

Contextual advertising marketing plan internationalsnack.com

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Abstrak

ABSTRACT

As of 31 December 2011, there were 2.2 billion people or 32.7% of total world population using the internet. Growth since year 2000 reached 528.1% or five folds the users twelve years earlier. Major factors that draw people to turn online are the interactivity and connected environment enabled by the Web 2.0 technology and the control over information access on the internet thanks to internet search tools, such as directories and search engines. With more people shift from physical place to internet space, ready or not, marketers also need to evolve in the way they communicate with customers.

Online advertising differs from traditional advertising in terms of interactivity, capability of one-to-one marketing, targeted marketing, and push and pull nature that are enabled by sophisticated software advances and extensive database. A major break-out in online advertising was introduced by Google with its keyword targeted advertising programs called AdWords? Google's text-based system for advertising on search engine result pages, and AdSense? appears on Google's content network of millions of web sites. By this means, two categories for text based web advertising are enabled: Search Engine Advertising? ads that are triggered by user's search keyword and displayed on the result page of the search engine, and Contextual Advertising? ads that are placed on third-party Web pages based on its relevancies with the content of the currently viewed page.

The blog internationalsnack.com is a website about snack and snack-related piece from around the globe. It seeks opportunity to monetize the site by adopting contextual advertising business model. A number of objectives are set, including to reach critical mass and to break even within 2 years after the blog launch in July 2012. This marketing plan will mainly focus on the strategy to promote and build traffic to the site through Search Engine Optimization (SEO), Web Public Relation (Web PR) and Viral marketing tactics.