



Aller Media Group (AMG) was started to fill a need for our clients!

After selling Explosive Image in March of 2009, Chris Aller and Shalee Lindey decided it was time to go back to their roots and offer Video Production and Internet Marketing services on a more personal level.

VIDEO PRODUCTION SERVICES

There are all types of people and companies offering video production these days. Anyone with a camera and a computer may think they are the next Steven Spielberg, but do you really want them handling your project?

Chris has almost a quarter century of expertise in video and television production. Having been involved in big budget feature films, music videos, countless television shows and corporate videos, he is a wealth of knowledge and experience ensuring that your production will be a huge success.

INTERNET MARKETING

Shalee has been involved in all aspects of the Internet world - from design and creative to generating business through online marketing campaigns for over ten years. She continues to do this for her clients today, through AMG, in addition to personalized training courses and speaking engagements.

Our Internet Marketing programs are completely customizable for your needs. We can help you with:

1. Producing RFPs/RFQs
2. Design and Functionality
3. Search Engine Optimization (SEO) Practices
4. Tracking Systems and Analytic Evaluations
5. Social Networking Campaigns

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Bing, Microsoft's "Decision Engine" was officially launched on May 28, 2009 and has been the talk of the search world for the second quarter.

Some interesting statistics to take note of:

1. According to Alexa, Bing is now being visited by 3.35% of the global Internet audience, placing it well within the top 50 sites on the Web.
2. However, advertisers are a little more cautious. For the year ending June 2009, Bing has grown its advertisers by about 35%; Google 52% and Yahoo! only grew 14%.
3. Since there are fewer advertisers, many companies are taking advantage since there is far less competition to deal with.
4. Bing is offering superior shopping and travel products which have companies like Dell, Sears, Hotels.com, Marriott and Home Depot (just a few) jumping in early.

Bing is worth watching and could be a promising "Decision Engine" for customers to test and see if it produces real results.

Search Engine	Share
Google	65%
Yahoo	19.6%
Microsoft	8.4%
Ask	3.9%
AOL	3.1%

U.S. Core Search Share, June 2009 (Source: comScore qSearch)



Search Engine (s)	June 2009	July 2009
Bing*	8.23%	9.41%
Yahoo!	11.04%	10.95%
Bing* & Yahoo! Combined	19.27%	20.36%
Google	78.48%	77.54%

** In June, the market share figure includes MSN Search and Live Search*

[Chart provided by Statcounter.com](#)

Would you like to see which search engine you would use if you didn't know which one you were using and solely based it on results?

Go to: <http://blindsearch.fejus.com/> and take the **BlindSearch** search engine taste test. Just something we thought you'd enjoy! Who knows, you may be surprised. I know I was!