



Integrated Campaigns

White Paper

Integrated Online Campaigns

Deliver more, get more!

online campaign

online marketing communication
 engines optimization),
 (banner ads, sponsorships).
 long-term effects,
 management)
 1) (Branding guidelines)
 2) (product information)
 3) target group (sector analysis)
 4) (campaign strategy)

Commercials (design & copy)

(unique sales propositions).
 communities,
 1) rich media / flash animation.
 2) Key-messages definitions
 search engines
 3) social networks)

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Paid inclusion / pay (PPT) per time listing

μ search engines. μ directories (pay per time). μ website listings μ

Viral / Stealth marketing

μ stealth (viral) advertising μ word of mouth effects μ viral marketing μ direct mail), μ targeting, μ (μ μ

viral / stealth marketing :

- 1) blog / article / forum marketing μ posting forums μ reviews "offbeat" stories μ μ .
- 2) Sponsorship μ site μ .
- 3) Guerilla marketing μ funny / interesting μ (funny video clips, images, power-point presentations, μ) μ tell a friend call to action (word-of-mouth recommendation).

Online μ

μ on-line μ μ μ μ μ . μ / μ μ μ μ μ μ sites μ .





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