



I want you to **print these pages** and use them along with the accompanying slides to make it easier for you to follow along during our time together.

Janice Thompson

Janice Thompson is co-founder and Managing Director of siteEDGE agency, an interactive marketing firm headquartered in Kansas City, Missouri. Janice has over 15 years experience in business growth consulting and over 5 years experience in helping companies use the Internet to cost effectively reach their customers.

Her clients have included brand-names within the telecommunications, consumer goods, retail and media industries as well as start-ups, traditional “brick & mortar” and new economy companies. She has been featured in publications such as OMMA and Advertising Crossing.

Janice received a B.A. in economics from Harvard College in 1988 and a Certificate in Executive Leadership from Harvard Business School in 1995.



Never take any type of recall related
marketing action
before _____

Both manufacturers and

_____ need to know what

do due if faced with a recall.

#1

List 5 things you can do to keep the cost of your paid search campaign within reason:

1. _____

2. _____

3. _____

4. _____

5. _____

#4

Contrary to popular opinion, most online
video viewers

are _____

When it comes to ads within videos

consumers (circle as many as apply):

a) hate them b) prefer them to

subscription fees c) prefer :60 spots

#5

A search engine optimized press release is one where keywords are _____ to your _____.

When incorporating keywords or phrases in your press release, make sure it passes the _____ test.

#6

To advertise using Google Audio Ads you
must have

a(an)_____.

#8

An influencer blogger

is _____

_____.

To monitor the blog world you need

_____ and
_____.

#11

Remember, the overall goal of your
campaign is to

1) _____

_____ and

2) _____

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