



powered by online marketers

Social Media Press Release

# Gooruze is the NEW niche web 2.0 community dedicated to online marketers

*With \$41.6 billion to be spent on online advertising in 2008, Gooruze is a one stop independent information source for the online marketing community*

15<sup>th</sup> October 2007

Online marketing is in hyper-drive - keeping up is almost impossible. Gooruze is a NEW professional community where members inspire, share advice and learn. Gooruze provides a one stop source for ranked news and advice for online marketing. Created and rated by the members.

## NEWS FACTS:

- A new ranked advice and news community which will help online marketers view at a glance ranked news and advice, created and rated by the members.
- Gooruze runs on the [vibEngine](#), also the engine behind the successful parenting network [www.minti.com](http://www.minti.com)
- Gooruze is endorsed by a line up of global industry gooruze from far and wide; from the UK to Australia and the US, across all forms of online marketing; digital, direct, social, PR and search.
- The Founding Gooruze include; [Malcolm Auld](#), [Andy Beal](#), [Drayton Bird](#), [BJ Cook](#), [PPC Kid](#), [Matt Dickman](#), [Matt McGee](#), [Marc Loveridge](#), [Duncan Riley](#), [Brian Solis](#).
- A level playing field - All members have the chance to climb up through the ranks to achieve "gooruze" status by being active contributors and providing valued content to the community.
- Having completed a successful closed beta launch it is now ready to open to the public.
- Gooruze is celebrating the launch by giving away over \$10,000 worth of Google AdWords traffic. 20 x \$500 prizes will be awarded to members who are voted worthy by the Founding Gooruze judging panel.

## INDUSTRY STATS:

- ZenithOptimedia's forecasts internet advertising expenditure will increase by 85 per cent between 2006 and 2009. Global internet advertising spend is forecast to be \$33.7 billion in 2007 and \$41.6 billion in 2008.
- The Web advertising market in the U.S. will grow 29 percent this year to \$21.7 billion and then more than double by 2011, according to eMarketer Inc.
- Internet Advertising Bureau (IAB) and PricewaterhouseCoopers indicate that online advertising spending in the UK increased by 41.3 per cent year-on-year in the first half of 2007. On the back of this growth, the report predicts that online advertising spending in the country could reach £2.75 billion by year end.

## QUOTES

### **Duncan Riley** – TechCrunch & Founding Gooru

"The part of the Gooruze pitch that particularly appealed to me was the notion of making online marketing information accessible. Let's face it: this isn't exactly an under-represented vertical, and there are many, many good SEO and general online marketing sites out there. What does lack though is accessible content, particularly for folks who may be starting out or looking to upgrade their knowledge sets. I'm confident that Gooruze will deliver just that and I'm happy to be helping out and helping others."

### **Matt Dickman** – Techno//Marketer & Founding Gooru

"A very interesting idea in democratizing authority. This is the type of network that has the most potential in my opinion going forward as there needs to be a weight and trust factored into content."

### **Andy Beal** – Marketing Pilgrim & Founding Gooru

"Gooruze is a unique opportunity to bring together marketers of all levels of experience. Working together in an online community, we can learn from each other and discuss the latest online trends. Forums are useful for threaded conversations, blogs are good for industry news, and social bookmarking sites help us figure out what it is popular. Take those channels, blend them together, and you get Gooruze."



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## QUOTES (cont'd)

### Brian Solis – FutureWorks PR, PR 2.0 & Founding Gooru

"I've gone through my entire career learning lessons the hard way. Gooruze is an incredible resource that brings together the best minds in the global marketing community. It is a one-stop directory for me to not only get insight into all things advertising, marcom, PR, and SEO, but also it allows me to tap into trends and new thinking in order to help me continue to grow as a marketing professional."

Please contact [Jackie Shervington](#) to arrange an interview and/or for additional quotes.

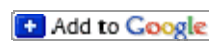
## ABOUT GOORUZE

Gooruze has been created to help online marketers better understand best practice online marketing and maximize their dollar spend. Gooruze offers the online marketing community a new easy-to-drive, high performance platform where all members can share, educate, advise and learn - shaping the future of the industry. The Gooruze difference is dedicated, ranked, quality information. The content is created by members who share real experiences and insights in the form of articles and news. The posts are tagged, rated and commented on by the community to deliver quality articles and information.

## GOORUZE MEDIA



\*If you would like access to high resolution versions of the above images, please contact [Jackie Shervington](#) to arrange files.



## Technorati Tags



[Gooruze](#), [online marketing community](#), [digital marketing](#), [vibEngine](#), [social media](#), [interactive media](#), [digital agency](#), [blogging](#), [search engine marketing](#), [affiliate marketing](#), [email marketing](#), [web 2.0](#), [internet](#), [online video](#), [community](#), [social network](#), [advice-opedia](#), [news](#), [articles](#), [Q&A](#), [groups](#), [ranked news](#)

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