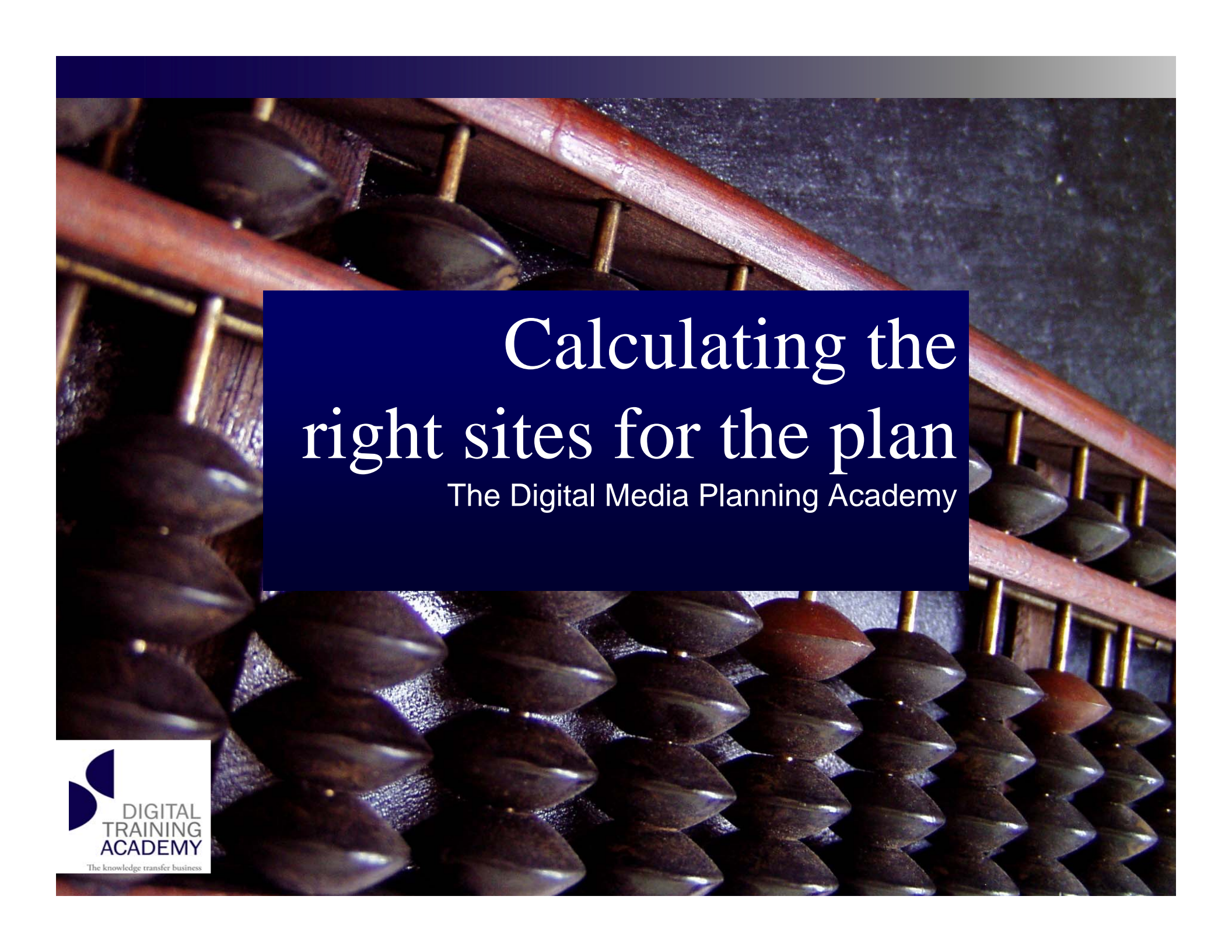




Building stronger digital teams

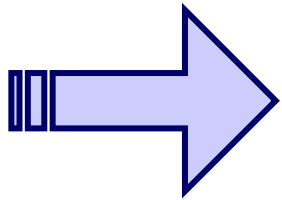
Selecting your websites
Digital Media Planning Academy
Digital Training Academy

The web offers a massive range of choices to complement marketing in existing channels. For some firms the web has already become their lead medium, while for others it is a support tool for television and press campaign. Smart digital planners find a wealth of opportunities for different strategic models to build their clients' brands and generate response. But the starting point is reaching out to audiences in the right place.



