

www.PlattFormAd.com



PlattForm
Advertising

The logo features the word "PlattForm" in a large, bold, red, italicized sans-serif font. Below it, the word "Advertising" is written in a smaller, bold, black, italicized sans-serif font. The text is flanked by two thick, blue, horizontal bars that are slightly slanted to the right.

500 N. Rogers Rd. • Olathe, KS 66062

Marketing Using New Technology

Mike McHugh
Chief Interactive Officer, PlattForm

How the Internet is Changing

- Internet is a Platform
- User-Generated Content
- Customer Engagement

Importance of Web 2.0

- Connect with the Demo
- Utilization of Customers
- Brand Differentiation
- Search Engines are Changing

Changes in Search Results

The screenshot shows a Microsoft Internet Explorer browser window displaying a Google search for "smokey eyes". The address bar shows the search URL. The search results are displayed in a list format, including video thumbnails and text descriptions. On the right side, there are sponsored links for makeup courses and classes.

Address: http://www.google.com/search?source=navclient&aq=t&ie=UTF-8&rlz=1T4HPNN_en_US220&q=smokey+eyes

Google smokey eyes

Web Images Maps News Shopping Gmail more

Results 1 - 10 of about 407,000 for **smokey eyes** (0.18 seconds)

YouTube - Sandy's Basic Smokey Eye
http://www.happiface.comsandys basic smokey eye... 1380 ...
Watch video - 2 min - ★★★★★
www.youtube.com/watch?v=Xk13YiswJrE

YouTube - How to Create a smoky eye
M.A.C Pro makeup artist Chantel Miller shows how to create a ...
Watch video - 2 min 4 sec - ★★★★★
www.youtube.com/watch?v=10NkeFxTX8A

How to Get Smoky Eyes
How to get **smoky eyes**: Step-by-step instruction on giving yourself **smoky eyes** -- a look that has yet to go out of style.
beauty.about.com/nd/allaboutyoureyes/ht/smokeyes.htm - 24k - Cached - Similar pages

How To Create A Smoky Eye Effect (Beauty & Style ...
Video: How To Create A Smoky Eye Effect. How To Create A ...
2 min 59 sec
www.videojug.com/film/how-to-create-a-smoky-eye-effect

Make Up Lessons: Smokey Eyes
Her **eyes** had a Bambi quality that drew me in. Interestingly, I was soon to learn, her innocent-looking exterior hid a rather worldly and adventurous interior ...
kevynaucoin.com/lessons/?vanessa - 16k - Cached - Similar pages

Tutorial - Black Smokey Eye
This tutorial is for a very dramatic **smokey eye** that is basically black. It is considered sultry, sexy, and some might refer to it as the "Victoria Secret ...
www.temptalia.com/tutorial-black-smokey-eye - 169k - Cached - Similar pages

The Beauty Newsletter: Makeup Question of the Day
A lot of the time, to get the **smoky eye**, you'll see just one light color on the bone, Tags: **smoky eyes**, **eye** shadow technique, holiday looks, dark **eyes**, ...
beautynews.blogspot.com/2005/11/makeup-question-of-day.html - 140k - Cached - Similar pages

Top 10: Smoky Eyes on Celebrities | All Women's Talk
Smoky Eyes have always been in fashion, but this year they are as Big as ever! Check out the top 10 of **Smoky Eye** Look on Celebrities to create an image of ...
allwomenstalk.com/top-10-smoky-eyes-on-celebrities/ - 33k - Cached - Similar pages

Sponsored Links

Make up Artist Course
Step by step Make Up course
Free makeup artistry Report
www.MakeupCourses.org

Make-up Classes
Find Makeup Schools in your area.
Receive free info today.
www.SpaBeautySchools.com

Make-up Classes
Get information from a school near you that offers make-up classes.
www.HolisticJunction.com

Local Make-up classes
Find Make-up classes Near You.
The Web's Local Search Engine!
www.local.com

Topic Areas

- Social Networking
- Video
- Blogs
- Mobile Marketing

Social Networking

- Example Sites
 - MySpace
 - Facebook
 - Classmates
 - LinkedIn
- Projected to reach 230 million users by end of 2007 with revenues of \$2.4 billion by 2012*

