

Digital Integration Plan

Presented By : Patrika Group



Brand Integration

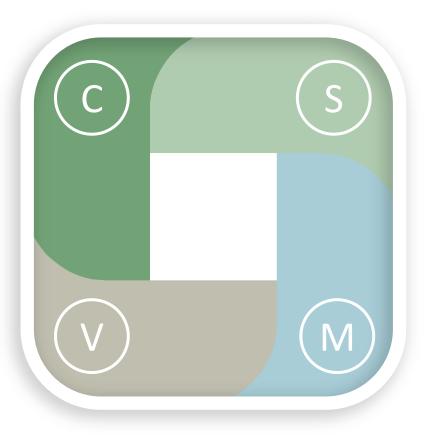
Emphasizing advertiser experience and clarity of interaction for all aspects of a branded proposition

Content Integrations

Integrated advertising can often work better than traditional ads. It's different and it has a certain amount of cut-through.

Video Integrations

If Video Integration is not part of your online marketing strategy, you're missing out on an opportunity to stay on top of mind for your customers and stay ahead of your competition.



Section Sponsorship

Sponsorship of an relevant section will have your banner ad displayed across the header of that section, Only the sponsor's banner ads will appear inside of their sponsored section

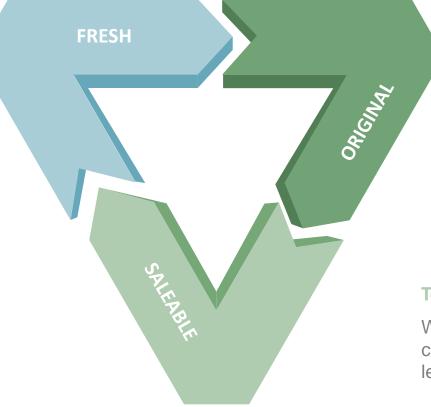
Micro Sections

Dedicated section for clients, where we can display their products, offers and redirect users to related articles and videos.



Integrations for Automobile

Automobile section generate about 12% of the unique visitors for us.



Working Widgets

We can place clients website's widgets like dealer locaters, mileage calculators etc. on our Auto Section .

In-Banner Quiz / Games

We can amalgamate client's product on banners through various Quiz activity or Games.

Test Drive Campaign

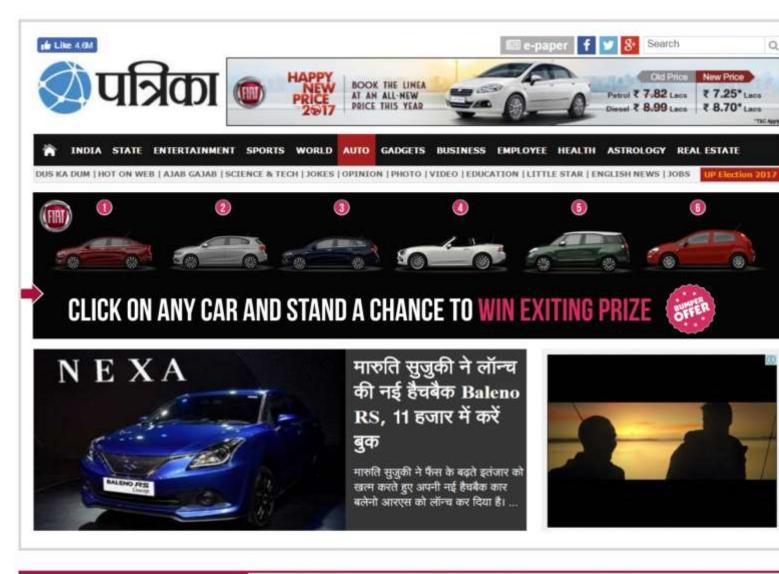
We can run In-banners test drive campaign to generate immediate leads .

