

Website (Brand, topic)

A brand or topic website is an online platform created specifically for the presentation and marketing of a particular brand, product or theme. It acts as a virtual venue where companies or organisations provide important information, product offers, news and other relevant content to attract and persuade potential customers.

The website can contain various advertising media, including banner ads, call-to-action buttons, newsletter sign-up forms, videos or product catalogues. Through specific online marketing, potential customers can be made aware of the website and thus increase the success of the marketing campaigns.

Examples: An aid organisation can use a website to provide information about its mission and projects and to collect donations. A tourism authority creates a website to present destinations and attractions to appeal to tourists.

Booking options

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

Partner systems in the market overview

eyebase V6 (CMB Informationssysteme GmbH)

LaudertMediaPort® (Laudert GmbH + Co. KG)

vjoon K4 Cross-Media Publishing Platform (vjoon GmbH)

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

Affiliate programme
App (Advertising medium)
App (Brand, topic)
Call centre
Community
Consulting, support, training
Corporate publications

Customer loyalty programme
Delivery
Email, email newsletter
Event
Field sales force
Gaming platform
Household distribution
Influencer marketing
Messenger
Metaverse
Navigation system, map tool
Newspapers, periodicals, magazines (publishing objects)
Online comparison portal
Online directory
Online marketplace (Advertising medium)
Online shop (Brand)
Out of Home (OOH)
Point of sale (POS), Showroom
Print mailing
Product, service experience
Public Relation
Recruitment platform
Retail media platform
Reviews, recommendations
Search engine advertising (SEA)
Search engine optimisation (SEO)
Social media platforms
Voice assistant, voice marketing
Website (Advertising medium)
Wi-Fi hotspot (Advertising medium)
Wi-Fi hotspot (brand location)