

## The Digital Mix

DEVELOPING INTEGRATED  
E-MARKETING STRATEGIES



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- ✓ Identifying the **challenge** facing online marketers.
- ✓ Define a **model** to structure thinking about online activity.
- ✓ Demonstrate how the model can be used in **planning, budgeting, team building, assessment, and ensuring brand consistency.**
- ✓ Provide a rough **checklist** for implementing an online marketing strategy.
- ✓ Questions and discussion.

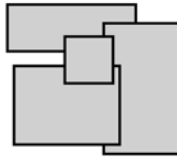
Duration : 15-20 minutes.

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THE BANNER AD ('96)



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ONLINE MARKETING (TODAY)

- HOMEPAGE TAKEOVERS
- AFFILIATE MARKETING
- EMAIL MARKETING
- SMS MARKETING
- SPONSORSHIPS
- CONTENT INTEGRATION
- ENDORSED MAILINGS
- OPT IN SERVICES
- POP UNDERS
- STREAMING VIDEO
- AUDIO ADS
- INTERACTIVE ADS
- DYNAMIC HTML
- TEXT LINKS
- TRAILER PREROLLS
- WATERMARKS

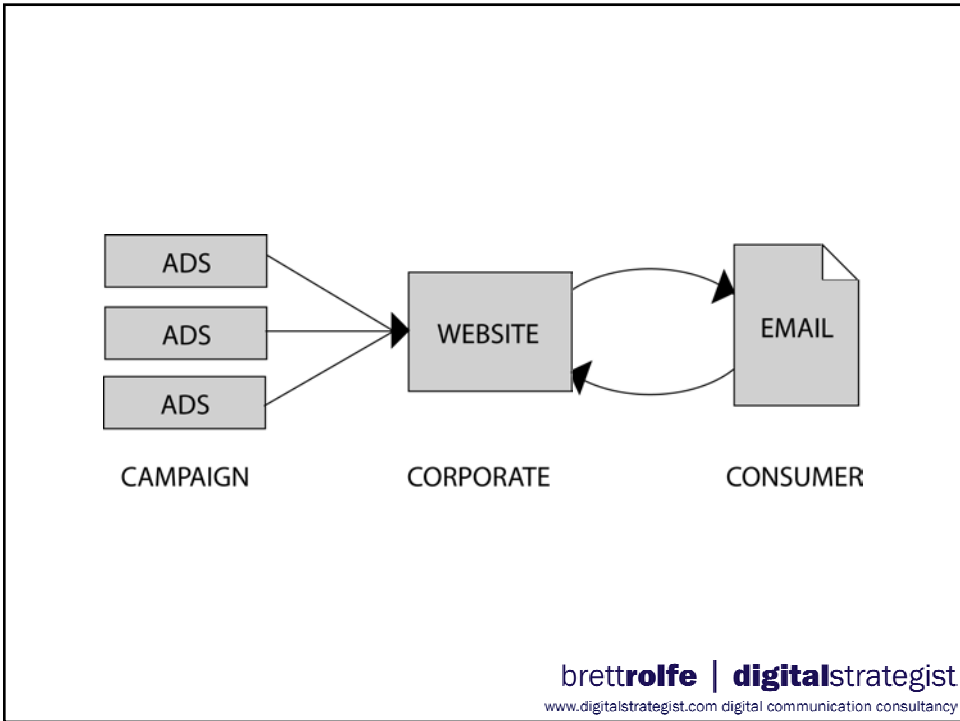
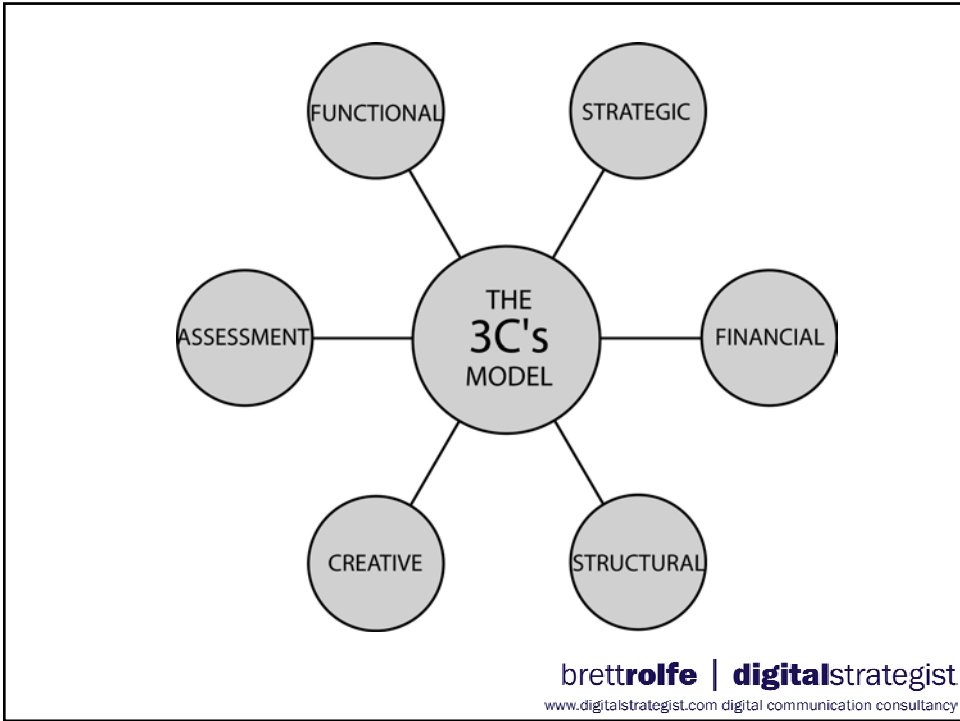
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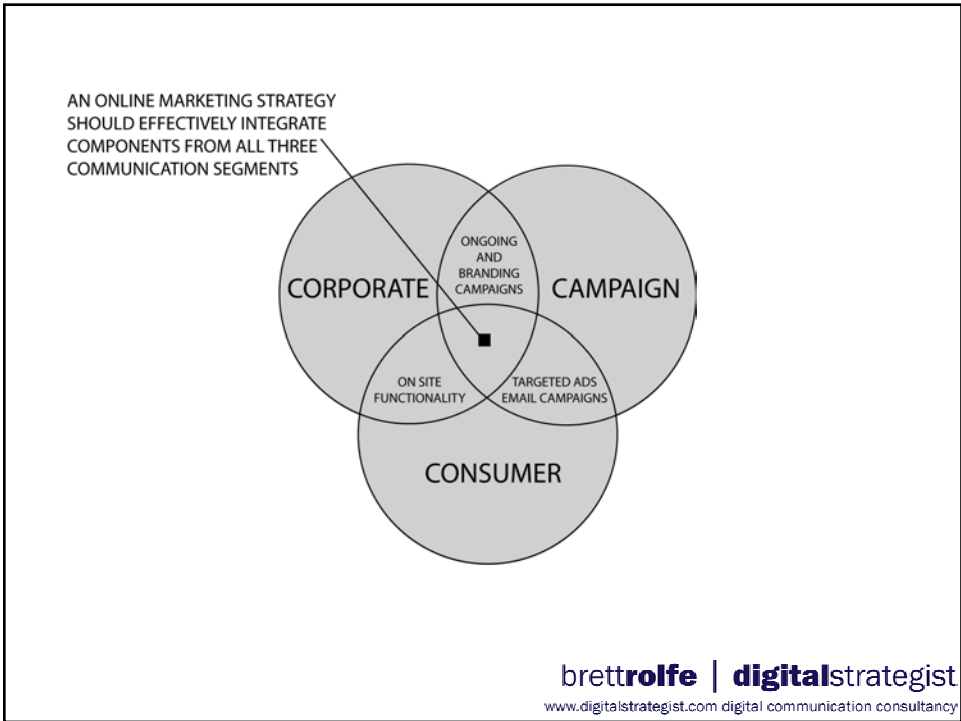
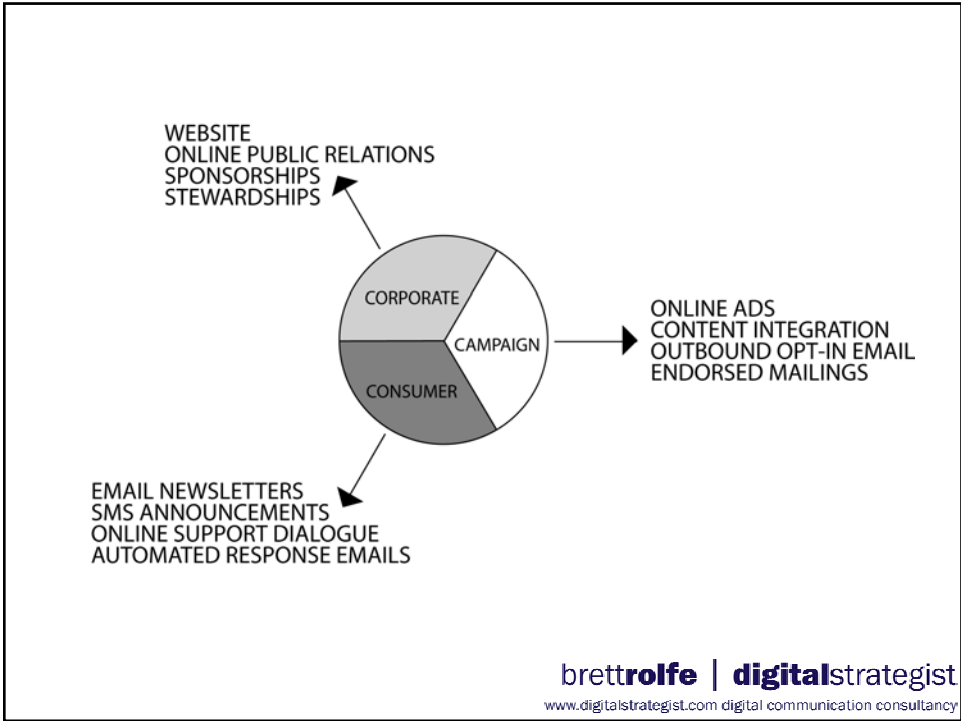