In-Banner Quiz / Games Registration



Creative Specification REGISTRATION BANNER Size : 970 X 200 Pix





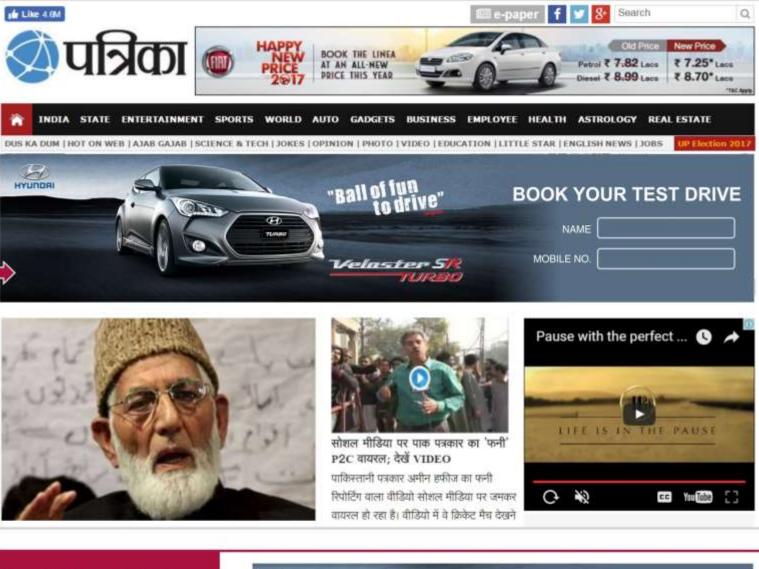
In-Banner Quiz / Games

Creative Specification

QUIZ BANNER Size : 970 X 200 Pix

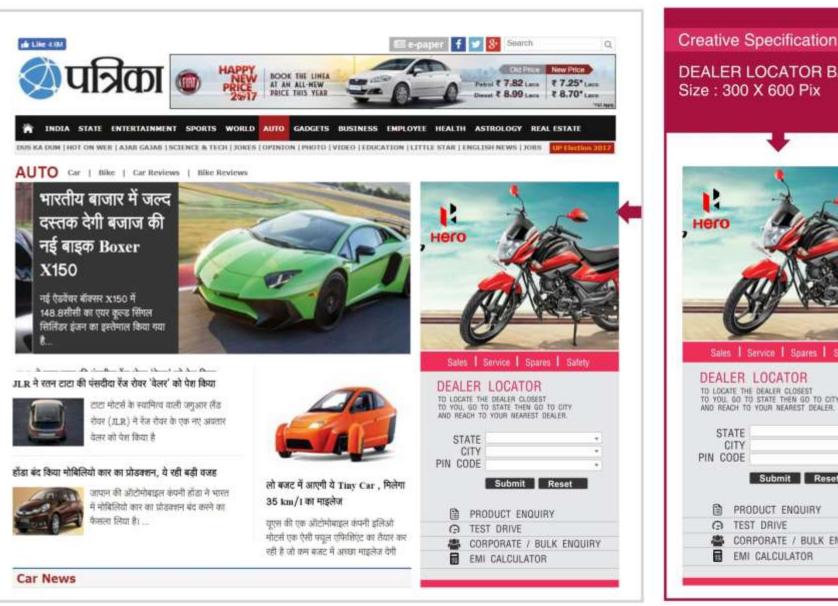


Test Drive Campaign



Creative Specification REGISTRATION BANNER Size : 970 X 200 Pix







Working Widgets



Integrations for BFSI

We have dedicated business section to cover all fields of industry along with expert analysis

Banking, financial services and insurance

All the above fields are requirement of any individual, but not all can do this on their own, so here we will help them to do this perfectly.



Sponsored Expert Speak

We can have financial expert from our advertiser and we will request them to updated about the forecasts, news updates and comments.

Awareness Campaign

We can have a series of articles related to Financial Planning and other business propositions



We can place advertiser EMI calculator, loan eligibility widget or LIVE CHAT WINDOW owned by clients only





Sponsored Expert Speak



Awareness Campaign

31 मार्च तक मोबाइल व आधार से जोडे जाएंगे सभी बचत खाते Financial केन्द्र सरकार ने लेने-देन में पारदर्शिता लाने

बच्चों के नाम पर किया है इन्वेस्टमेंट तो ITR में दे जानकारी, नहीं होगी

Planning for Kids With **Special Needs**

the Line 4 GM

परेशानी

Financial Advice

What is the value of Financial Advice?



