**Web advertising interactive marketing:**

Online marketing, enabled by the Internet, in which advertisers can interact directly with customers and consumers can interact with advertisers/vendors

* Two major business models for advertising online:
  + - Using the Web as a channel to advertise a firm’s own products and services
    - Making a firm’s site a public portal site and using captive audiences to advertise products offered by other firms

**Advertising Strategies and Promotions Online:**

* **affiliate marketing**

A marketing arrangement by which an organization refers consumers to the selling company’s Web site

* **viral marketing**

Word-of-mouth marketing by which customers promote a product or service by telling others about it

* **Webcasting**

A free Internet news service that broadcasts personalized news and information, including seminars, in categories selected by the user

* **Customizing Ads**

**Admediation:**

Third-party vendors that conduct promotions, especially large-scale ones

|  |
| --- |
| Exhibit_4[1] |
| *Fig. 1: Framework for Admediation* |

* Online Events, Promotions, and Attractions
  + Major considerations when implementing an online ad campaign:
    - Target audience of online surfers clearly understood
    - Traffic to the site should be estimated, and a powerful enough server used handle the expected traffic volume
    - Assessment of results is needed to evaluate the budget and promotion strategy
    - Consider co-branding

**Special Advertising Topics:**

**Permission Advertising:**

* **spamming**

Using e-mail to send unwanted ads (sometimes floods of ads)

* **permission advertising (permission marketing)**

Advertising (marketing) strategy in which customers agree to accept advertising and marketing materials

**Ad management**

Methodology and software that enable organizations to perform a variety of activities involved in Web advertising (e.g., tracking viewers, rotating ads)

**Localization**

The process of converting media products developed in one environment (e.g., country) to a form culturally and linguistically acceptable in countries outside the original target market

**Internet radio**

A Web site that provides music, talk, and other entertainment, both live and stored, from a variety of radio stations

**Ad Content**

* + The content of ads is extremely important, and companies use ad agencies to help in content creation for the Web just as they do for other advertising media
  + Content is especially important to increase *stickiness*

**Software Agents in Marketing and Advertising Applications:**

* A Framework for Classifying EC Agents: Agents that Support:
  + Need identification (what to buy)
  + Product brokering (from whom to buy)
  + Merchant brokering and comparisons
  + Buyer-seller negotiation
  + Purchase and delivery
  + After-sale service and evaluation
* Character-Based Animated Interactive Agents
* **Avatars**

Animated computer characters that exhibit humanlike movements and behaviors

* **Social computing**

An approach aimed at making the human-computer interface more natural

* **Chatter bots**

Animation characters that can talk (chat)