

Online directory

An online directory is a digital platform that provides a collection of information about companies, services or products and makes it accessible to the general public.

It is used as a central point of contact to draw the specific attention of potential customers to a company and provide them with relevant information, such as contact details, opening hours, reviews or product descriptions.

By being listed in an online directory, companies can increase their visibility, boost their reach and attract specific new customers.

Well-known online directories, which can be industry-independent or industry-specific depending on their focus, include Google My Business, Yelp, Bing Places, Yellow Pages or Tripadvisor. The following platforms can be relevant for recruitment: LinkedIn, Xing, StepStone, Indeed or Monster.

Booking options

- | | | |
|----------------------|--|---|
| ✗ Demo booking tool* | ✗ Programmatic advertising | ✓ Marketing portals, Marketing automation platforms |
| ✓ Service provider | ✓ Self service tool, media buying platform | |

Media segment

- | | | |
|----------------|------------------------------------|----------------------|
| ✓ Internet | ✗ Out of home, digital out of home | ✗ Household, office |
| ✗ E-commerce | ✗ TV, cinema, moving image | ✗ Internet of Things |
| ✓ Social media | ✗ Radio, audio | |
| ✓ Mobile | ✗ One-to-One | |

Media type

- | | | |
|-----------|---------|------------|
| ✓ Digital | ✗ Print | ✗ Analogue |
|-----------|---------|------------|

Target group

- | | | |
|------------------------|------------------------|------------------------|
| ✓ Business-to-Business | ✓ Business-to-Consumer | ✗ Business-to-Employee |
|------------------------|------------------------|------------------------|

Marketing objective

- | | | |
|---|------------------|------------------------|
| ✓ Brand awareness, increased audience reach | ✓ Customer care | ✓ Employee recruitment |
| ✓ Lead generation, new customer acquisition | ✓ Sales increase | |

Customer Journey

- | | | |
|-----------------|-------------|------------|
| ✓ Awareness | ✓ Purchase | ✓ Advocacy |
| ✓ Consideration | ✓ Retention | |

Ad media

- | | | |
|--|--|-------------------------------------|
| ✓ Advertisement, Banner | ✓ Google Business Profile | ✗ Roof objekt |
| ✗ Advertorial | ✓ Influencer | ✗ Sales talks |
| ✗ Annual report | ✓ Landing-page, microsite | ✗ Self service terminal |
| ✗ Appointment calender | ✓ Location Based Service | ✗ Shopping cart |
| ✓ Audio, radio spot, audio file | ✗ Mobile payment systems | ✗ Sign, labelling |
| ✗ Augmented Reality | ✗ Newsletter | ✓ Social media advert |
| ✗ Beach flag, flag, roll-up | ✗ Newspaper, magazine, periodical | ✓ Social media company page |
| ✗ Book, E-book | ✗ NFC | ✗ Social media posting |
| ✗ Brochure, flyer, inserts | ✗ Offer, quotation | ✗ Social media profile page |
| ✗ Catalogues, price lists | ✗ Office equipment | ✗ Sponsoring |
| ✓ Chat, chatbot | ✗ Office files | ✗ Spontaneous event |
| ✓ Company entries | ✗ Operating instruction, user manual | ✓ Structured company data records |
| ✗ Configurator | ✗ Passers-by addressing | ✗ Survey |
| ✓ Contact form | ✗ Petrol pump nozzle | ✓ Telephone and video call service |
| ✗ Content SEO-optimised | ✗ Postcard | ✗ Unboxing |
| ✗ Credit card | ✗ Poster, billboard, pillar | ✓ V-card |
| ✗ Customer card | ✗ Product live demo | ✓ Video spot, moving image |
| ✗ Display, monitor, citylight, megalight | ✗ Product packaging, product labeling | ✗ Virtual Reality |
| ✗ Display stand, light box | ✗ Product sample | ✓ Virtual, voice assistant |
| ✗ E-mail, signature banner | ✗ Programmatic print | ✗ Vouchers, coupons, discount cards |
| ✗ E-paper | ✗ Promotional items | ✗ Web layer |
| ✗ Event | ✓ Push, text messages | ✗ White paper |
| ✗ Exhibition stand, event modules | ✗ Quality seal | ✗ WLAN for visitors |
| ✗ FAQ | ✓ QR code, link | |
| ✗ Games, competitions | ✗ Rental addresses, target group areas | |

Connected media channels

App (Advertising medium)
App (Brand, topic)
Call centre
Community
Consulting, support, training
Email, email newsletter
Field sales force
Location-based service
Messenger
Navigation system, map tool
Online directory
Online marketplace (Advertising medium)

Online shop (Brand)
Recruitment platform
Reviews, recommendations
Search engine advertising (SEA)
Search engine optimisation (SEO)
SMS
Social media platforms
Website (Advertising medium)
Website (Brand, topic)