नई दिल्लीआप आपका करने की इसकम पर प्रियने प्राइमेंसियन ईपर में टीडीपत काटा जय हो तो उठके जम पर किए तार इलोक्सोट की जानवारी अईटीजर में देनी जरूरी है। इतरेंह उत्पन्न जगर नहीं की सेने वाले इस्ताम, देवर में जिलने सारी हुए हे उठपा है और उठपा देन पाई नहीं पन है, ये भी उठपी इन्छन को आपको उठने दिखाँ में सामित करन होगा। येहा म काले हे उन्हेंदी दिपहेंसेर आपनी संदित सेप तनल है।

देवी होती है बातों की इसका

अञ्चल कचे पहुई के सार-सार अपने होंचे पर में रहान केने हैं। ये पहिले, डोरिंग और स्ट्रीका के पाने कई गए पही तहम और भी करते हैं। पेते में करवे की आपन से इक्सम होने तमती है। वहीं अतकात कुछ करते हीवी दिवादी हो में भी छिरता तेते है। कुछ हो में प्रहार मनी भी जीत तेते हैं। इस तरह की इनकम पर रीडीपर करता जत है। क्यों की इत इतवम को अईरीआर में विद्याल उसरी है। दिव डिलिजा रोट कोम के सीईजे मरीप सह वे काया कि ऐस करन हर उन प्रेंटर के लिए उननी है, जिसके साथे सी किसी तरह से इसकर हुई हो या हो रही हो। आप प्रेटर्स साइल करते राम देश नहीं करने हैं तो इनकार देवल दिप्रदेवेंट उन्हें मंदित देव तवान है।

मैकडोनाल्ड ने परोसी फ्रेंच फ्राई के साथ भुनी हुई छिपकली, शिकायत दर्ज

BOOK THE PUNTO

INDIA STATE ENTERTAINMENT SPORTS WORLD AUTO GADGETS DUSINESS EMPLOYEE HEALTH ASTROLOGY REALESTATE

AT AN ALL-NEW POICE THIS YEAR

Life

🕮 e-paper 🥤 💟 🚷 Search

दनियाभर में अपने जायके के लिए मशहर बहुराष्ट्रीय फास्ट फूड चेन मैकडोनाल्ड की एक आउटलेट में फ्रेंच फ्राई के साथ तली हुई छिपकली निकलने का मामला सामने आया है।..

और डिजिटाइजेशन को बढावा देने के मकसद

बचत खातों को मोबाइल और आधार संख्या से

से सभी बैंकों को 31 मार्च 2017 तक सभी

करेंगे भाजपा सांसद तरुग

रीकारण्य में भटकार सांसद कामर

गांधी के लिखी वियोधक राइट द

जोडने का निर्देश दिया है।

India =



Old Price New Price

Petrol ₹ 5.85 Lacs ₹ 5.45* Lacs

Ginaal 2 6.81 Lans 2 6.40" Lans

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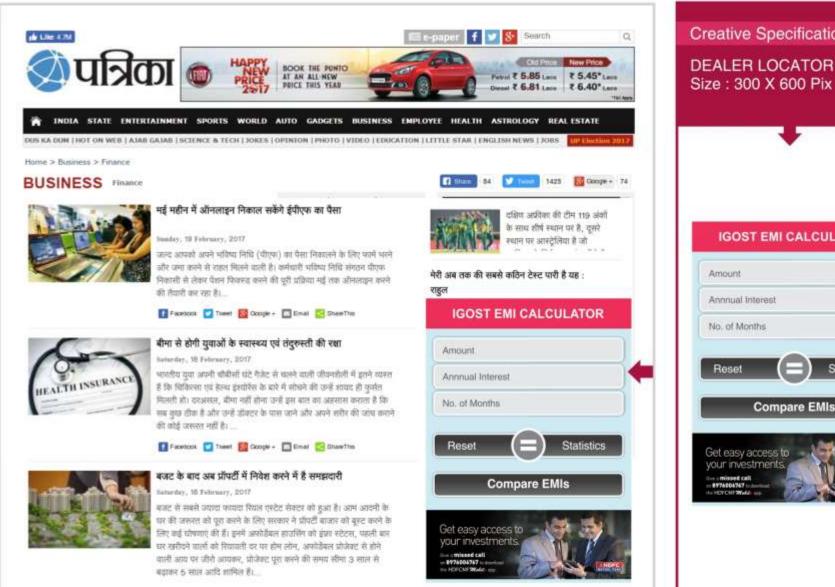
विभी में घटी फिलकरना देने वाली प्रदन्त, दो जुस्तें भाई सी पोलिंग राष्ट्रीय राजवारी दिली के रेडियी केंड In within A where at it got चर्ता की दोसिंग मारीम के पानी चरे

Creative Specification AWARENESS BANNER Size : 970 X 200 Pix









Creative Specification DEALER LOCATOR BANNER **IGOST EMI CALCULATOR** Statistics **Compare EMIs**

Calculators/ **Chat Window**



Integration for Education



CAREER COUNSELOR WIDGET

Customized widget of university that will offer guidance to students on education home page.



