

## Services:

### eMarketing > On-Line Media Campaigns

Once your site is launched, BuzzBoltMEDIA can help plan and implement an on-line marketing strategy to generate targeted traffic to your web site. BuzzBoltMEDIA senior management has direct and significant experience marketing and managing traffic for the Lycos Network, a pioneering web media model that includes three of the top ten web sites in the world.

On-Line Media Campaigns consists of the following fundamentals:

- On-Line Media Contacts Database Development
- On-Line Advertising Campaign Management
- On-Line Business Plan Development
- Advertising Concept Development
- Media Buying / Placement Services
- Web Site Sponsorships

Because both principals worked at the Lycos Network of On-Line Properties, they understand the intricacies of on-line advertising placements, how impressions are recorded, what works and doesn't work in digital advertising. Because they were involved in the vendor side of the transaction, they are uniquely capable of identifying the better opportunities available on the web today.