

Ad Running Process Flow

November 23, 2017

Types of Ads possible to create on the site

1. Banner Ads - leaderboard or sidebar
2. In Message Ads - chat directly with users, sms, email
3. Promote a Post
4. Promote a Hall
5. Promote a Resource
6. Promote a TV. Channel
7. Promote a Job Profile

Possible Ad locations on a page

1. Left Sidebar
2. Column wide areas mid-page as you scroll
3. On videos as they are playing.
4. Family Circle Feed
5. Message Inbox
6. Members' Email
7. Phones (via sms)

A. Create an Ad

1. If the user is not logged in, link them to registration/login page. If they are logged in, proceed.

2. Show create ad form. Contents include:

- Marketing Objective
- Scope - whether site wide or in halls, tv channels, family circles, resources page, jobs page.
- Target Demography - location, gender?, interest.

- Ad Type
- Location on page - whether sidebar or leader board.
- If Banner ads, select a one from predefined sizes.
- If Banner ads, select duration.
- For banner ads, upload image file(s)
- If promoted content, select amount of impressions targeted
- Promoted content should be selected (should have been posted before) and then the display location chosen. Promoted content may be restricted to display on pages where such content normally displays; e.g Posts on family circle, halls in halls, etc.
- Budget - affected by duration and size (for banner ads) and impressions (for content promotion).

Pricing

Proposed Cost Per Impression: (An impression is 1,000 views, industry standard).

Proposed Cost per pixel:

Proposed Cost per Hour: