

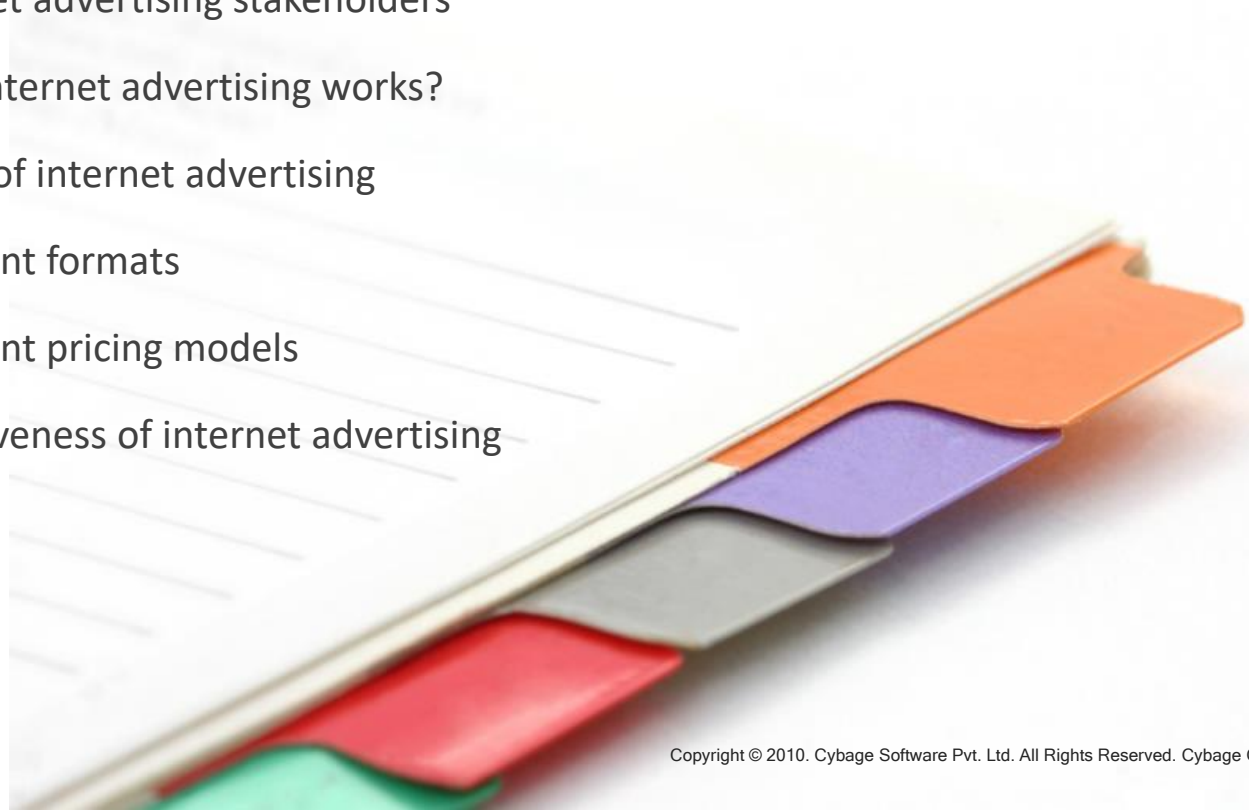
Advertising Overview - Session 1



The Internet Advertising Overview

In this presentation...

- What is advertising?
- Traditional vs. Online
- Internet advertising stakeholders
- How internet advertising works?
- Types of internet advertising
- Different formats
- Different pricing models
- Effectiveness of internet advertising



Traditional Advertising

Methods of traditional advertising



- Outdoor – Billboards, Posters
- Television
- Radio
- Print – Newspapers, Magazines
- Direct Mail



