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AIM Network

Advertising, Internet Marketing Development

The Online Economic Outlook

September 2009

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AIM-Network White Paper:
Online Economic Outlook for 2009

In today's economic climate it is imperative that businesses use their resources wisely. According to the U.S Department of Commerce online sales slowed from the double digit growth of 19.8% in 2007 to only 4.6% in 2008 and the first quarter of 2009 it is at a virtual stand-still..

The Statistics of Income (SOI) Bulletin is issued quarterly, in February, May, August, and November, by the Statistics of Income Division of the Internal Revenue Service. According to a September 2, 2009 report sole proprietors reported \$1.3 trillion in revenue in 2007 and they reported \$280 billion in profits.

While this sector has seen a small percentage drop in profits, this was the first time that profits (in constant dollars) have decreased for 2 consecutive years since before 1988. Professional, scientific, and technical services had the largest profits of any sector in 2007, at \$71.6 billion, representing 25.5 percent of total sole proprietorship profits.

However, in this void is a golden opportunity for savvy businesses to carve a niche as large competitors reign in ad spending. The prudent will take advantage of this void with superior customer service and creative ways of promoting brand loyalty, such as online product videos and local targeted online ad campaigns. The opportunity for small business enterprises and entrepreneurs is ripe.

Report from:
Internal Revenue Service
Statistics of Income Bulletin
Summer 2009
Washington, D.C.



For more on the *Online Economic Outlook* for small businesses and how we can help you take advantage of this golden opportunity, call toll-free **1.800.716.9405**