Zig** marketing **Sell Something.**

ZIG HOME  
CONTACT HOWARD ZOSS  
**216.328.6301**

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