*marketingcharts.com

MySpace Example

The screenshot shows a Microsoft Internet Explorer browser window displaying the MySpace website. The address bar shows a search URL for 'Daymar College'. The page features a navigation bar with links like Home, Browse, Search, Invite, Film, Mail, Blogs, Favorites, Forum, Groups, Events, MySpace TV, Music, Comedy, and Classifieds. A search bar is present with a 'Search' button and a 'powered by Google' logo. Below the search bar, the results are titled 'Find a Friend Results for DAYMAR COLLEGE'. On the left, there are sponsored links for Daymar College - Kentucky. On the right, there is a 'Filter your Friend Search' box with options for Country (United States), Postal Code (Any), and City. Below the filters, there are three profile cards for Daymar College, each with a small image of the college building and a list of details: **Headline:** Daymar College, **Orientation:** No Answer, **Here For:** Networking, Friends, **Gender:** Male, **Age:** 45, **Location:** OWENSBORO, and **Profile Updated:** [date and time]. Each card also has a list of actions: View Profile, Send Message, Send Instant Message, Forward to a Friend, and Add to Blog Preferred List. The browser's taskbar at the bottom shows various open applications and the system clock at 2:09 PM.

MySpace Example

MySpace.com - Daymar College - 45 - Male - OWENSBORO, Kentucky - www.myspace.com/daymarcollege - Microsoft Internet Explorer

Address: http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=166421114

User Shortcuts: [Search] People [Search] powered by Google

Home | Browse | Search | Invite | Film | Mail | Blogs | Favorites | Forum | Groups | Events | MySpace TV | Music | Comedy | Classifieds

Daymar College
 "Daymar College"
 Male
 45 years old
 OWENSBORO, Kentucky
 United States
 Last Login: 2/3/2008
 Mood: accomplished
 View My: Pics | Videos

Contacting Daymar College

- Send Message
- Add to Friends
- IM / Call
- Add to Group
- Forward to Friend
- Add to Favorites
- Block User
- Rank User

MySpace URL:
<http://www.myspace.com/daymarcollege>

Daymar College's Interests

General **Contact Moderator:**
daymar@inbox.com

Daymar College Campus Locations

Louisville 4400 Breckenridge Lane, Suite 415, Louisville, Kentucky 40218

Newport 76 Carothers Road, Newport, Kentucky 41071

Owensboro 3361 Buckland Square, Owensboro, Kentucky 42301

Paducah 509 South 30th Street, Paducah, Kentucky 42001

Toll Free: 1-877-258-7796
DaymarCollege.edu

Daymar College's Latest Blog Entry [Subscribe to this Blog]
 Buy or Sell Your Books (view more)
 [View All Blog Entries]

Daymar College's Blurbs

About me:
 Daymar College | Toll Free: 1-877-258-7796

Daymar is a Kentucky college of business and technology offering training in exciting career areas such as:

- Accounting Technology
- Billing and Coding Specialist
- Business Administration
- Criminal Justice
- Internet Web Designer
- Medical Assisting
- Medical Office Technology
- Medical Records Technology
- Medical Transcription
- Network Support Administration
- Paralegal Studies
- Pharmacy Technology

Not all programs are offered at all locations

All four campuses are conveniently located across Kentucky in **Louisville, Newport, Owensboro, and Paducah.**

Daymar College Library Information:

Student Services

- Tutoring
- Labs
- Book Checkouts
- Magazines and Newspapers
- Copier Services

Library Hours

Monday - Thursday
 8:00 AM to 9:40 PM

Friday
 8:00 AM to 4:00 PM

MAR COLLEGE (Vertical banner on the left)

DAYMAR COLLEGE (Vertical banner on the right)

Windows taskbar: start, Inbox - Mic..., Interactive..., Facebook a..., Address Book, Joe Mulvih..., 2 Micro..., Microsoft P..., 4 Interne..., Internet, 2:09 PM

Custom MySpace Example

The screenshot shows a Microsoft Internet Explorer browser window displaying a custom MySpace profile for Daymar College. The browser's address bar shows the URL <http://www.myspace.com/dcgdaymar>. The page features a header with the text "DAYMAR COLLEGE" and the phone number "1-877-258-7796 TOLL FREE". Below the header, there are navigation buttons for "HOME", "MESSAGE", "ADD 2 FRIENDS", "ADD 2 GROUP", and "FAVORITES". The main content area includes a "Profile" section with details such as "Daymar College", "Founded: 1963", "Contact: 1-877-258-7796", and "Web Site: DaymarCollege.edu". There is also a "Locations" section listing three addresses in Louisville, KY, Owensboro, KY, and Newport, KY. The page is decorated with images of students and a grid pattern. The browser's taskbar at the bottom shows various open applications and the system clock indicating 2:09 PM.