Print



Traditional Vs. Online

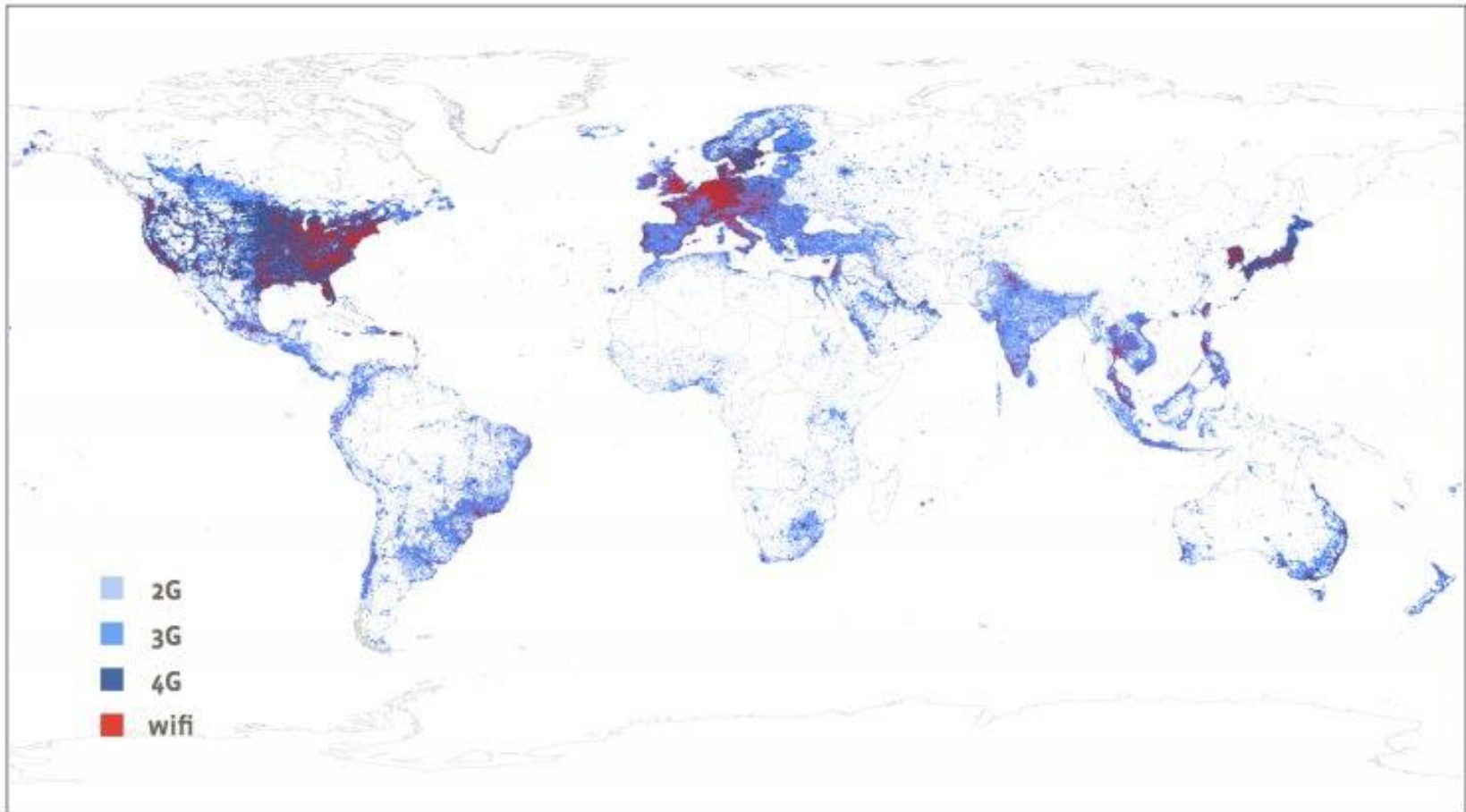
	Online	Traditional
Passive	No	Yes
Interactive	Yes	Few
Awareness	More	Less
Consumer Acceptance	More	Less
Support	High	Low
Cost Effectiveness	High	Low
Market	Worldwide	Limited
Personalized	Yes	No
Measurement	Various	Third party

What is Internet Advertising?

