

JUMP START YOUR ART MARKETING, RESOURCES, & GUIDES A CAHA WORKSHOP

Marketing Online

Presented by

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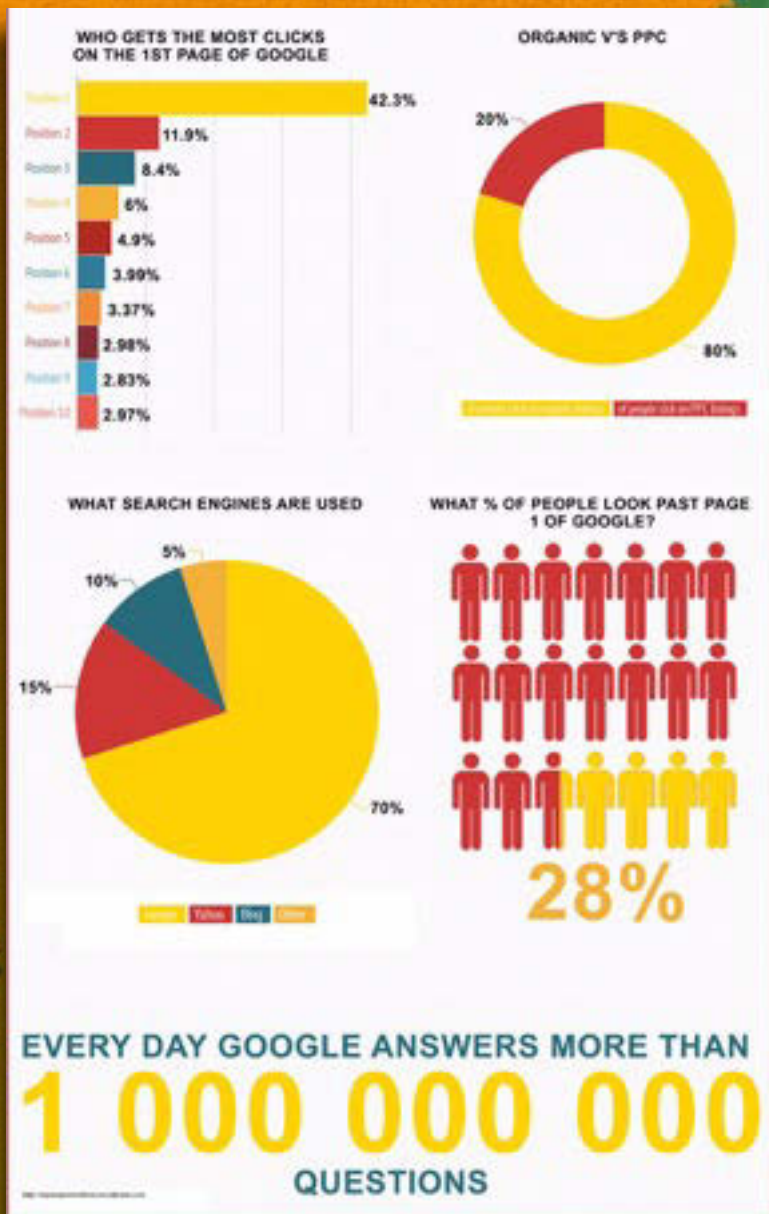


