

103

FUNDAMENTALS OF ENTREPRE- NEURSHIP

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SCHEDULE FOR TODAY:

- 60 SECOND PITCHES
- MARKETING 101
- WORK TIME/POW's
- JUSTIN GOES TO A WEDDING

60 SECOND PITCHES

WHAT DID YOU LEARN?

HOW DO YOU FEEL?

TIME MANAGEMENT

MARKETING 101

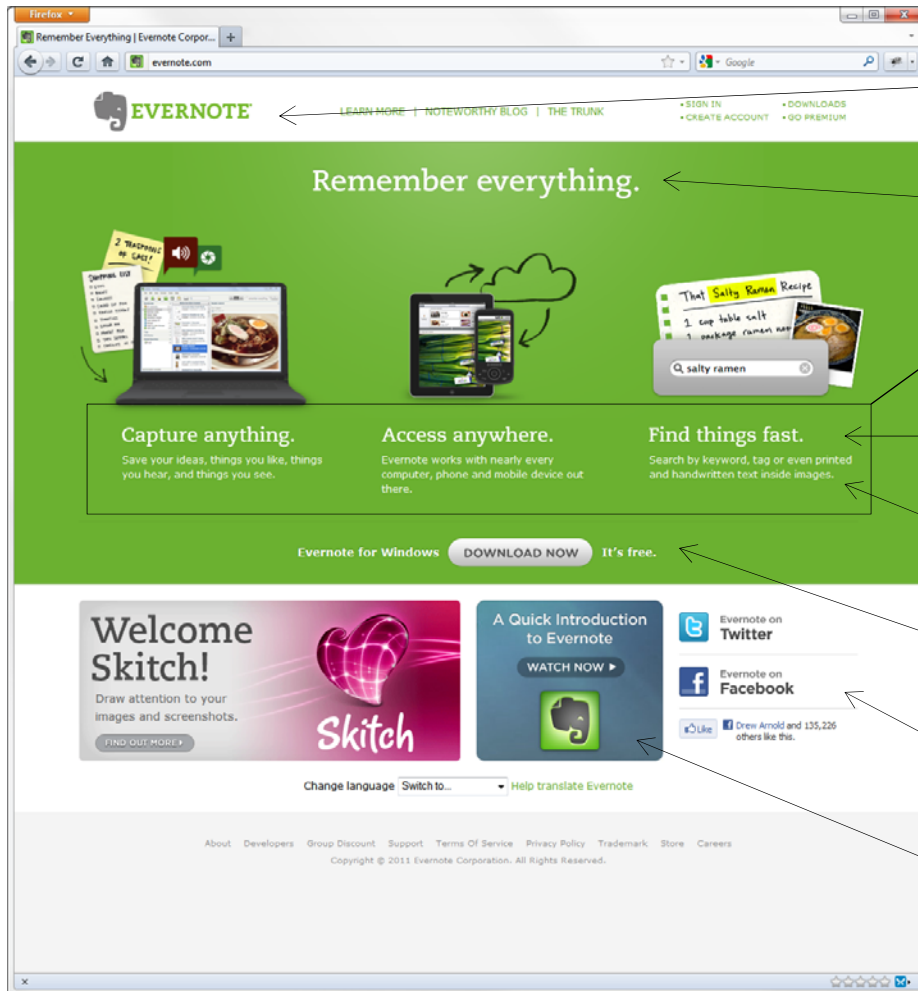
BASELINE

- Messaging Stack
- Domain landing page
- SEO/SEM
- Ads
- Social
- Customer outreach

