Chapter 7, 8, 9, 10 Exam Review

1. What is a media strategy?
2. Steps to a media plan
3. Difference between a media buyer and media planner
4. Reach
5. Frequency
6. Impressions
7. Continuous, flighting, pulsating campaigns
8. Advantages of TV, Radio, Print, outdoors
9. Neilsen
10. Two major components of internet advertising
11. Components of e-commerce web site
12. FAQ
13. Web incentives: financial, convenience, value-added
14. Concerns with e-commerce
15. Brand spiraling
16. Blogs
17. Social network
18. Email
19. SEO
20. Viral Marketing
21. Alternative media
22. Buzz
23. Word-of-mouth
24. Guerilla marketing (first step)
25. Branded entertainment
26. Brand placement
27. Video game advertising
28. POP
29. Branded Communities