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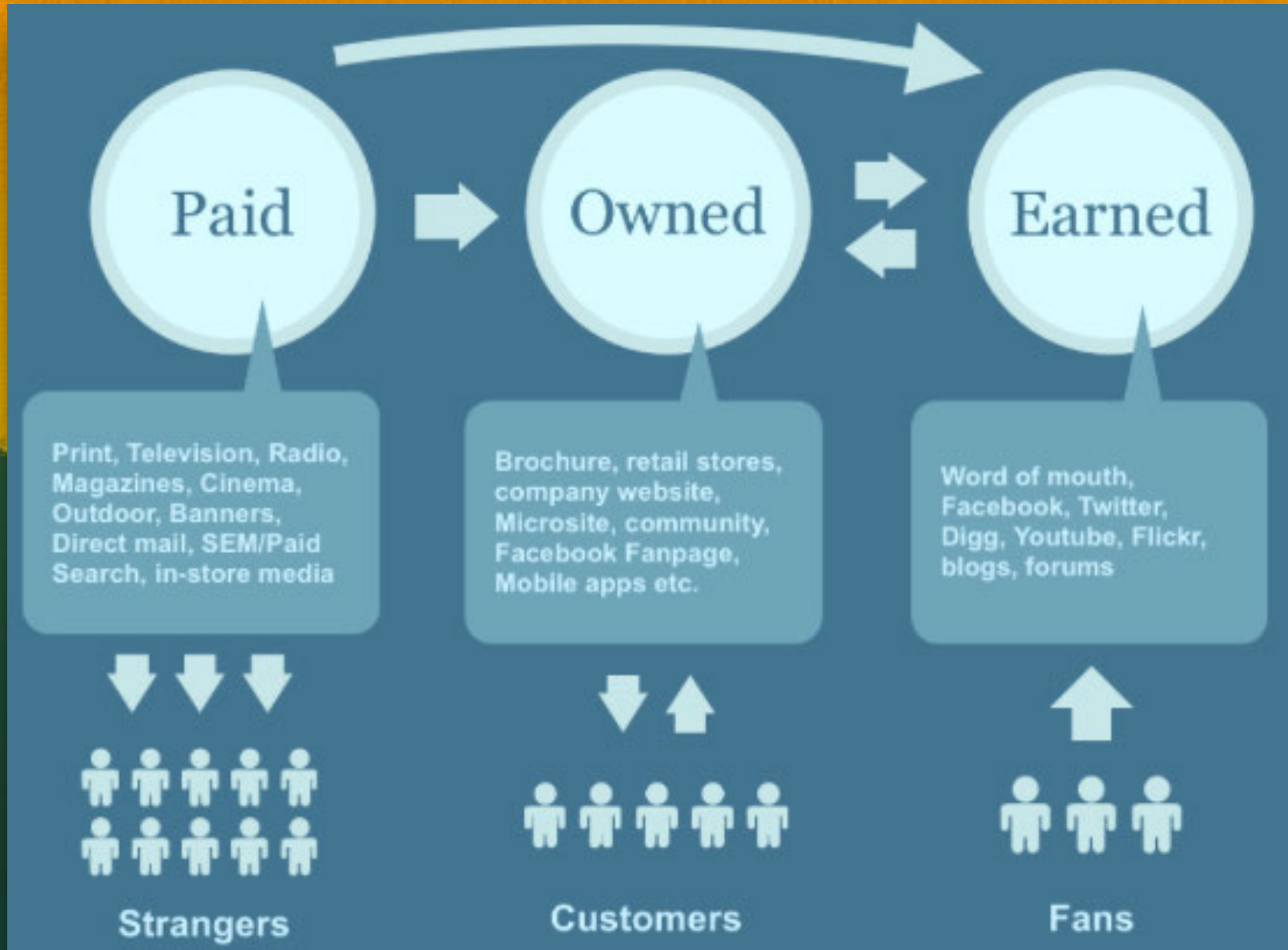
GUAM CAHA