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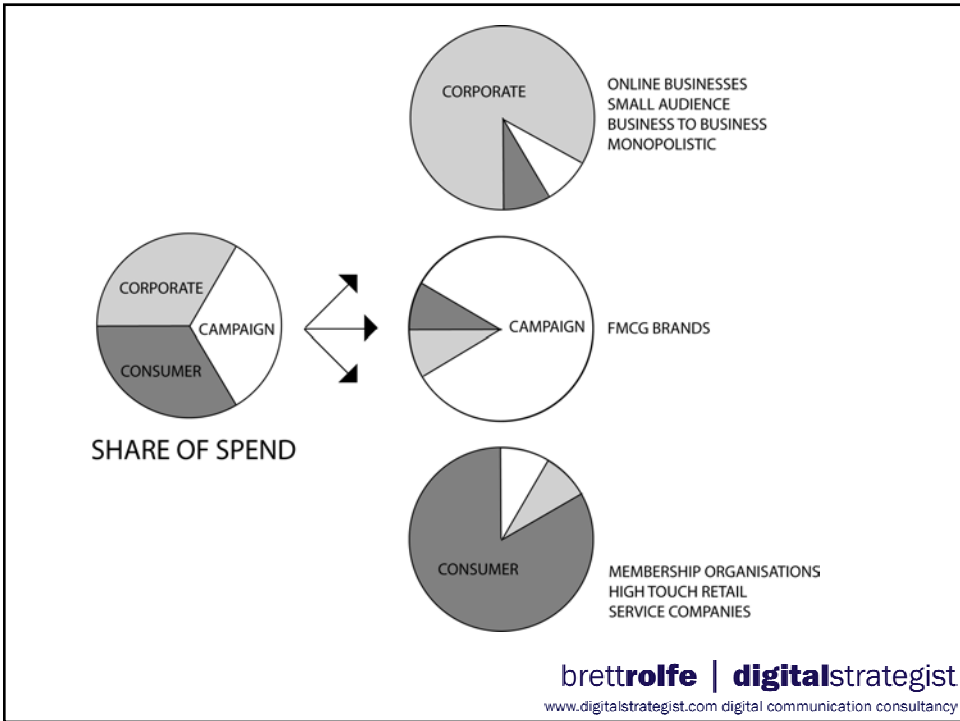
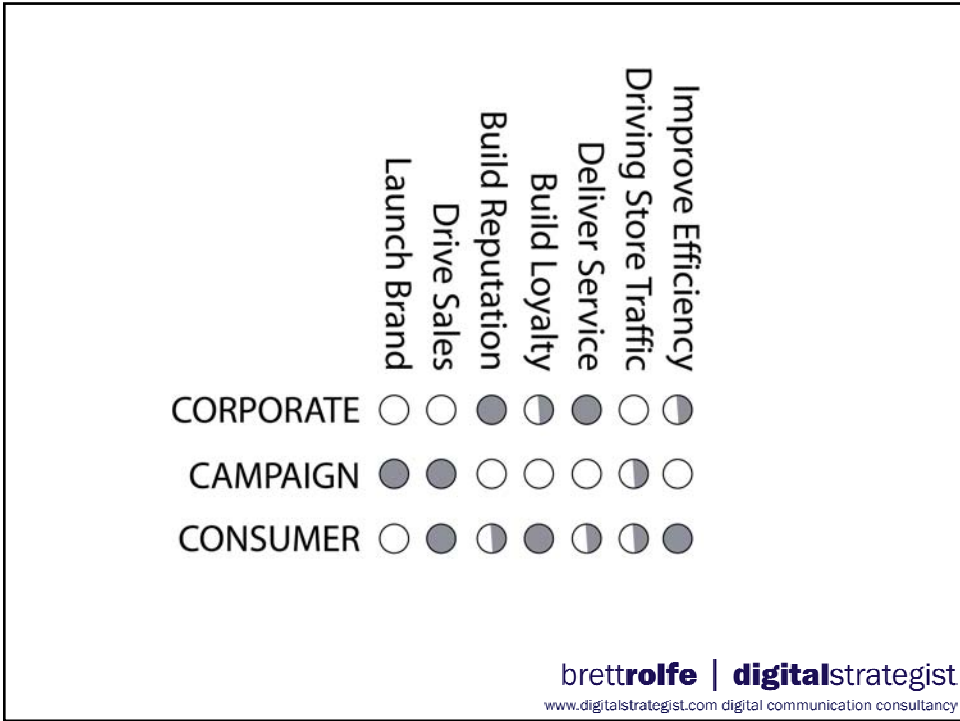
the challenge facing online marketers is to develop **lasting strategic approaches** to a **fragmented, volatile online space**, in the face of **diverse internal demands**

