Internet Advertising – Process Flow in Marketing Online

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Brand message

our customer's
goal and your
brand are
uniquely and
strongly
associated.

Repeatedly activate this link. Everything you do in line with your brand strategy.

Be consistent

Branding is more than just advertising

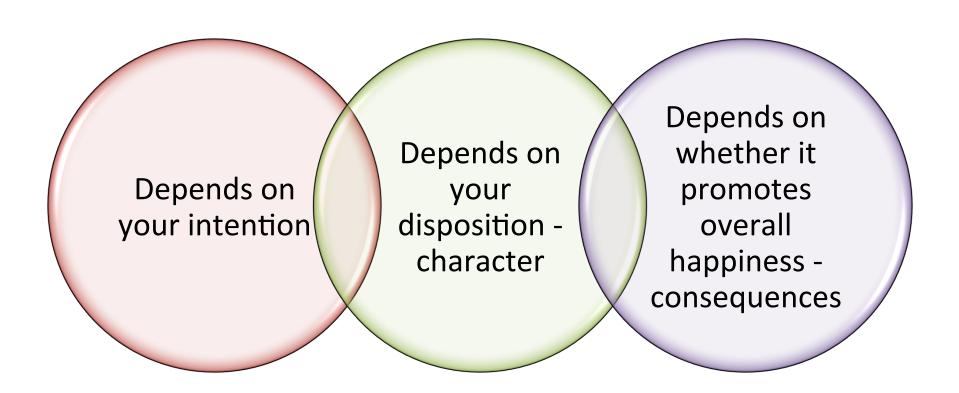
Talking the walk

Get the right people (marshmallow test)

Make the concept meaningful to customers and your company executives or shareholders.

Track consistency

Ethical concerns



Spark participation

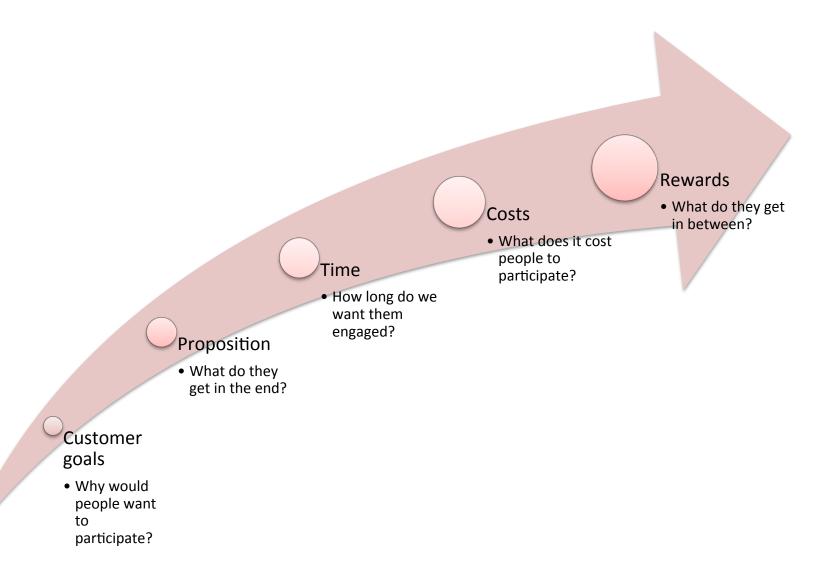
Dialogue vs.
"I love
talking"

Define a participation target group

Build reach with "word of mouth"

Create relevant and consistent rewards vs. "win a prize"

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