MESSAGING

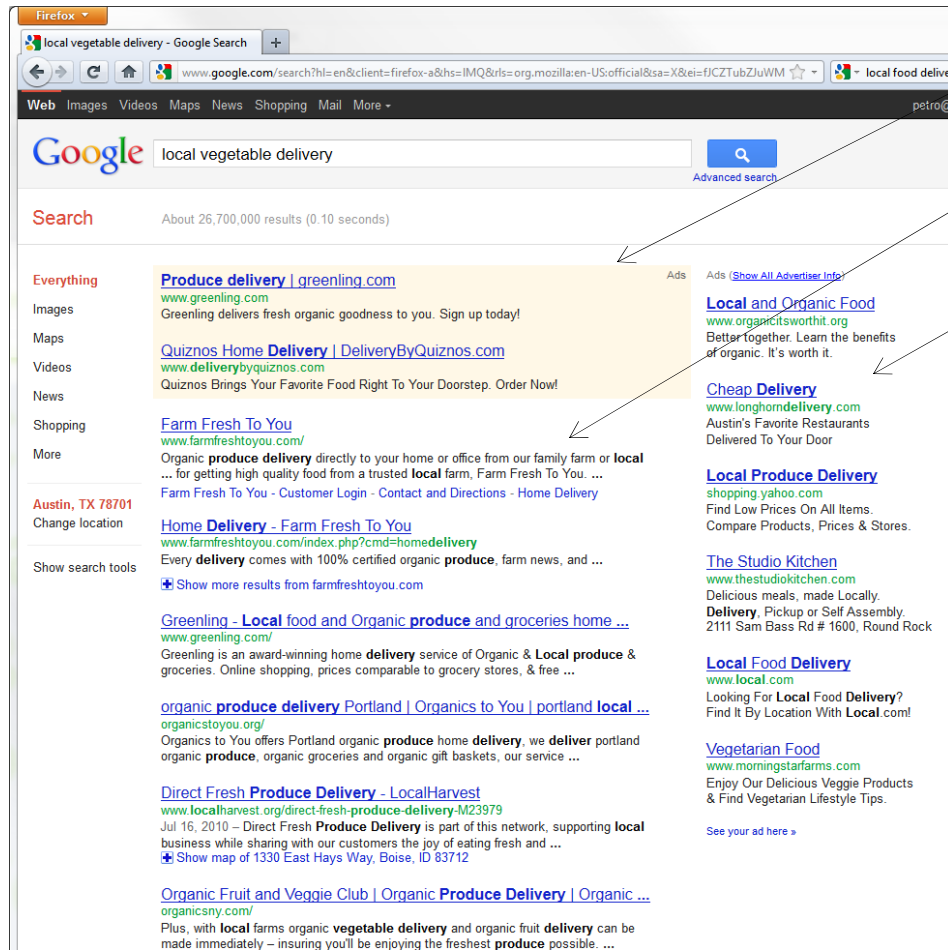
- Company name
- Tagline
- Boilerplate
- Pillars
- Features
- Call to Action (CTA)

DOMAIN



- Company name
- Tagline
- Boilerplate
- Pillars
- Features
- Call to Action (CTA)
- Social
- Demo Experience

SEO/SEM



- SEM Placed Ads
- SEO Ranking
- AD Words

SEM DETAIL

The screenshot displays the Google AdWords Traffic Estimator interface. At the top, there are navigation links for 'Home' and 'External tools'. The main section is titled 'Get traffic estimates' and includes input fields for 'Word or phrase (one per line)', 'Max CPC \$ (required)', and 'Daily budget \$'. Below these fields is an 'Estimate' button. A table below the form shows search results for three keywords: 'local', 'vegetable', and 'delivery'. The table columns are: Keyword, Global Monthly Searches, Local Monthly Searches, Estimated Avg. CPC, Estimated Ad Position, Estimated Daily Clicks, and Estimated Daily Cost. A sidebar on the left contains 'Tools', 'Summary', and 'Help' sections.

Keyword	Global Monthly Searches	Local Monthly Searches	Estimated Avg. CPC	Estimated Ad Position	Estimated Daily Clicks	Estimated Daily Cost
local	83,100,000	20,400,000	\$1.53	1.06	21.68	\$33.09
vegetable	7,480,000	3,350,000	\$0.00	0	0	\$0.00
delivery	20,400,000	7,480,000	\$1.84	1.19	36.38	\$66.91

- Key Words
- CPC – Cost per click
- Daily budget
- Reach
- Cost to Acquire (Unit)
- Total Daily cost

ADS

Facebook Ads
Reach over 750 million people where they connect and share

[Create an ad](#)
or contact our sales

Overview | [Case Studies](#)

Reach Your Target Customers

- Connect with more than 750 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works

Deepen Your Relationships

- Promote your Facebook Page or website
- Use our "Like" button to increase your ad's influence
- Build a community around your business

