Different types of internet promotion

Business, Marketing

5) What is the one thing that will get them to believe us?

Visible proof of the various functions and options available. (15 reasons, n. d)

6) Why should they believe us?

The website boasts of power, presence, and dominance, the interesting application of integrated graphics, and the latest technology making the website more interactive and personal. Brand value backed by good customer service. (15 reasons, n. d)

7) What is our personality?

A powerful and stable company, confident of its product in this case the ps3, portraying the many uses of its product in such a way that even audiences outside the target group are interested apart from the targeted group. (15 reasons, n. d)

8) Medias considered:

Another good form of enhancing and staging the presence of the product and company over the internet is by selecting various other forms of advertising available online. Some of the important ones are social networking websites, search engine optimization, banners (paid advertising), linking strategies, public relations.

i) Social network websites: This is one of the recent forms of online advertising, here websites like Facebook, Twitter, etc are used to gain exposure and online presence. The use of sponsored videos on youtube will also attract site traffic.

ii) Search engine optimization: Today there are hundreds of millions of websites and only about 10-20 % of the websites are ever really indexed,

therefore it is important for the optimization of web pages with keywords and phrases, different types of software are available for search engine positioning. (Ralph, 2000)

iii) Banners (paid advertising): These graphical or animated promotions on websites advertise products in a very stimulating manner. The incorporation of this in the advertising strategy will help a great deal. Sites like youtube, google, and other gaming websites will help in reaching the targeted audience and increasing traffic on the desired website. (Banner ads)

iv) Linking Strategies: This basically means that the more links pointing to the website there more traffic generated and the greater the popularity the higher the rank in the search engines. The monetary input in quite expansive.

v) Public Relations: Attaining of several press releases and coverage through print or internet publications will help boost traffic many folds over, this nature is mostly free and has proved to be very effective. (Ralph, 2000)

Additional questions for interactive:

Objectives: The primary business objective is to educate the visitors on the product and entice them into purchasing it.

Activation: This website is not very interactive, it does not possess options such as detailed information on the product, options to purchase, availability, and other prime information a visitor might consider.

Requirements: It would help if the website consisted of options such as purchase options, details of visitors, and other information and more in-depth specs on the product.

Messaging: The main value of the website is to communicate the many uses of play station 3; however there are no articles present which might not make the site helpful to many.

Client: Client approval is required for an ad or commercial

Internal: Internal approval is not required

Agency: Approval is not required from the internal agency but they can help in collating feedback on ad campaign concepts (Online review, proofing & approval)

Additional Questions /notes:

The website needs to be more interactive and more information on the product should be made available so that it enables the customers to know more about the product.