- Online advertising is a form of promotion that uses the Internet and World Wide Web to deliver marketing messages to attract customers
- Is a quick and effective way of promoting your website and generating targeted traffic
- It's the advertising that uses Internet as a media to communicate



Internet coverage



Coverage Heat Map

Benefits of Internet Advertising

Cost

- Low-cost means for advertisers to engage with large established communities
- Advertising online offers better returns than in other media

Measurability

- Advertisers can collect data on their ads' effectiveness
- Can measure the size of the potential audience or actual audience response
- How a visitor reached their advertisement, whether the advertisement resulted in a sale, and whether an ad actually loaded within a visitor's view

Formatting

- Wide variety of ways of presenting promotional messages, including the ability to convey images, video, audio, and links
- Online ads also can be interactive and can include games

Targeting

- Publishers can offer advertisers the ability to reach customizable and narrow market segments for targeted advertising
- Geo-targeting, behavioral and contextual targeting

Coverage

- Online advertising can reach nearly every global market, and online advertising influences offline sales

Speed

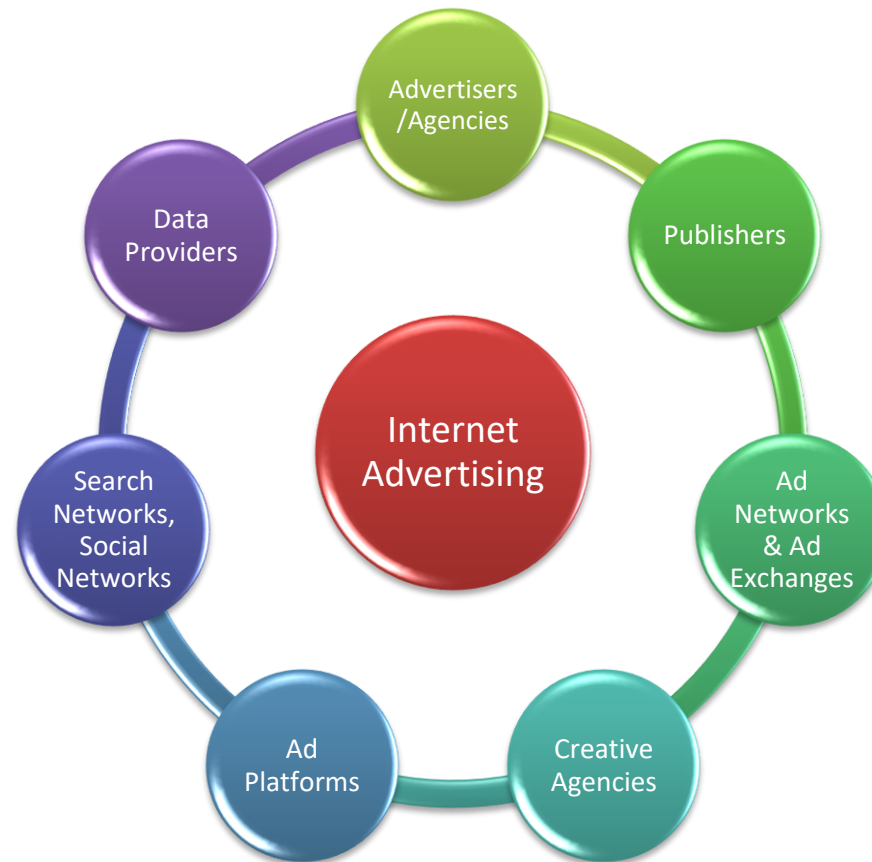
- Once ad design is complete, online ads can be deployed immediately
- Online advertisers can modify or replace ad copy more rapidly than their offline counterparts