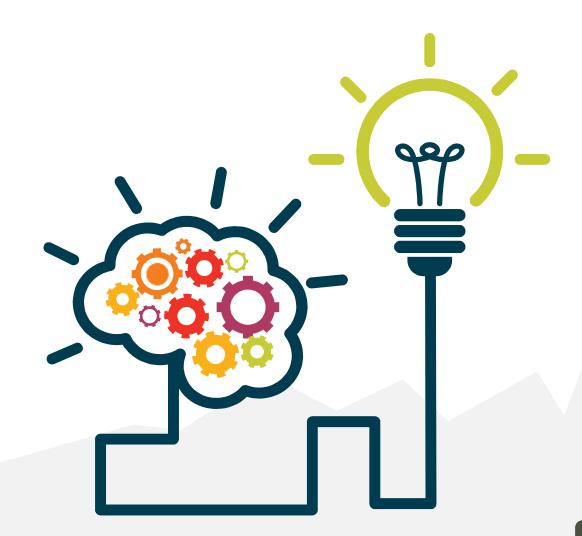
ONLINE APTITUDE TEST

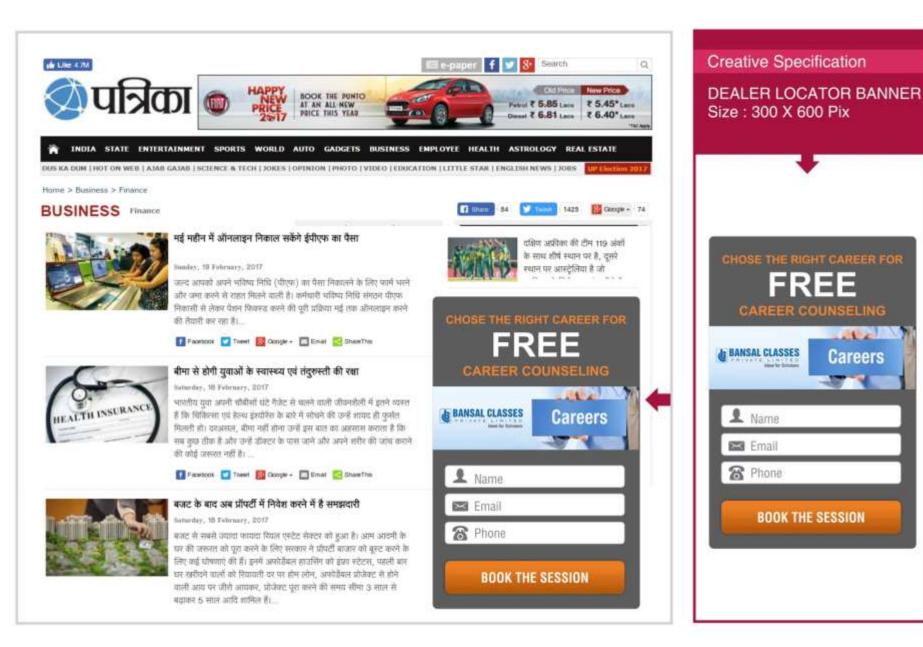
Will engage target audience with online aptitude test that will sponsor by the university in order to attain high brand recall. Winners will get scholarship of university.



MENTORSHIP MARATHON

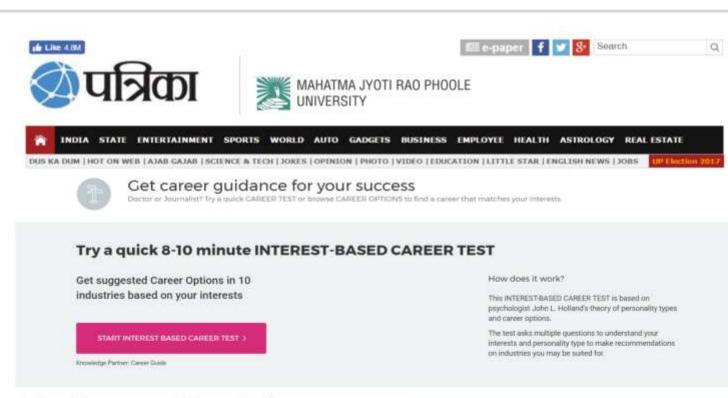
Will drive mentorship marathon where current students/alumni of university will convey their message to the visitor of our sites on education category article page.





