

Internet Advertising – Process Flow in Marketing Online

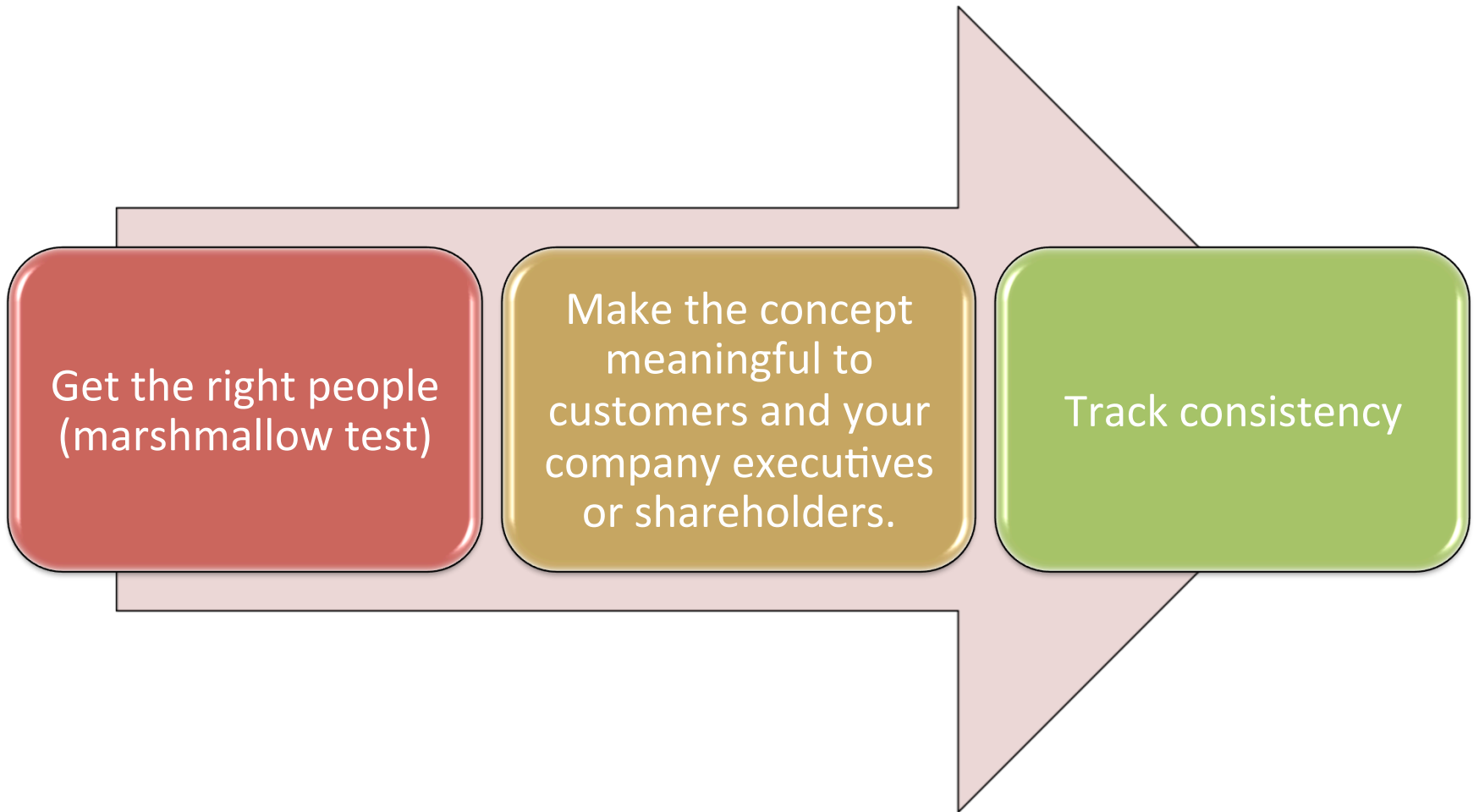
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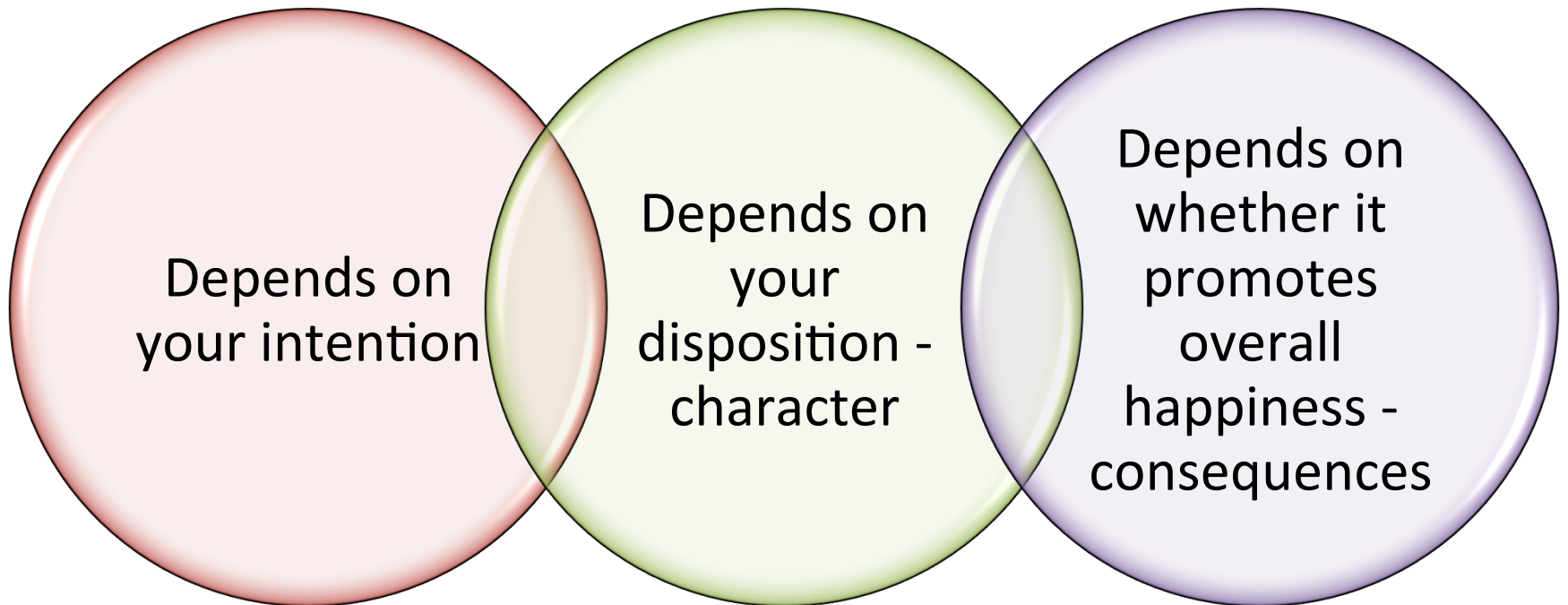
Brand message