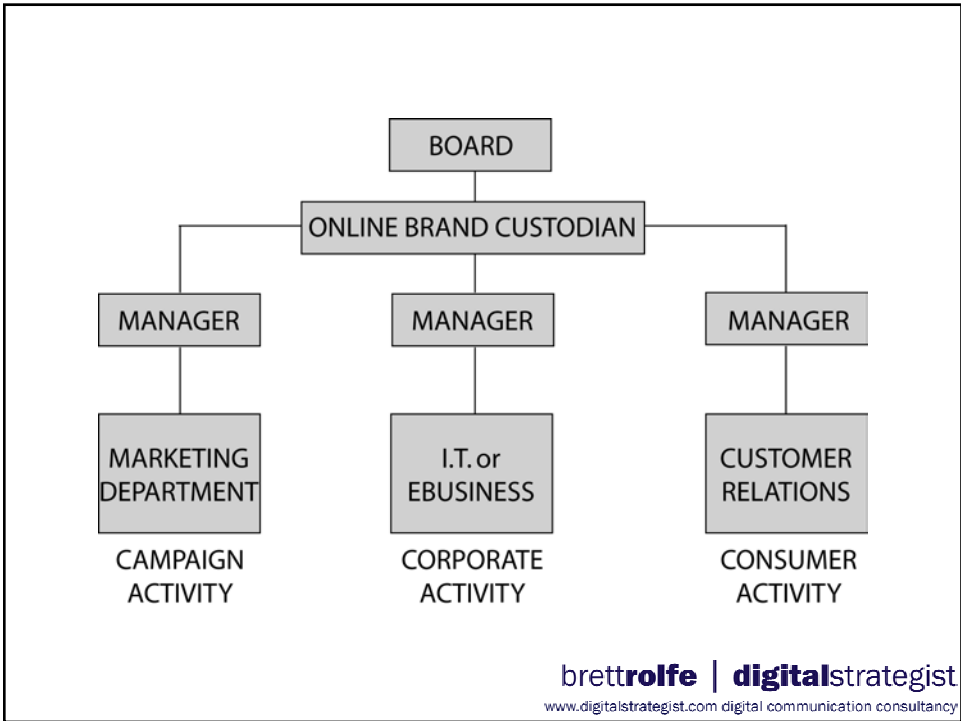
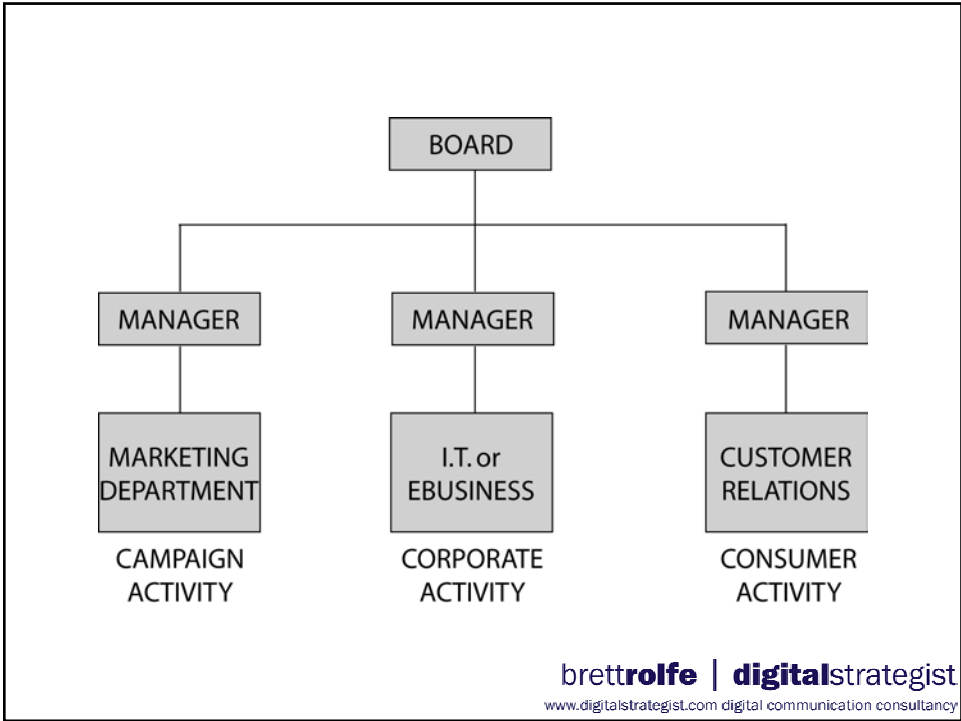
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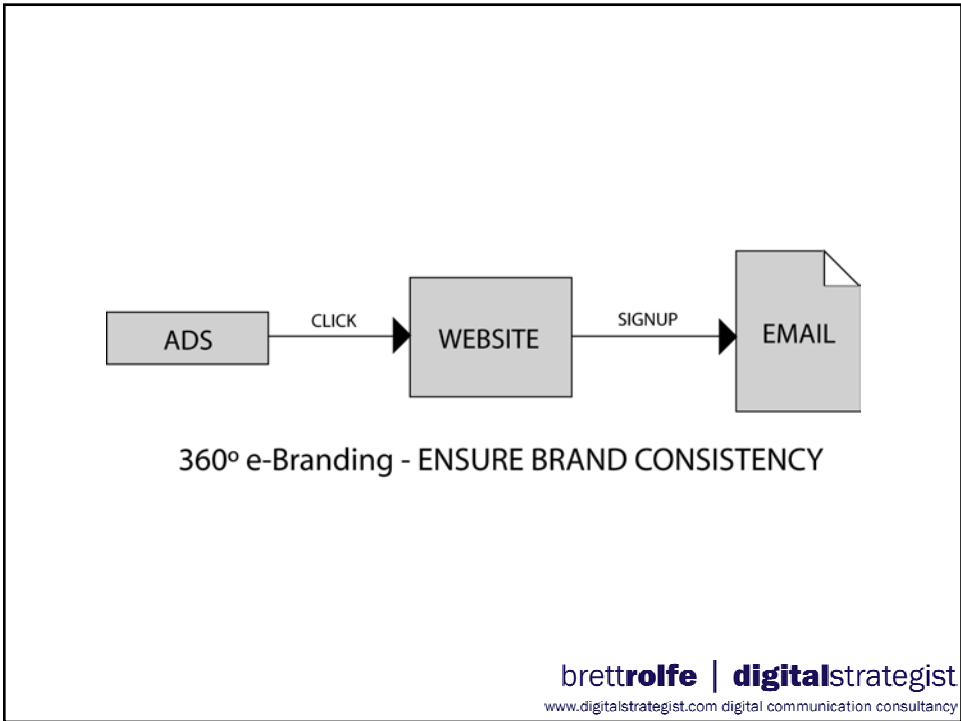
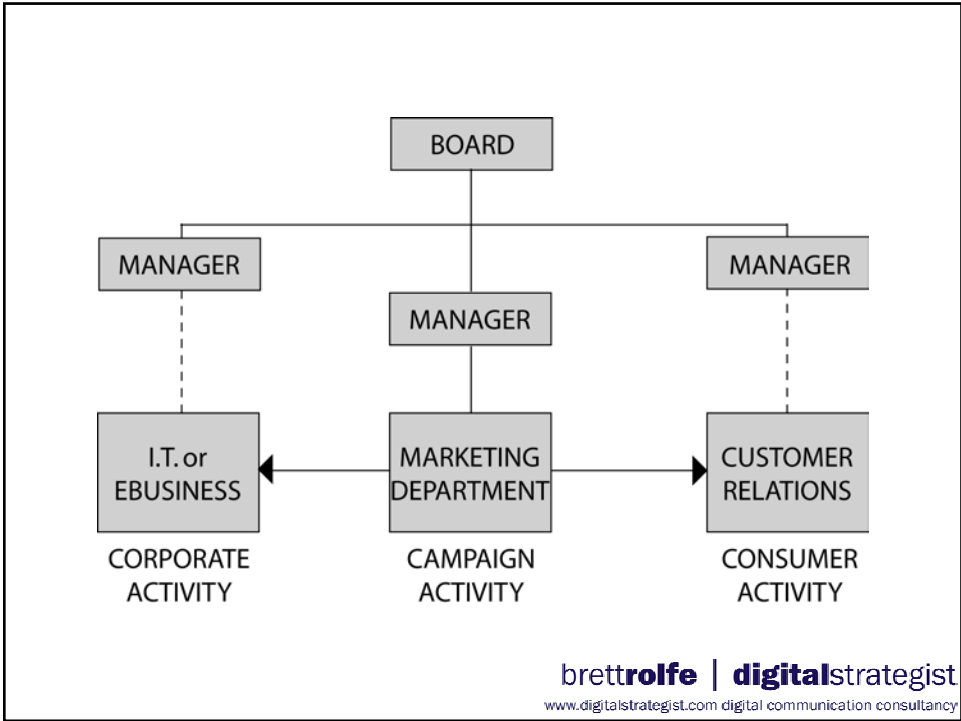
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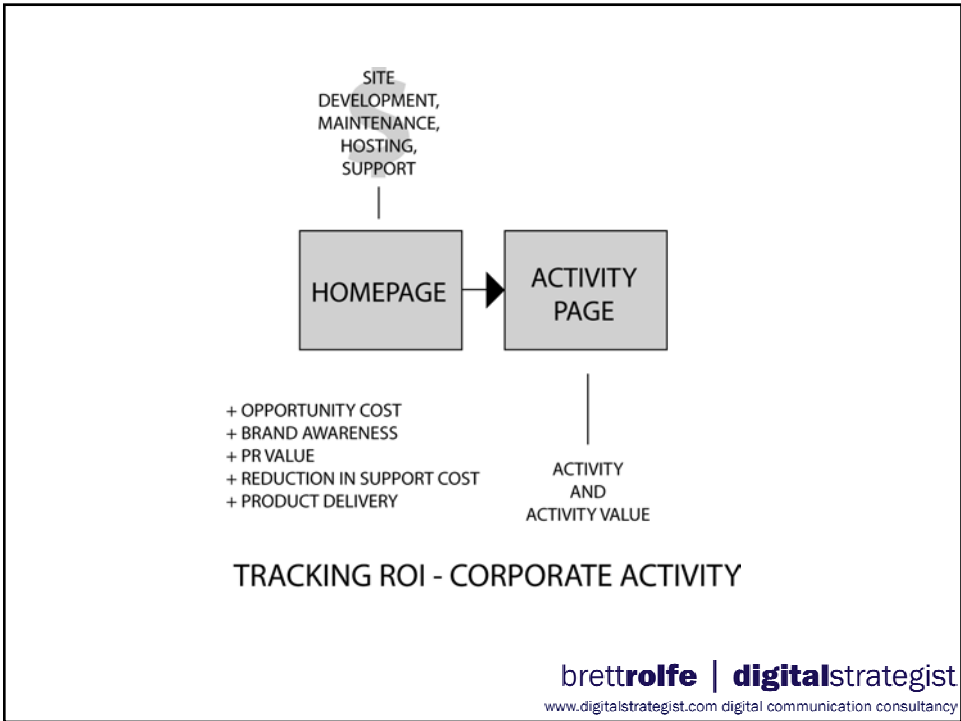
