# Online marketing Options for Flip Tab

## Introduction

There are two parts to this assignment:

1. Improve mock-up and add a ‘register E-mail’ feature
   1. Vladimir is working on this
2. Experiment with different marketing techniques
   1. AA & GC will work on this

The goal is to quantitatively record how will different techniques perform in relation to Cost Per Acquisition (CPA).

## Marketing Techniques

### Online

|  |  |  |
| --- | --- | --- |
| Technique | Tools | Resource |
| SEM (Search Engine Marketing) | Google Adwords,  Bing AdCentre | Buy Keywords,  Marketing Personnel |
| SEO (Search Engine Optimisation) |  | Development Personnel  Marketing Personnel |
| Viral Marketing | LaunchRock | Marketing Personnel |
| E-mail Marketing | MailChimp | Marketing Personnel |
| Social Media:  Facebook  Twitter  LinkedIn  Others |  | Marketing Personnel |
| Social Media Ad campaigns:  Facebook  LinkedIn |  | Marketing Personnel |
| Banner Ads | DoubleClick | Buy Impressions  Marketing Personnel to create ads |
| Mobile banner Ads | iAD,  AdMob | Buy Impressions  Marketing Personnel to create ads |

## Draft Plan:

**SEM:** Compile a list of appropriate keywords but do not run a campaign due to the cost. We can estimate the number of click-throughs we might get from a formula I have and also from data from Google and Microsoft.

**SEO**: Use keywords created for SEM and add them to our landing-page. I have never done this before but would be willing to give it a go.

**Viral Marketing**: Set up a Beta site with LaunchRock

**E-mail marketing**: Set up a MailChimp account and populate it with our E-mail addresses and run a campaign

**Facebook & LinkedIn Ad campaigns**: Set up ad campaigns in Facebook and LinkedIn. Hopefully these are free if not we can do the same as for Adwords above.

**Twitter, Facebook & LinkedIn**: Generate interest on Twitter, FB & LinkedIn.

**Banner Ads (Mobile & Wired)**: Create some ad mock-ups and research the cost of running a campaign. We can use the same formulae I have for Adwords and industry metrics to work out how well the campaign might have performed.

**Please add to list!**