Control Your Budget

- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when people click (CPC) or see your ad (CPM)

Already have a Facebook Ads account? [Manage your existing ads](#)
To learn more, [visit our Guide to Facebook Ads](#)


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- Facebook ads
- Acxiom, et al target customers based on 1000's of points of data; lots of ad networks (adsense is google's)
- Ads are usually measured in 'impression' and 'cost per click'
- <http://www.allfacebook.com/cpm-vs-cpc-2010-09>

Maximize the value of every impression


Sponsored [Create an Ad](#)

Blue means go.
austincar2go.com



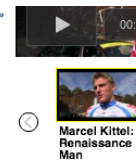
Between where you are and where you want to be, there's car2go. Register today at Austincar2go.com.

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Marcel Kittle: Renaissance Man

THE EXPLAINER

The Explainer: Blood c

Reaching the threshol


Who's in charge?

Is intimidation in the e

A follow-up to the slee

That questionable poc

RIDER DIARIES




"AdSense has allowed me to live the life I've always dreamed of."

Greg Fisher
Publisher, RealCarTips.com

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ADS 2

Greening - Local food and Organic p... | IAB - Ad Unit Guidelines

www.iab.net/iab_products_and_industry_services/1421/1443/1452

ad sizes

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Featuring **Michael Goefron**, Senior Director of Ad Ops
for Alloy Digital | October 20, 2011 @ 10 a.m. EDT [Register Now](#)

Home > Guidelines, Standards & Best Practices > Ad Standards & Creative Guidelines > Ad Unit Guidelines

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Ad Standards & Creative Guidelines

- Ad Unit Guidelines
 - [Rising Stars Display Ad Units](#)
 - [Digital Video Ad Format Guidelines & Best Practices](#)
 - [Pop-up Guidelines](#)
 - [Rich Media Creative Guidelines](#)
 - [Universal Ad Package](#)
- Contracts & Privacy
- Data Usage & Control
- Digital Platform Overviews
- Digital Video
- Email & Lead Generation
- Games Advertising
- IAB Compliance Seal Program
- Interactive Television
- Measurement Guidelines
- Mobile
- Networks & Exchanges Quality Assurance Guidelines
- Operational Efficiency Best Practices
- Social Media
- Targeting Local Markets: An IAB Interactive Advertising Guide
- Terms & Conditions

Ad Unit Guidelines

The IAB Ad Unit Guidelines are intended for marketers, agencies and media companies for use in the creating, planning, buying and selling of interactive marketing and advertising. The IAB's [Ad Sizes Working Group](#) meets on a bi-annual basis to review proposed new ad units and issue updated voluntary guidelines as appropriate. The process whereby these new units are reviewed and considered can be downloaded [here](#).

Publishers

These voluntary guidelines provide a framework for advertising inventory and web page design. The goal is to reduce and simplify the amount of work for agencies that may be faced with having to create several assets of a similar size for different publishers, e.g. 300x95, 300x100, 300x105 pixels. The recommended file weights and animation lengths are specifically for animated in-page display ads, typically using an authoring program such as Adobe Flash or appearing as animated GIFs. For creative guidelines for Rich Media ad formats, such as "peelbacks" and "transitionals" (previously referred to as "over-the-page" units), please see the [IAB Rich Media Guidelines](#).

You are encouraged to examine the standardized units and consider them for inclusion into your product offerings.

Agencies & Advertisers

As you expand and utilize greater creativity in your interactive messaging, these Guidelines suggest various units that are being introduced or offered by various publishers. Please consult your partners to understand their full creative specifications.

We also encourage agencies to use the [IAB Creative Spec Database](#) as a simple, easy-to-use centralized source of interactive advertising creative specifications.

NOTE: All dimensions are in pixels.