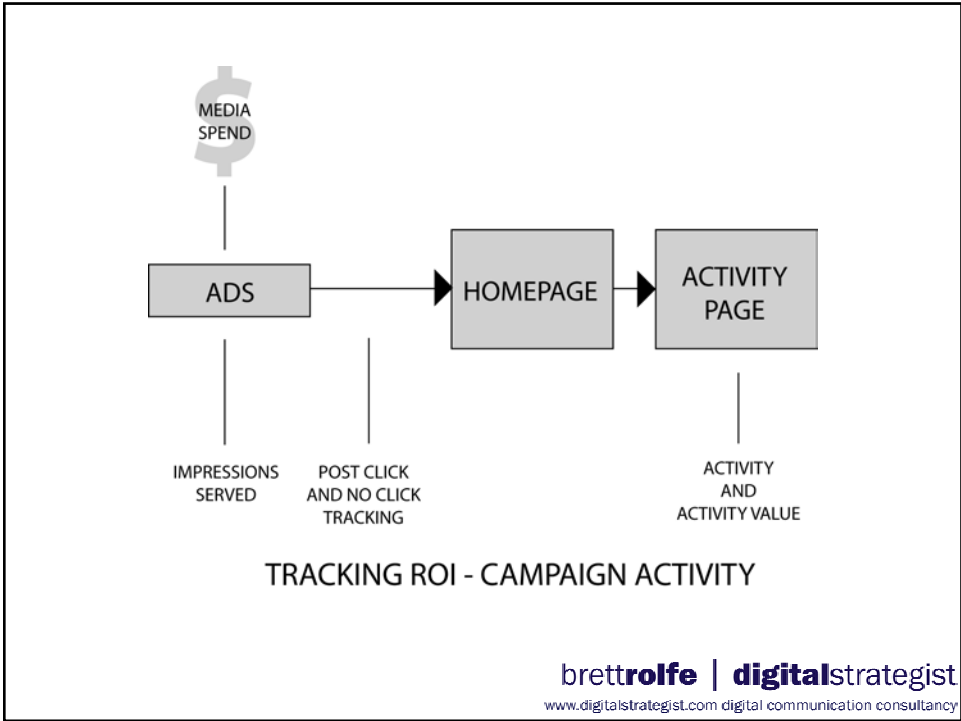




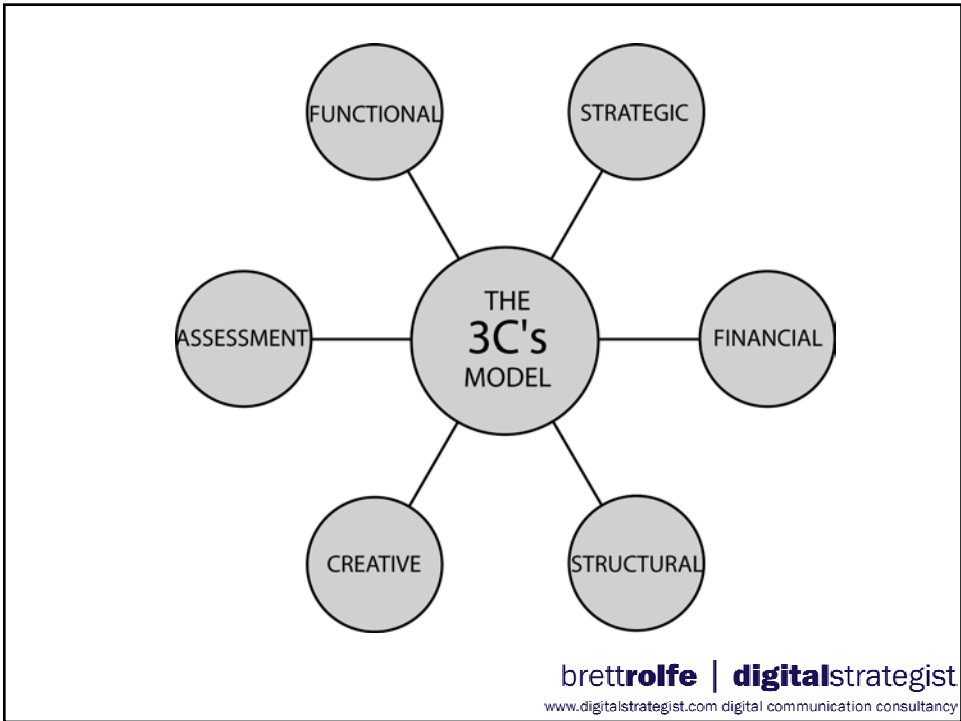
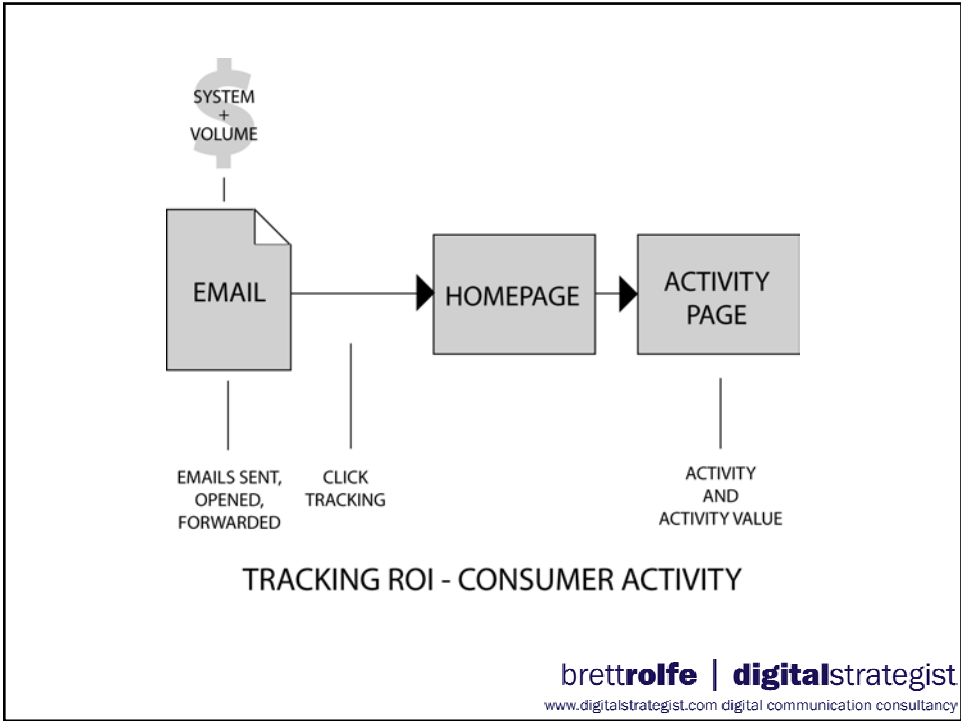












- ✓ Clear online business and marketing **objectives**
- ✓ Allocation of objectives to 3Cs
- ✓ Internal **structure** able to deliver on strategy
- ✓ Designated online **brand custodian**
- ✓ Funding divided based on objectives
- ✓ Process for assessing **performance**
- ✓ ROI calculation **metrics**
- ✓ **Review and improvement** process

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Questions ?



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