

## Promotions Guide

Reliable Execution of Marketing & Advertising Publicity

Promotions of Products, Merchandise and Services by Companies or Organizations can be performed in every one of the ONEIDNET System Modules.

Users must first register in the ONEIDNET Corporate Office Module as an Entity, Company or Organization Authorized Representative. An Entity may be a single consultant. Once the user is registered in Corporate Office, the user may proceed to the OneNetwork Module to register under the desired System Module for services to commence his/her Promotions for the selected Module.

When a user commences Promotions activities, the user is issued an Identity Badge, which shows that he/she is an Authorized Representative for an Entity, Company or Organization.

To register in Corporate Office, the user opens the Corporate Office Module and selects the Register Link from the Top Header in the Module. This link takes the user directly to the Corporate Office registration page in the OneNetwork Module. Once the user is redirected to the OneNetwork Module, the user chooses the Corporate Office Service he/she is looking for.

Once the selection process is completed, the user is redirected to his/her Paybook profile to choose the method of payment. Upon approval of payment, the user is ready to begin his/her Promotions activities in the Module of their selection. In order for the user to activate Promotions in any of the System Modules, the user selects the Register option for that particular Module for which he/she desires to have services.

The ONEIDNET Ads Promotion Engine itakes the user through an automated process for selecting the right method of Promotion. If the promotion is set to operate at narrowed parameters, then the Promotion Engine looks for the best targets that match by dropping some of the least important parameters and continue to look for random target match stages.

Levels of Communication and Planning may be required for Promotion packages between the Company or Organization authorized representative and a ONEIDNET authorized

representative.

When a Company or Organization registers with their respective name in ONEIDNET through the Corporate Office Module, the Company or Organization can then effectuate Promotions for their Corporate Office entity. Corporate Offices in ONEIDNET can Promote their Products and can Promote their Services.

When a User, Company or Organization registers with their respective name in ONEIDNET through the OneShop Module, the User, Company or Organization can then effectuate Promotions for their OneShop entity. OneShop Stores or Malls in ONEIDNET can Promote their Products, Merchandise and can Promote their Services.

The process for a user to register as an Entity or a Store in the OneShop Module is similar to the process to register as an Entity in the Corporate Office Module. The user first must select the Register Link in the OneShop Module, which takes the user directly to the OneNetwork page for the OneShop Module Services. The user has two options, one option is to commence creating their store in OneShop and adding all the necessary information for their OneShop Store and then once completed, the user is then redirected to register for the service of their choice in OneNetwork to run and operate their new Store. Once the user completes the OneShop Registration in OneNetwork, the user is then redirected to the user's Paybook profile to select the method of payment. Upon receiving payment approval, the user can then commence their sales activities in OneShop.

When Promoting Stores from OneShop, levels of Communication and Planning may be required for Promotion packages between the User, Company or Organization authorized representative and a ONEIDNET authorized representative.

Promotions can be initiated and targeted for any System Module where the User, Entity, Company or Organization wants to Promote.

For Promotions in the ONEIDNET System through the OneNetwork Module, the Promotions Engine shows the Sponsored Advertisement Tickets' time to the end user over the top of modules' features unless the period of Advertisement stopped.

The OneNetwork's Promotion Engine keeps track of Total Views, Total Clicks and Total Closed Ads. These factors increment by one when the end user viewed, clicked or closed the user's advertisements.

The overall resultant success is determined by the factor called *Impression Factor*. The higher Impression Factors outline the success of user's Sponsored Advertisements.

The *Close Factor* is indirectly proportional to the likeness of the user's advertisement.

The *Click Factor* is directly proportional to the network's Interest towards the user's advertisement.

The Promotions Media users can use in any of the System Modules include:

Pictures

Banners

Flash

Video

GIF

MetaBox

There may be special features added if the Promotion requirements warrant additional visual aids for the user's Promotion by communicating and planning the promotional requirement(s) with a ONEIDNET authorized representative.