Calculating the right sites for the plan

The Digital Media Planning Academy



Website selection

Building your media schedule

Question: Online ad formats

**“Should I
advertise
online?”**

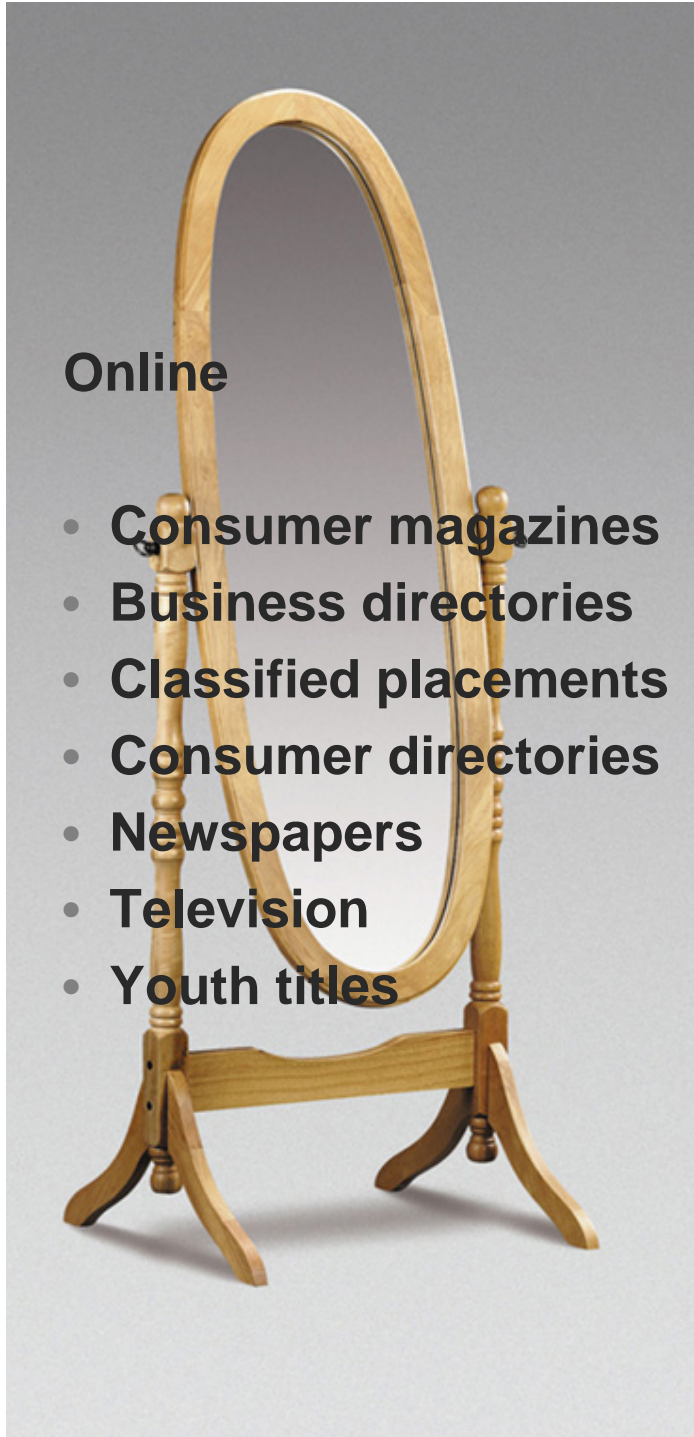
**(And if so then
where?)**

The new digital media mix

Email newsletters
Email service providers
Map providers
Web magazines
ISPs
Your own sites
Online TV stations
Contextual networks
Regional news services
Online radio
Sports sites
Directories
Affiliate networks
Search engines
Business sites
Instant messenger
Online directories
Email
Consumer sites
Social media
Facebook
Web radio
Start-ups
International sites
Personal home pages
Brands' own websites
Blogs
Women's sites
Online games
Online retailers



A mirror to your classic channels



Online

- Consumer magazines
- Business directories
- Classified placements
- Consumer directories
- Newspapers
- Television
- Youth titles

A mirror to classic media and marketing

Classic media

- Consumer magazines
- Business directories
- Classified placements
- Consumer directories
- Newspapers
- Television
- Youth titles

...a few examples to get you started

A mirror to classic 'environments'

- **A simple starting point**
- **The web can go **much** further**
- **If you are new to web marketing, make it easy**

Takeout: Mirror

A perfect mirror for all classic media environments; simply find the online match. This can be a simple starting point for thinking about online media plans.

Digital Training Academy

Simple lessons

Ask your questions in the Digital Online Classroom

www.DigitalTrainingAcademy.com/mediaplanning



Building stronger digital businesses

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