Facebook Example

The screenshot shows a Microsoft Internet Explorer browser window displaying a Facebook group page for "ITT Technical Institute - Green Bay". The browser's address bar shows the URL: <http://www.facebook.com/group.php?gid=2216414218>. The Facebook page layout includes a navigation bar with "Profile", "Friends", "Networks", and "Inbox" tabs. The main content area is divided into several sections:

- Information:** Group Name: ITT Technical Institute - Green Bay; Type: Student Groups - General; Description: ITT in the Frozen Tundra; City: Green Bay, WI.
- Recent News:** "Ah, a new quarter".
- Photos:** "No one has uploaded any photos."
- Videos:** "No one has uploaded any videos."
- Posted Items:** "No one has posted any items."
- Discussion Board:** "Displaying 2 discussion topics." One topic is "Cool photos and funny stuff" with 3 posts by 3 people, updated on Jul 11, 2007 at 10:11 AM. Another is "whats you degree?" with 7 posts by 7 people, updated on Apr 12, 2007 at 9:05 AM.
- Members:** "This group has 22 members." A list of members includes Benjamin Kenote, Abbie Stradal, Miles Oberstadt, Timothy Mauritz, Danielle Oik, and Nick Summers.
- Officers:** Graham Huck (Green Bay, WI) as Emperor and Benjamin Kenote (Minnesota) as General.
- Related Groups:** "You know you're from Wisconsin if..." with sub-groups like "Geography - States", "Let's set and break a Guinness Record!!!!", "Race Against the States - Wisconsin", "1,000,000 Strong For Stephen T Colbert", "Entertainment & Arts - Celebrities", and "Man Law".
- Group Type:** "This is an open group. Anyone can join and invite others to join."
- Admins:** Graham Huck (Green Bay, WI) (creator) and Mike Hetzel (ITT Tech Tucson).

The left sidebar contains a search bar, "Applications" (Photos, Marketplace, Groups, Events, Blog RSS Feed Reader, Oregon Trail), and "Stop Browsing Profiles" with a profile picture of a woman and a promotional message: "And come meet 5 real women in 5 minutes. Live. WooMe.com is the fun, fast and free way to date. Click here!". The bottom of the browser window shows the Windows taskbar with the Start button, several open applications (Microsoft Office, Margins by Internet, Microsoft PowerPoint), and the system tray showing the time as 2:11 PM.

Discussion Questions

- Do you participate in social networking?
- Does your school participate?
- What is the main challenge to utilization?
- Is it better for recruitment or retention?
- Are you afraid of your (former) students?

Video on the Web

- Internet video advertising spend to increase from \$471 million in 2006 to \$7.1 billion in 2012*
- YouTube controls over 30% of videos viewed on the Web**

*Forrester Research

**comScore November 2007

Education Video Examples

- Reuse of Existing Commercial
 - <http://www.youtube.com/watch?v=pL9LCfe9hdY>
- Promotion of In-Demand Programs
 - <http://www.youtube.com/watch?v=OvWTQERXQ8U>
- Fun and Comical
 - <http://www.youtube.com/watch?v=MDAUIInQm9d0>
- Implementation on School Web Site
 - <http://imagine.mcm.edu>

Discussion Questions

- Are you utilizing video on the web?
- Do you have video to use?
 - <http://www.youtube.com/watch?v=6h3G-IMZxjo>
- Who is your leader of this campaign?
- What was your favorite video this year?

Blogs

- Frequently Updated Journal of Information
- Can Focus on Any Topic
- Personal or Corporate
- Keep it Fresh
- Text, Video or Audio

Blog Results Example

Web Results 1 - 10 of about 108,000 for [pinnacle career institute](#) (0.22 seconds)

Pinnacle Career Institute Sponsored Links
[www.pctraining.edu](#) A variety of degree programs to attain your **career** goals. Get info!

Pinnacle Career Institute Sponsored Links
[PCI Search4CareerColleges.com](#) Your Path to Success Starts Here! Request Free Program Info Today.

