JUMP START YOUR ART MARKETING, RESOURCES, & GUIDES

A CAHA WORKSHOP

Marketing Online

Presented by

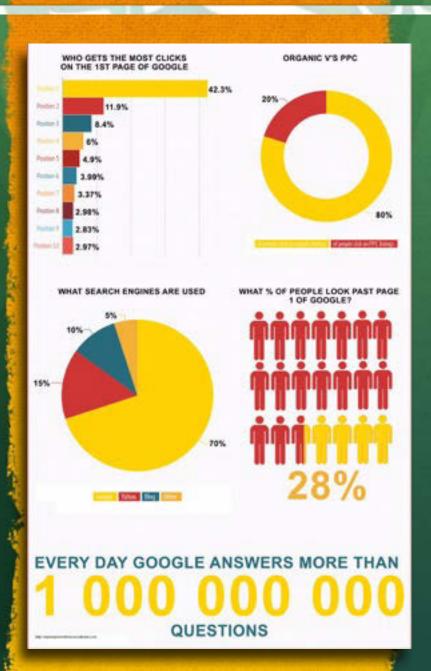
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WHY YOU NEED

SEARCH ENGINE OPTIMIZATION



Print, Television, Radio, Magazines, Cinema, Outdoor, Banners, Direct mail, SEM/Paid Search, in-store media

Brochure, retail stores, company website, Microsite, community, Facebook Fanpage, Mobile apps etc.

Word of mouth, Facebook, Twitter, Digg, Youtube, Flickr, blogs, forums



Strangers



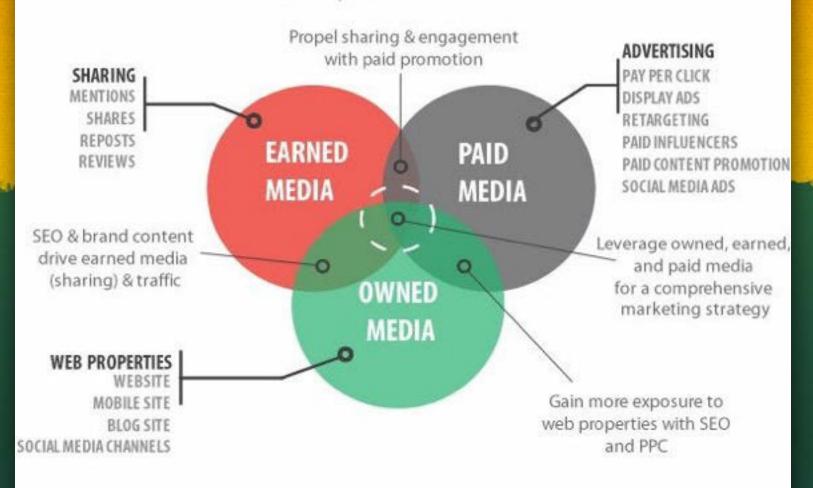
Customers



Fans

DIGITAL MARKETING TRIFECTA

EARNED, OWNED & PAID MEDIA



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 editiorial Influencer outreach Word-of-mouth Social networks







Si yu'os ma'ase!