IAB

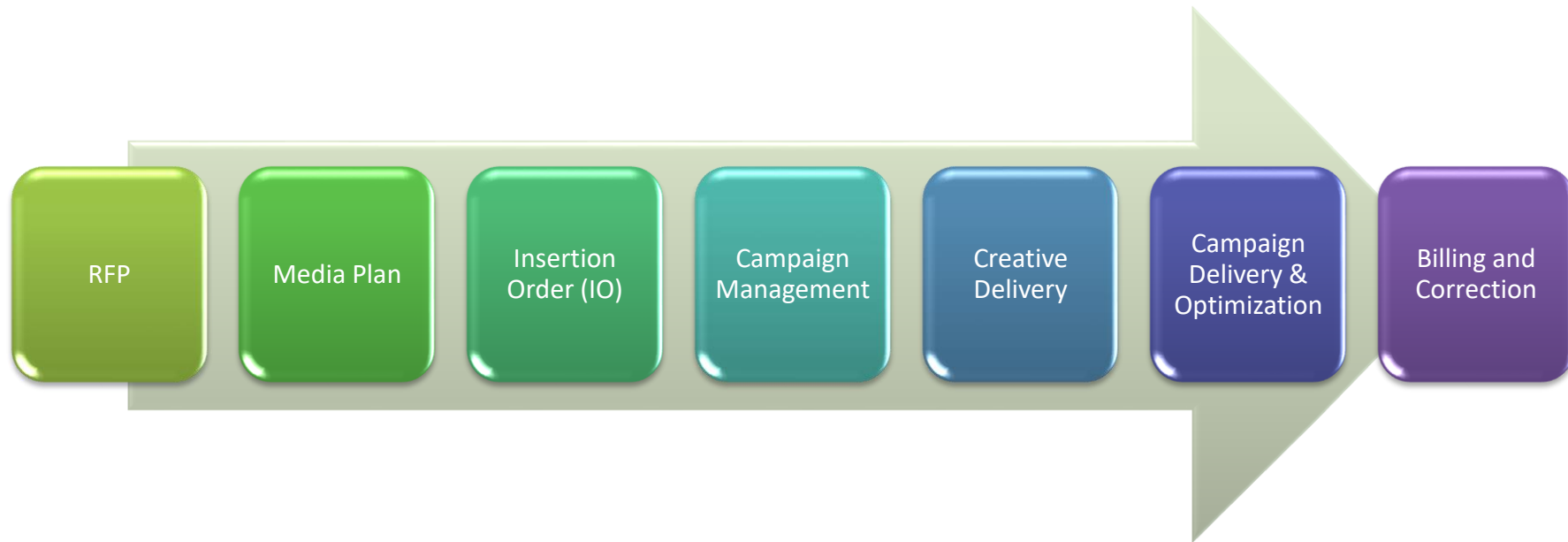


The Interactive Advertising Bureau is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry.

Internet Advertising Stakeholders



Internet Advertising Workflow



Types

Display Advertising

Search Advertising
(PPC) – SEO, SEM

Affiliate Marketing

Email Marketing

Mobile Advertising

Social Media
Marketing

Text and Videos

Different Formats



Advertising Channels: Display

Display Advertising






Make every impression count



Advertising Channels: Mobile

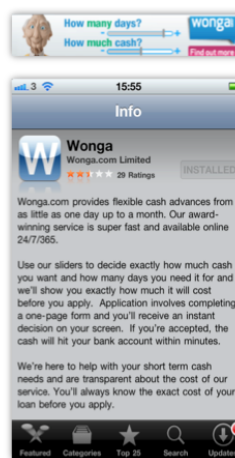
Mobile Advertising



CLICK TO CALL



DOWNLOAD APP



USER SIGN UP



MOBILE WEB



FURTHER ACTION



Advertising Channels: Video

Video



ADVERTISMENT

Video Companion
300x250

▶ Kevin Bacon on 'X-Men: First Class'
Kevin Bacon talks about 'X-Men: First Class' and comic book fans, said his daughter probably won't continue acting.

Video PreRoll

⏮ 00:06 / 01:47 🔊 SHARE 📺

Top Stories "Dancing With The Stars" Most Popular



Kevin Bacon on 'X-Men: First Class'

▶ Play ✉ Email



Ewan McGregor talks 'Beginners'

▶ Play ✉ Email



Ewan McGregor stars in 'Beginners'

▶ Play ✉ Email



Meredith Vieira talks 'Today' show exit

▶ Play ✉ Email



'Twilight: Breaking Dawn - Part 1' teaser

▶ Play ✉ Email



Jennifer Aniston plays sex-crazed dentist

▶ Play ✉ Email



Shania Twain gets star on Walk of Fame

▶ Play ✉ Email



McAvoy and Fassbender on 'X-Men' sequel

▶ Play ✉ Email

Advertising Channels: Search

Search Advertising
(PPC) – SEO, SEM

Google
AdWords

YAHOO

bing™

Google

web development services



SERP Control Panel

Search

About 1,070,000,000 results (0.25 seconds)

Paid Search

Everything

Images

Maps

Videos

News

Shopping

Discussions

More

New York, NY

Change location

Any time

Past hour

Past 24 hours

Past week

Past month

Past year

Custom range...