WHY YOU NEED

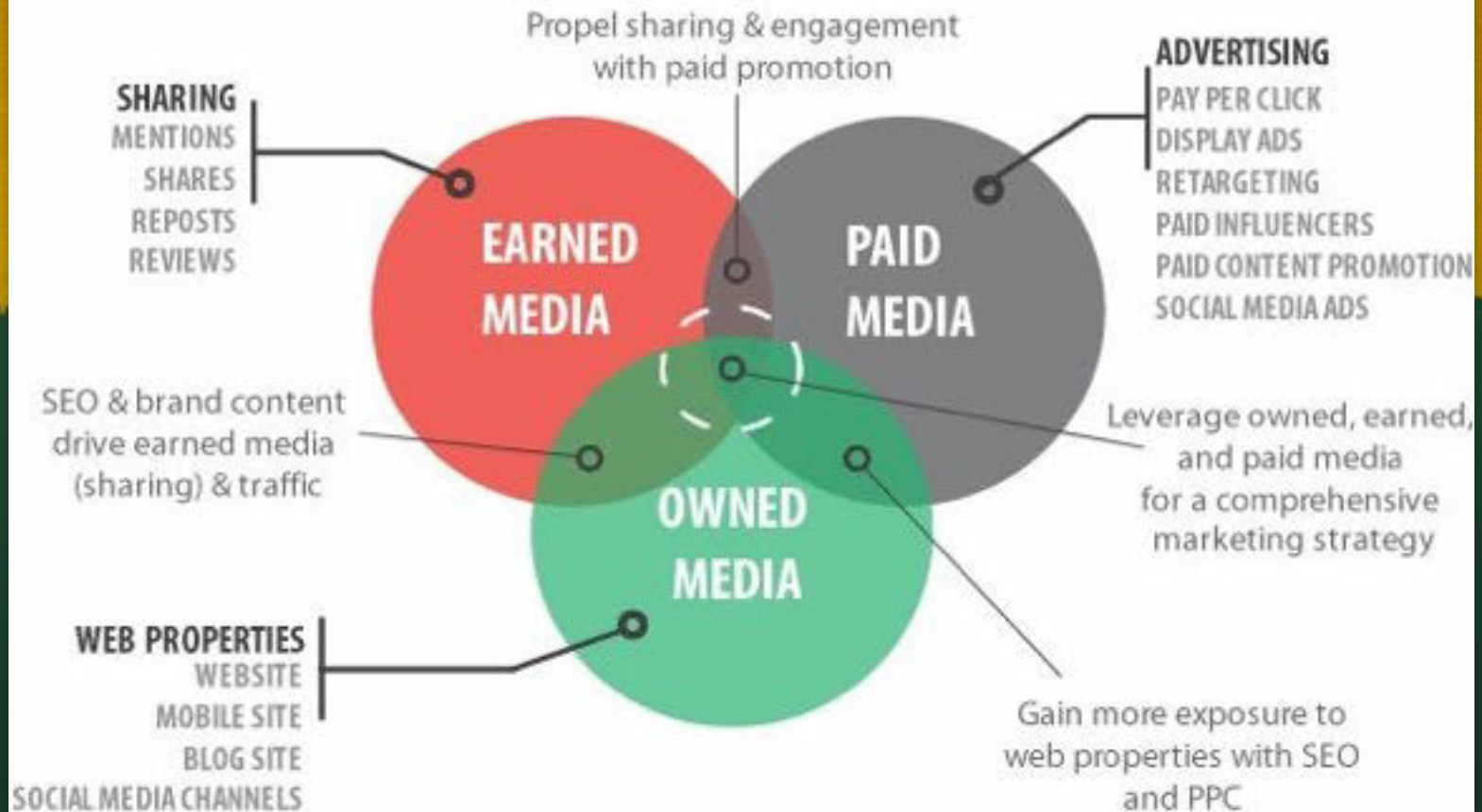
SEARCH ENGINE OPTIMIZATION

JUMP START YOUR ART



DIGITAL MARKETING TRIFECTA

EARNED, OWNED & PAID MEDIA



JUMP START YOUR ART

PAID

Usage of
content
into ads

OWNED

Usage of
conversations
through shared
APIs and social
widgets

EARNED

ADVERTISING

Paid search
Display ads
Affiliate marketing
Digital signage
Paid placements

DIGITAL PROPERTIES

Website(s)
Blogs
Mobile apps
Social presence

PARTNER NETWORKS

Publisher editorial
Influencer outreach
Word-of-mouth
Social networks



General audiences



Direct audiences



Engaged audiences

Si yu'os ma'ase!