CAREER COUNSELOR WIDGET

ONLINE APTITUDE TEST



Get guidance on over 61 Career Options

AVIATION AND AEROSPACE		MEDIA AND ENTERTAINMENT	Ň
The industry relies heavily on customer service. From checking in, ticketing, tagging/handling taggage to boarding, deplacing . View more		This industry is essentially about communication to the Trausary. From radio, talevision, print, we wide well, it formares o View more	
Click on any of the job roles below to know more		Click on any of the job roles below to know mor	•
Airline Pilot	>	Anchor	*
Cabin Crew/Flight Attendant/Air Hostess	20	Animator	20
Ground Operation Staff	2	Graphic Designer	83
Reservation And Ticketing Agent	3	Journalist	2
Terminal Operations Manager	30	Photojournalist	×
		Video Editor	5

MAHATMA JYOTI RAO PHOOLE UNIVERSITY

We need educated minds to change the world as it is education which replaces an empty mind with an open one. With growth of economy there has been phenomenal change all over the education system.

The education system in India is going through a phase of transition from a product based system to more a process based system Mahatma Jyol Rao Phoole - A name to reckon within the education sector. MJRP University is a Private University in Jaipur Rajasthan that runs courses in Bio Technology / Biotech, Ph. D., PG UG Programms, M.Sc. Agriculture Science & Technology, B. Sc. Honors Agriculture, MBA Agribusiness, Pharmacy, LLB, LLM, B. Tech, and Fashion Designing Courses in Jaipur.





जीएस- 984202 में जोरवार धमाका हुआ। इसके बाद थीखने व चित्राने की आवाजे आने

1978/514

एवं निजी बैंकों से निर्धारित संख्या से अधिक

दौरान जेटली से पूछा कि आपने अवमानना a a a



MENTORSHIP MARATHON



Integration for Real Estate

Online is emerged as a preferred route of buying real estate in near future.

MICROSECTIONS

Dedicated micro section for the builder where they can display all their projects.

PROPERTY FAIR

Multiple clients property fair, we successfully executed Jaipur Online Property Fair.

VIDEO TESTIMONIALS

We can record testimonial of the residents of advertisers and can play it on our video inventory



Micro section, which will going to have complete project detail.



We can run their TVC and virtual tours in the target area



Testimonial always played important role we can use this power of voice

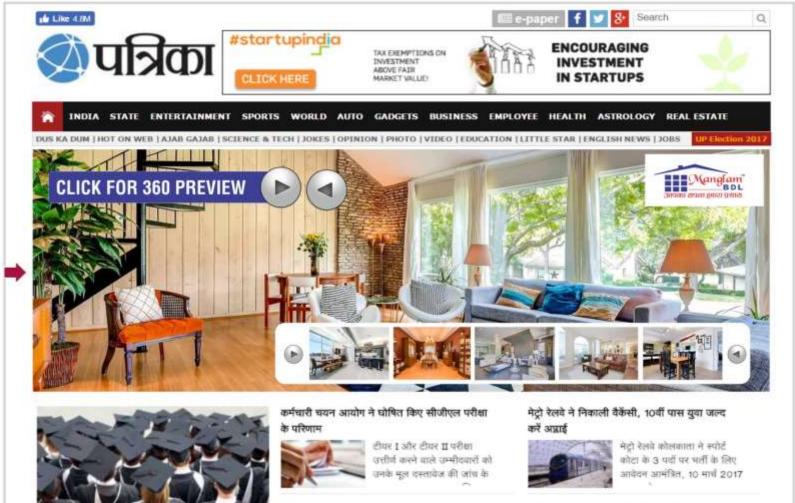
Real Estate Sales influenced by Digital platforms

According to a study commissioned by Google,



of real estate transactions in India are influenced by the Internet. One in four users rate the Internet as their preferred medium for real estate search and one in two houses sold are searched on the Internet.