Personal Trainer Schools - Pinnacle Career Institute
Pinnacle Career Institute offers personal training, medical billing and coding, massage therapy training and more. Contact us to find out how PCI can help ...
[Map of 1001 E 101st Ter, Kansas City, MO 64131](#)
[www.pctraining.edu/](#) - 25k - [Cached](#) - [Similar pages](#)

Professional Fitness Trainer - NSCA Personal Trainer Certification ...
... the NSCA personal trainer certification, look no further than **Pinnacle Career Institute**. Learn more about becoming a personal trainer through PCI today!
[www.pctraining.edu/02-personal-training.asp](#) - 20k - [Cached](#) - [Similar pages](#)
[More results from www.pctraining.edu »](#)

Pinnacle Career Institute - Lawrence, All Allied Health Schools
Get details about **Pinnacle Career Institute**, featuring Personal Trainer - Certificate and Massage Therapy - Certificate programs, then connect with the ...
[Map of 1601 W 23rd St, Lawrence, KS 66046](#)
[www.alliedhealthschools.com/schools/ID2380/](#) - 22k - [Cached](#) - [Similar pages](#)

Pinnacle Career Institute
Earn your degree at **Pinnacle Career Institute**, certificates & courses from online colleges and online universities.
[www.uschools.net/online/Pinnacle_Career_Institute/](#) - 13k - [Cached](#) - [Similar pages](#)

Pinnacle Career Institute - Instructor Insights
On Saturday, January 12th, **Pinnacle Career Institute** Kansas City Campus hosted their 4th bench press competition. The event was held at PCI's gym located at ...
[blog.pctraining.edu/](#) - 35k - [Cached](#) - [Similar pages](#)

Message Therapy Training Sponsored Links
Learn more than technique, become a healing arts professional.
[www.MTTI.net](#)
Kansas City, MO

Pinnacle Career Institute Sponsored Links
Request info from **Pinnacle Career Institute** in Missouri & Kansas.
[www.CollegeSurfing.com](#)

Pinnacle Career Institute Sponsored Links
Earn your Degree in Half the Time! Day & Evening Classes. Accredited.
[www.Top-Colleges.com/Pinnacle](#)

Pinnacle Career Institute Sponsored Links
Free Detailed School Catalog With Program, Degree & Campus Info.
[www.careersandeducation.com](#)

Pinnacle Career Institute Sponsored Links
Learn about programs offered at **Pinnacle Career Institute**.
[www.SpaBeautySchools.com](#)

Pinnacle Career Institute Sponsored Links
Get info from **Pinnacle Career Institute** in Missouri & Kansas.
[www.CollegeBound.net](#)

Career Institute Diplomas Sponsored Links

Multiple listings for school site

Blog Example

Pinnacle Career Institute - Instructor Insights - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://blog.pctraining.edu/>

Google [pinnacle career institute](#) Go

Bookmarks 226 blocked Check Look for Map AutoFill Send to pinnacle career institute Settings

Schedule Tour Apply Online

Pinnacle Career Institute

CONTACT US

About Us Campus Programs Online Programs Locations Admissions Student Services Financial Aid **1.800.614.0900**

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Career Fields

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- » Health & Fitness
- » Medical

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- » Massage Therapy Clinic
- » Check out PCI's Blog!
- » Request Information
- » PCI Alumni
- » News Articles

Call: **1.800.614.0900**

Classes starting soon!

Live Chats With Instructors Helped Immensely!
January 28th, 2008 by PCI

While in the Medical Billing and Coding Program there were times where I felt alone because this was an online school and there was no one there to walk them through with me. But as I got started there were live chat sessions with the instructors where we discussed any questions we had as well as went through the assignments for that particular week. It was nice to know that I was not alone.

Thanks for all the help PCI!

BOOKMARK RSS FEED

Posted in Personal Training | No Comments »

Blog Archives

- January 2008
- December 2007
- November 2007
- October 2007
- September 2007
- August 2007
- July 2007
- June 2007
- May 2007
- April 2007
- October 2006
- September 2006
- August 2006

start Calendar - Microsoft... Reminder - Informat... Microsoft PowerPoint... Pinnacle Career Instit... wordpress.com - Micro... 10:19 PM

Discussion Questions

- Do you have a blog?
- Can your school benefit from a blog?
- Can you improve internally with a blog?
- Do you comment on other blogs?

Mobile Marketing

- Developing Medium
- Projected to Reach Over \$1.5 Billion in 2008*
- Focus on Convenience of Information

*
eMarketer

Discussion Questions

- How can you communicate to your students' phones?
- How will spam issues be solved?
- How do you track a campaign?
- What is a mobile "lead"?

Other Topics of Discussion?