All results

Related searches

More search tools

Ads related to web development services

Why these ads?

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#1 Ranked Web Development Firm Free Consult, Guaranteed Turnaround

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↳ NET - Contact - Java - Web and Enterprise Portals

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[www.xicom.biz/](#)

Xicom is a CMMI Level-3 offshore software development company providing custom software development, web application development services, mobile apps ...

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[www.esparkinfo.com/services/web-development.html](#)

Web Development Services: eSparkInfo Offers PHP Web Development Services. Call Us On 619-752-8983 for Custom Web Site Development Services.

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Ads - Why these ads?

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Organic Search

Advertising Channels: Affiliate

Affiliate Marketing




3 Idiots (2009) [More at IMDbPro](#)

[PG-13] 160 min · [Comedy](#) [Drama](#) [Romance](#)
 - 23 December 2009 (India)

★★★★★ 8.3/10

Users: (15,683 votes) 186 reviews · Critics: 18 reviews
 Metascore: 67/100 (based on 4 reviews from Metacritic.com)

Two friends embark on a quest for a lost buddy. On this journey, they encounter a long forgotten bet, a wedding they must crash, and a funeral that goes impossibly out of control.

Director: [Rajkumar Hirani](#)
 Writers: [Vidhu Vinod Chopra](#) (screenplay), [Rajkumar Hirani](#) (story), [and 1 more credit](#) >
 Stars: [Aamir Khan](#), [Madhavan](#) and [Mona Singh](#)

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 Check out the review of latest film
 Star cast, storyline & more at GQ
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Social Media Marketing

