Key Marketing

Specific Targets, Efficient & Selective

The objective of Key Marketing in ONEIDNET is to make use of unique phrases. These phrases should relate closely to the type of advertisement the user wants to achieve. In this manner, when the user's network friends, connections or relations type in any of those unique phrases, the rusults include the advertisment the user is seeking to give publicity in the ONEIDNET System.

The user should understand clearly the importance of how other users find information. It is essential for users to understand how other users use the ONEIDNET System to find the things they want. For instance, two users may be trying to find the latest Pepe blue jeans; however, one user may type Pepe Jeans and the other user may type most recent Pepe blue jeans. Both users looking for the same thing, but in completely different ways.

The variations of how people perform sesearch activities in the ONEIDNET System is enormous. This phenomenon affects users while they are using ONEIDNET when using the System by what is referred to as long tail. A high number of traffic in the System may be generated by using as few as 10 keywords.

Fortunately for users in ONEIDNET, the System is equipped with keywords parameters that enable users to reach the maximum possible number of other users in the System to attract them to their business or to expose their products, merchandise or services.

When a user wants to incorporate keywords into their products, merchandise or services marketing, the user can chose to direct targets by the following:

Word Tracker
Overture
Keyword Discovery
Keyword Intelligence
System Keywords

When selecting what keywords to use in marketing of products, merchandise or services, the authorized user's mind and how he/she distinguishes the way in which users will

search for their particular products, merchandise or services. It is ultimately the keywords the user incorporates that will decide the outcome of the user's marketing.

Other options available are Optimizers and Miners; however, ONEIDNET does not need to make use of these tools because the System is self sustainable.

ONEIDNET highly recommends that users choose their keywords wisely. When the user engages their promotions in the ONEIDNET System desired Module, the user by completing all the necessary information has access to the input area where the user incorporates their keywords to be used with their particular networks or System-wide.