



PM's Digital Walkabout

London 9th February 2009 Prime Minister Gordon Brown was a surprise visitor to digital marketing company Weboptimiser's offices in London on the day the Government published a plan to secure Britain's place at the forefront of the global digital economy. The interim report contains over 20 recommendations, including specific proposals on universal access to broadband. During his visit, Mr Brown emphasised the scale of Britain's ambition to compete in the digital economy - a market worth about £50bn a year.

Weboptimiser Media CEO David White welcomed the Prime Minister's visit, "What was most interesting was to meet Gordon Brown and to see how human he was. He showed a lively interest in what the team here does and a genuine understanding of search engine marketing. After his tour of our offices Mr Brown spoke about the latest extension of the loan guarantee scheme and how it applies not only to start-up businesses, but to established companies such as ours. In addition we learnt that the amounts available ranged from a few thousand pounds to over a million and that the period of payback was flexible - whether a few weeks or a few years. This is encouraging news in the current economic climate."

Since the PM's visit the team at Weboptimiser has been busy refining an analytical tool that can give politicians fast and accurate details of the interest they are inspiring among people using social media. The company was a pioneer in this technology and uses it to run practical marketing campaigns that deliver results. The benefits that such information can deliver for political parties opens up exciting new horizons – creative thinking in the digital marketing industry - just what the PM ordered!

Ends

For a further illustration of the difference Weboptimiser made on the day of Gordon Brown's visit: <http://www.socialmediatoptips.com/2009/02/01/gordon-brown-visit-to-weboptimiser-social-media-analysis/>

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About Weboptimiser Media Ltd

Since 1996, Weboptimiser has specialised in search engine marketing through search engine optimisation (SEO) and pay per click (PPC), providing clients with successful search strategies to grow their business. www.weboptimiser.com.

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