Core Standard Ad Units

As of February 28, 2011

	Recommended Maximum Initial Download Fileweight	Recommended Animation Length (Seconds)
300 x 250 IMU - (Medium Rectangle)	View IMU 40k	:15
180 x 150 IMU - (Rectangle)	View IMU 40k	:15
728 x 90 IMU - (Leaderboard)	View IMU 40k	:15

FEEDBACK

- IAB has control over standard ad units

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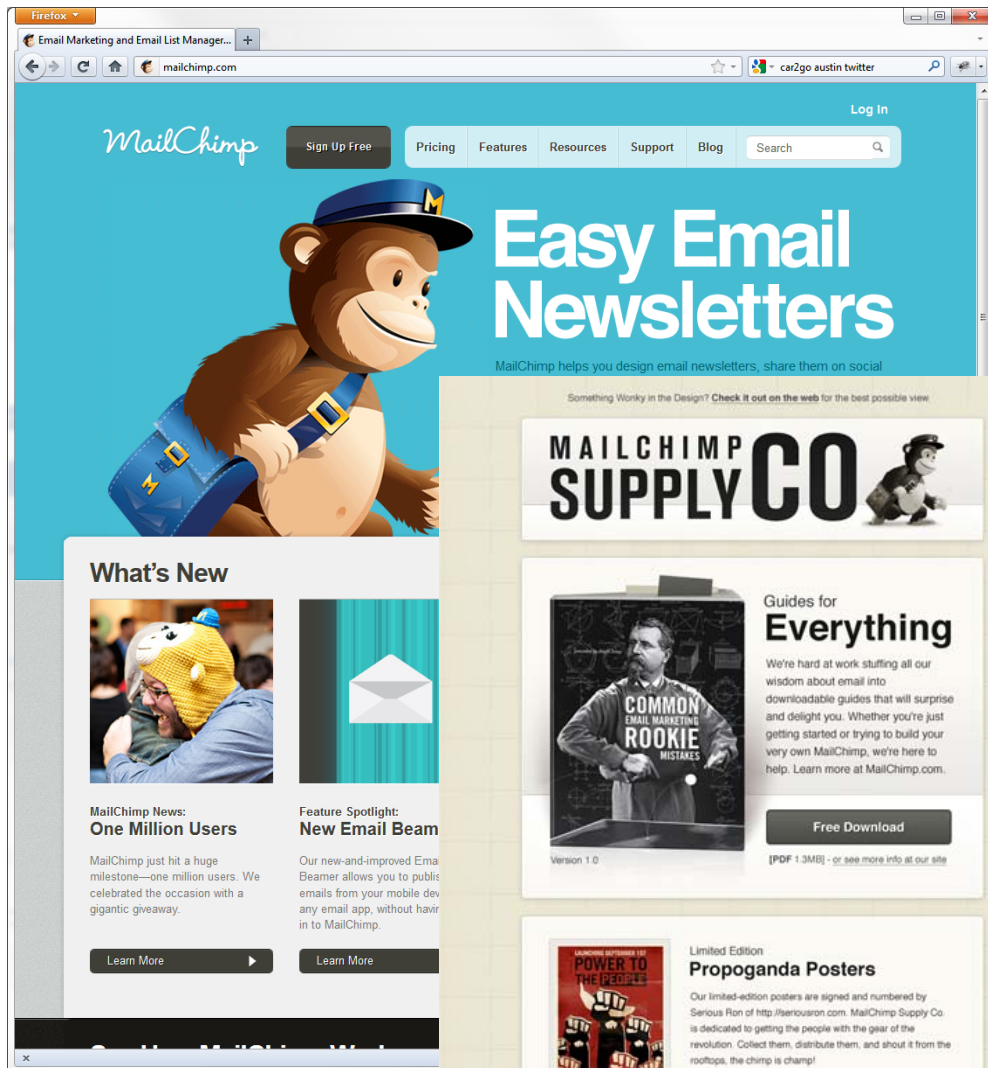
SOCIAL



- Facebook Page
- Twitter Brand Page
- AddThis.com



CUSTOMER OUTREACH



- Acquisition
- Education
- Request

- Lists
- Campaigns
- Templates
- Landing Pages

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HOMework

CREATE A MARKETING KIT FOR YOUR IDEA

- Goal: Attract attention for 'beta' signups/request for more information
- A messaging stack, delivered through the following vehicles:
 - A landing page for downloading your app on a domain
 - A social media campaign with Twitter/Facebook pages
 - An SEM/Facebook Ad/Banner campaign (Pick one)
 - A newsletter outreach templates
 - Post to your blog

POWS!
WORK TIME