

The website will basically be a ToB website, aiming to provide information for small business in terms of advertising choices on new media platforms.

For big businesses or first-line companies, they usually corporate with advertising agencies for ad serving and promoting campaigns. The agencies can help them to choose platforms to achieve best performance. However, for small businesses it is hard to choose and pick in big range using limited budget.

First of all, my website will be performing different advertisement products and features of each platform to help advertisers find the appropriate advertising strategy. It collects data from the popular new media advertising platforms: Tencent Ads, Toutiao Ads, Weibo Advertising, etc.

Moreover, it also contains industry news, for sharing updates of advertising products, policy change, and so on.

Lastly, it presents some case studies. This section introduces some successful new media advertising cases on various platforms for advertisers' reference.