

**Standard 3.4** – Use of Electronic and Internet advertising options  
Listening Guide

Use the powerpoint to fill in the missing words

Define Terms:

\_\_\_\_\_ – a website where an individual provides entries of any type, video's, podcasts, discussions, photos, presented in reverse chronological order (most recent posts listed first)

\_\_\_\_\_ –used to describe pictures, videos or other material on internet

\_\_\_\_\_ – electronic mail messages transmitted over the internet, simple text or attachments like documents and images

**Instant messaging** – (IM) is to \_\_\_\_\_ with another \_\_\_\_\_ for rapid exchange.

**Links** -highlighted \_\_\_\_\_ or \_\_\_\_\_ that, when clicked, jump you from one web page to another

\_\_\_\_\_ – audio or video content that can be downloaded automatically through a subscription

Name \_\_\_\_\_

Period \_\_\_\_\_

to a website so you can view or listen offline.

**Social media** –terms for the tools and platforms (blogs, wikis, podcasts, facebook, mySpace) people use to \_\_\_\_\_, \_\_\_\_\_ and share \_\_\_\_\_ online



**Social networking** –online sites where people create a \_\_\_\_\_ for themselves and then \_\_\_\_\_ with other users

**Online** \_\_\_\_\_ - a group of people using social media tools and sites on the internet

Name \_\_\_\_\_

Period \_\_\_\_\_

**Domain names** – are identifying and unique names of an \_\_\_\_\_  
\_\_\_\_\_

**Hits** – measurement tool used in web analytics as any request for a file from a web server

**SEM** ( \_\_\_\_\_ ) –form of internet marketing that seeks to promote websites by increasing their visibility in searches

\_\_\_\_\_ – keyword or term associated and assigned to an item of content, usually added to enhance search engine and make more organized

**Widgets** –stand alone applications you can embed in other applications like a website or view on a PDA. They may help you to do special tasks

**Webinar** –an online \_\_\_\_\_, people attend from their own location

\_\_\_\_\_ –webpages used to collect content about a topic. Anyone with access to the page can edit or modify the information

**RSS** –short for \_\_\_\_\_,  
\_\_\_\_\_

allows you to subscribe to content on blogs or other social media and have it delivered to you through a feed

### **The Internet as a Medium**

Fastest-growing \_\_\_\_\_  
\_\_\_\_\_.

- Internet began in early 1960s as a U.S. Department of Defense tool.
- During 1980s, commercial online services, like AOL, created local *electronic bulletin boards (BBS)* .
- With the introduction of the first web browser in 1994, the Internet became user-friendly with true multimedia capabilities, rather than text-based pages.

Enables businesses/organizations to \_\_\_\_\_ and \_\_\_\_\_ relationships with their customers/stakeholders on global scale at a very efficient cost.

Diverse demographics use internet-- business men/ women, \_\_\_\_\_, \_\_\_\_\_, ethnic populations, etc. -- \_\_\_\_\_  
\_\_\_\_\_.

Name \_\_\_\_\_

Period \_\_\_\_\_

✓ \_\_\_\_\_

## Pros and Cons of Internet

### Advertising

#### *The Pros*

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

#### The Cons

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

### **Company Websites**-Consist of a

\_\_\_\_\_ and an

indefinite \_\_\_\_\_ of web pages

- *Websites* are alternative " \_\_\_\_\_ " -- locations where customers, prospects, and other stakeholders can find out more about a company, its products and services, and what it stands for.

### Characteristics of Good Websites

1.

2.

3.

4.

Research has found that people \_\_\_\_\_, not \_\_\_\_\_, a website.

### Email Marketing

One of the fastest growing and most effective forms of internet advertising.

**E-mail marketing** is a form of \_\_\_\_\_ marketing which uses email as a means of \_\_\_\_\_ commercial messages to an audience such as:

- sending e-mails with the purpose of enhancing the relationship of a

Name \_\_\_\_\_

Period \_\_\_\_\_

merchant with its current or previous customers and to encourage repeat business,

- sending e-mails with the purpose of acquiring new customers or convincing current customers to purchase something immediately.

### **Key word Advertising**

This type of advertising uses \_\_\_\_\_ to \_\_\_\_\_ ads.

Typically, advertisers select a set of keywords related to the product or service they wish to advertise. The ads are then displayed in relevant places based on those keywords. For example, Google matches advertiser-selected keywords to user search terms on Google.com in order of relevant ads.