We can run their TVC and virtual tours in the target area

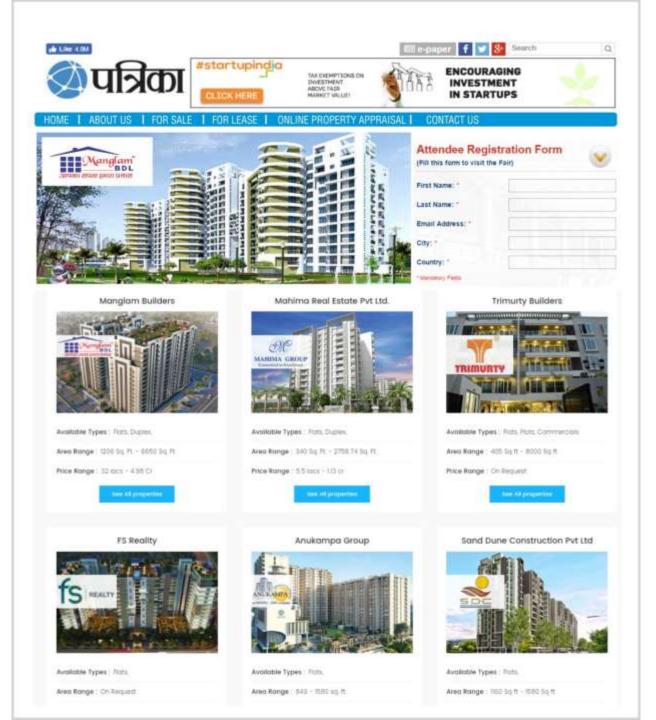


राजस्थान माध्यमिक शिक्षा बोर्ड आवश्यक सेवा घोषित 🛛 इंडियन ऑयल में निकली दैकेंसी, Apply soon



Size : 800 x 600 Pix





Micro section, which will going to have complete project detail.

Testimonial always played important role we can use this power of voice





Property-Fair Offer

We organize property Fair in different cities, till now we successfully executed Jaipur online Property Fair in the month of Feb

Associate Sponsor

- Logo Presence in on-line
 promotion
- Logo Presence in print.
- Logo Presence on Home page banner
- Logo Presence in emailers
- Logo Presence on Fair Home page
- Property Listing

Main Sponsor

- Logo Presence in on-line promotion
- Logo Presence in print/radio promotion
- Logo Presence on Home page banner
- Logo Presence in emailers
- Logo Presence on Fair Home page
- Exclusive emailer
- Property Listing
- Clickable Logo

10 Lacs

15 lacs

Participant

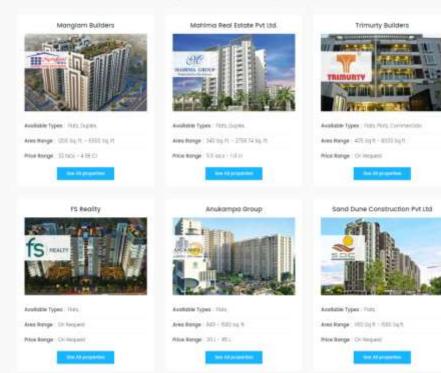
- Logo Presence in print.
- Property Listing.

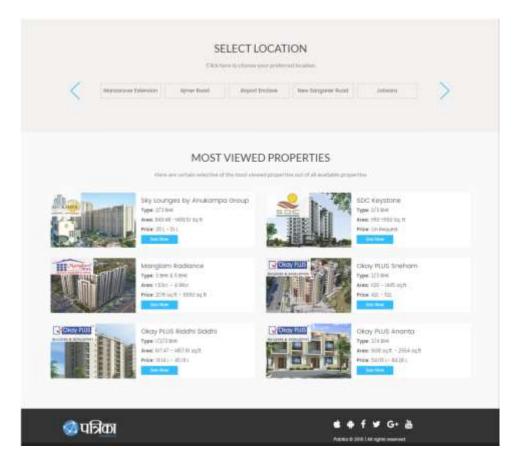
1.5 Lacs



PARTICIPANTS

bee what is going account the real estate world. We keep you always spitated.