Social



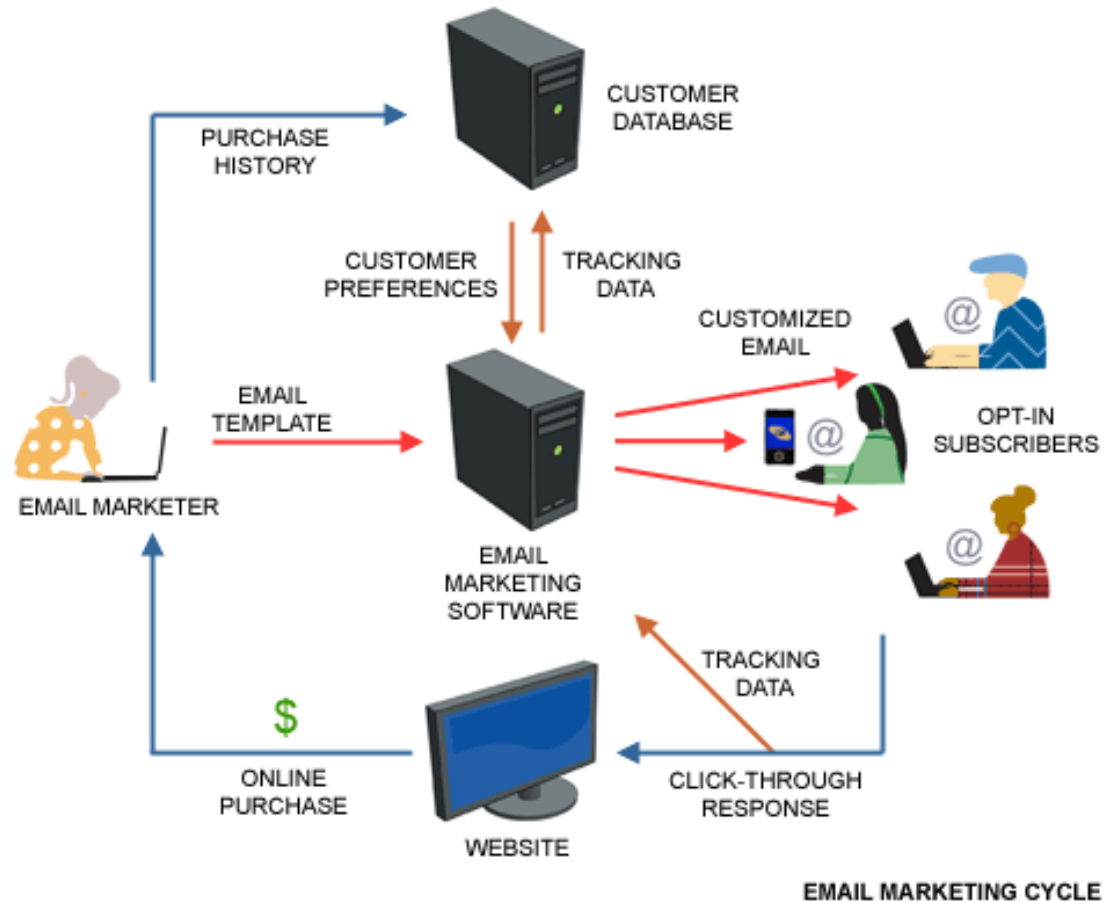
Advertising Channels: Email

Email

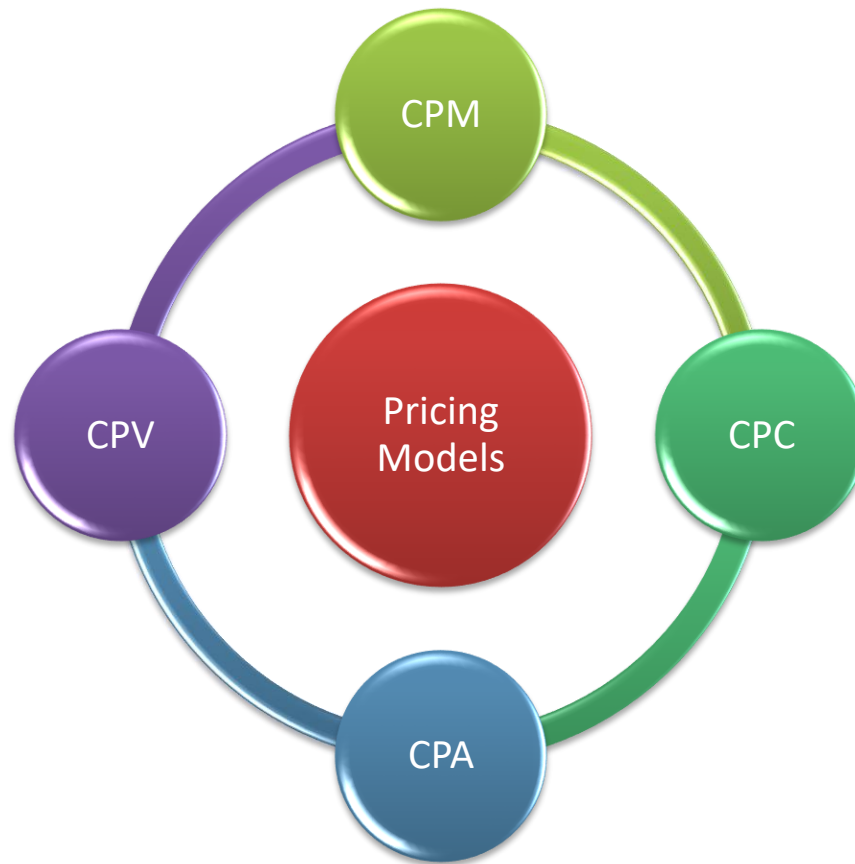








Revenue/Pricing Models



A close-up photograph of two hands shaking in a firm grip. The hands are wearing white dress shirts. One wrist is adorned with a silver metal link watch. The background is blurred, showing hints of an office environment with orange and grey tones.

Thank You !