Talking the walk



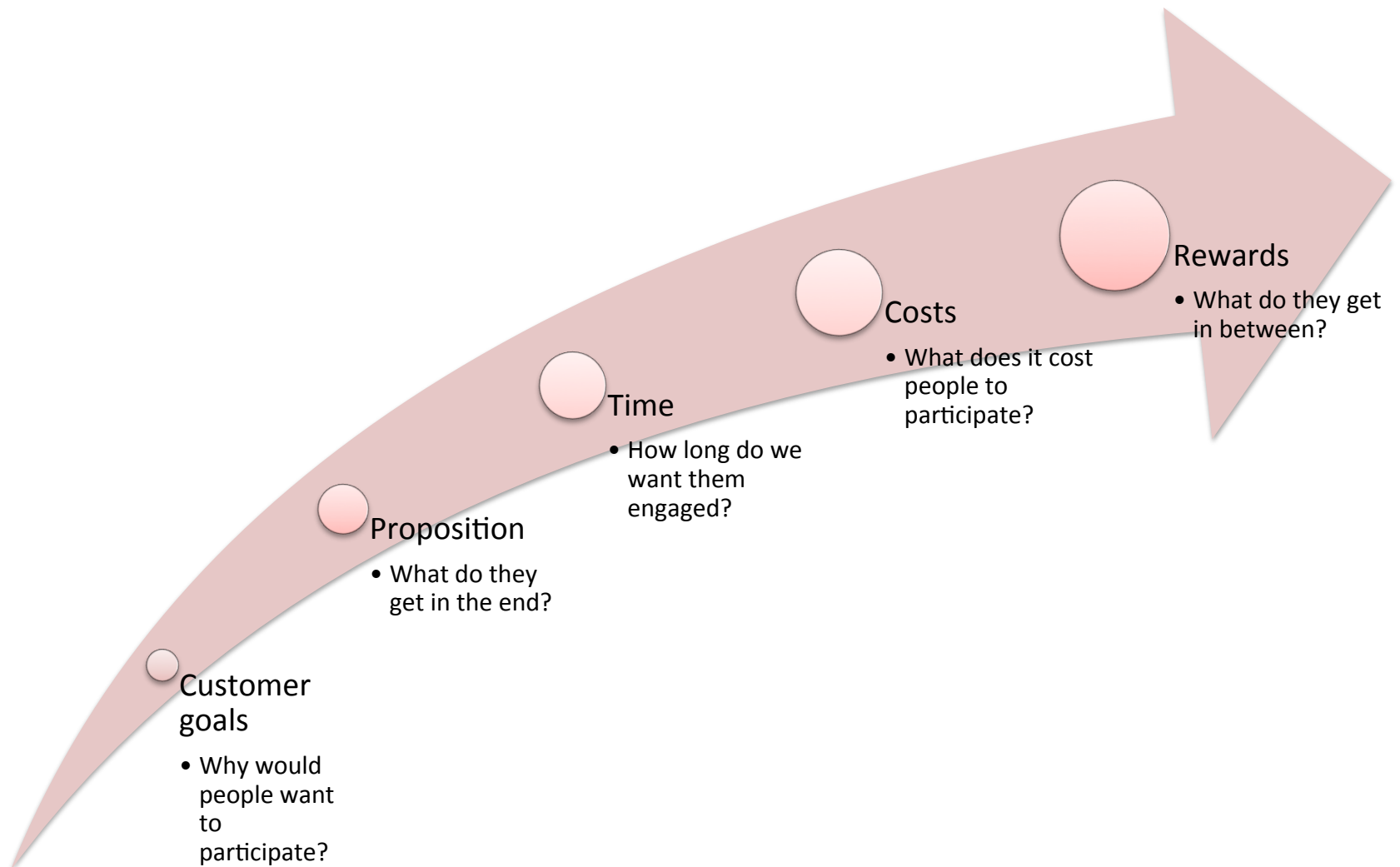
Ethical concerns



Spark participation



Blueprint for participation



Designing a campaign program

- Define product to promote.
- Define your target market.
- Landing pages to target
- Propagating the materials

Create and propagate materials

- Search engine ads
- Facebook ads
- Blog campaign
- YouTube advertising

Evaluate results

- Inquiries or leads
- Conversion

References

- “Branding with Brains” (book) by Tjaco Walvis