

Product Placement In Blogs And Social Media Is Boosting Global Advertising Spend

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With the emergence of social media, blogging and online sharing, advertising agencies are increasingly placing advertisements on these platforms, in a version of marketing known as influencer marketing. This integrates advertisements by locating them appropriately within the context of the media such as blogs and social media sites such as Twitter and Facebook. Popular bloggers and celebrities are paid to spread positive messages about brands and products.

The influencer marketing trend is encouraged by its success: according to a survey conducted by the ABBI Agency, 81% of US customers trust advice and information available in blogs and 61% have made a purchase based on such recommendations.

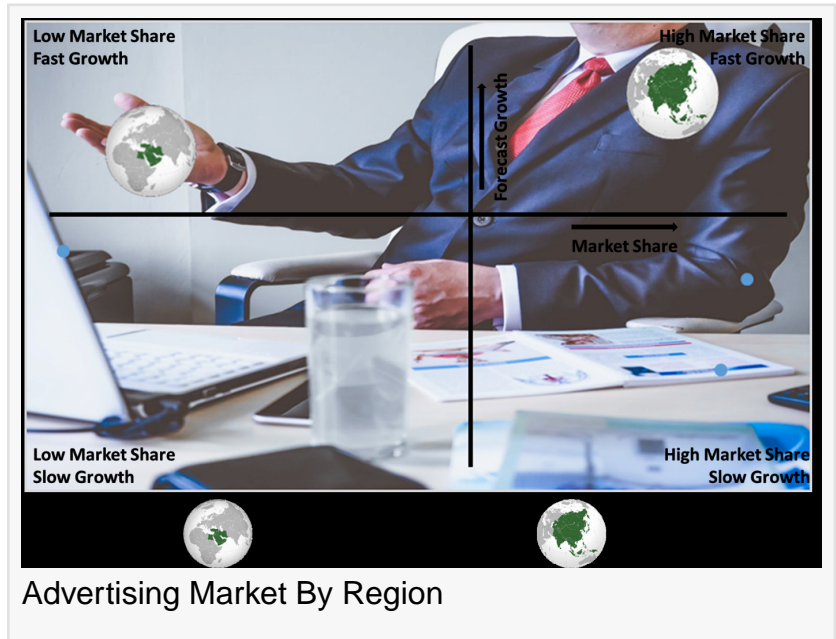
Other drivers for the growth of the global advertising and public relations market include e-commerce companies' increasing use of marketing tools such as search engine optimization, pay-per-click campaigns, online advertising, and in-site and email promotions. Digitalization, increased internet penetration and smartphone usage, social networking on websites such as Facebook, Instagram, Snapchat and Pinterest are increasing internet advertising, programmatic advertising and mobile advertising. As a result demand for professional advertising, public relations and related services is rising. Offsetting these trends are decreasing demand for traditional print and broadcast advertising, especially in the world's largest market, the USA, where the newspaper and magazine advertising industry's revenues fell by over 17% between 2015 and 2016.

As a result of these conflicting trends global expenditure on advertising and public relations, which includes advertising, public relations, media purchases, outdoor advertising and direct mail, grew at 5.2% year on year from 2012, to reach \$491 billion in 2016. That pace of growth is continuing, so that by 2020 the market will be worth \$604 billion. It will grow faster - at 7.5% or more - in regions such as Asia and the Middle East where the large young population in emerging economies, and large-scale migration to cities, are creating new consumer needs and wants.

The advertising, public relations and related services market is fragmented, although there are several large global players. The top five competitors in the market made up only 9.2% of the total market in 2016. Publicis Groupe was the largest competitor with a 2.2% share, followed by Omnicom Group with 2.1%, WPP with 2.0%, Interpublic with 1.6% and Dentsu with 1.4%.

Where to Learn More

Read Advertising, Public Relations, And Related Services Market Global Report 2017 from [The Business Research Company](#) for information on the following:



Markets Covered: Advertising agencies, promotional products, public relations, direct mail advertising, bill board and outdoor advertising, News Syndicates buying agencies, News Syndicates representative firms, Print advertising distribution

Markets compared: Architectural, Engineering Consultants And Other Related Services, Management Consulting Services, Advertising, Public Relations and Related Services, Scientific Research & Development, Specialized Design Services, Market Research Services, Photographic Services, Environmental Consulting Services

Companies mentioned: Omnicom Group, WPP, Publicis Groupe, Interpublic, Dentsu, Havas, Hakuhodo, Mdc Partners Inc
Regions: Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East And Africa

Time series: Five years historic and forecast.

Data: Ratios of market size and growth to related markets, GDP, Expenditure Per Capita, The Musculoskeletal Disorders Drugs Indicators Comparison.

Data segmentations: country and regional historic and forecast data, market share of competitors, market segments.

Sourcing and Referencing: Data and analysis throughout the report is sourced using end notes.

Interested to know more? Here is a full scope of Professional Services Market reports to explore:

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(<https://www.thebusinessresearchcompany.com/our-research/professional-services/accounting-services-market-global-report-2017/>)

2. Professional Services Market Global Report 2017

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3. Architecture, Engineering Consultants, And Other Related Services Market Global Report 2017

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4. Design, Research, Promotional And Consulting Services Market Global Report 2017

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(<https://www.thebusinessresearchcompany.com/our-research/professional-services/specialized-design-services-market-global-report-2017/>)

11. Geophysical Services Market Global Report 2017

(<https://www.thebusinessresearchcompany.com/our-research/professional-services/geophysical-services-market-global-report-2017/>)

12. Marketing Research And Analysis Services Market Global Report 2017

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