Real Estate Sales influenced by Digital platforms



Integration for FMCG

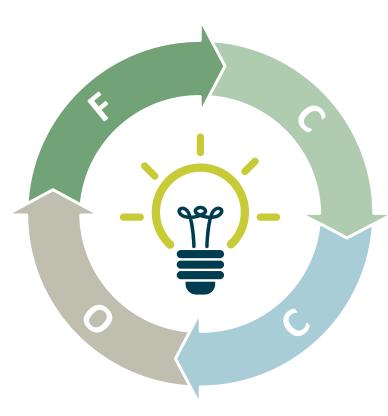
FMCG, we can engage users through lots of interesting, interactive and fun elements across the site

FREE SAMPLING

User can submit their information for free samples and gather information about their products

ONLINE CONTESTS

We can campaign as per the product relevancy i.e. photo contest , online poll, recipe contest etc.



CONTENT INTEGRATION

Brand pure play articles about the product as mutually discussed with advertiser.

CSR

Every advertiser has their own CSR motives, we can plan and drive various activities around their CSR plans





FREE SAMPLING



ONLINE CONTESTS



CONTENT INTEGRATION

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Creative Specification

AWARENESS BANNER Size : 970 X 200 Pix









Integration for Health Pharma

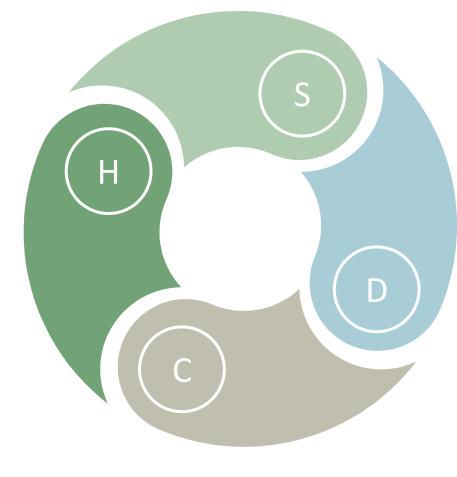
Health is the fastest growing industry online, and our mission is to be users ally in pursuit of health and well-being.

HEALTH AWARENESS CAMPAIGN

We can do various health awareness campaigns where we will spread the right kind information related to any health issue in association with advertiser

CHECK-UP CAMP

Online health check-up is another way to engage user with the advertisers.



SECOND OPINION CAMP

These days people are actually going for second opinion about the health issue they are facing, since it is we can directly ask to user to connect with our advertiser.

DONERS DIRECTORY

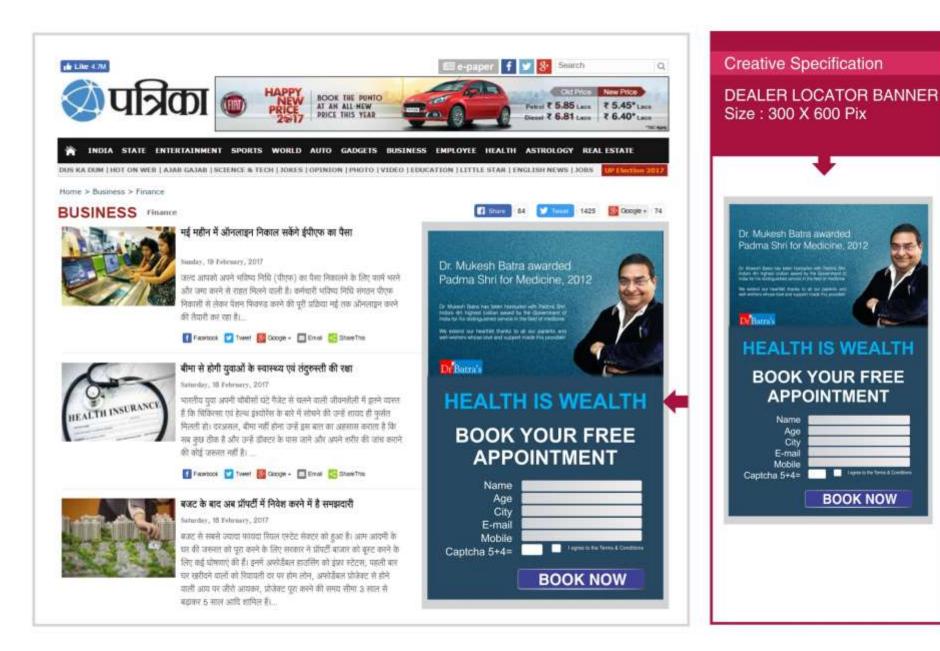
We can develop a micro section where we can ask user to submit the details of donation he can do in association with advertiser.

HEALTH AWARENESS CAMPAIGN



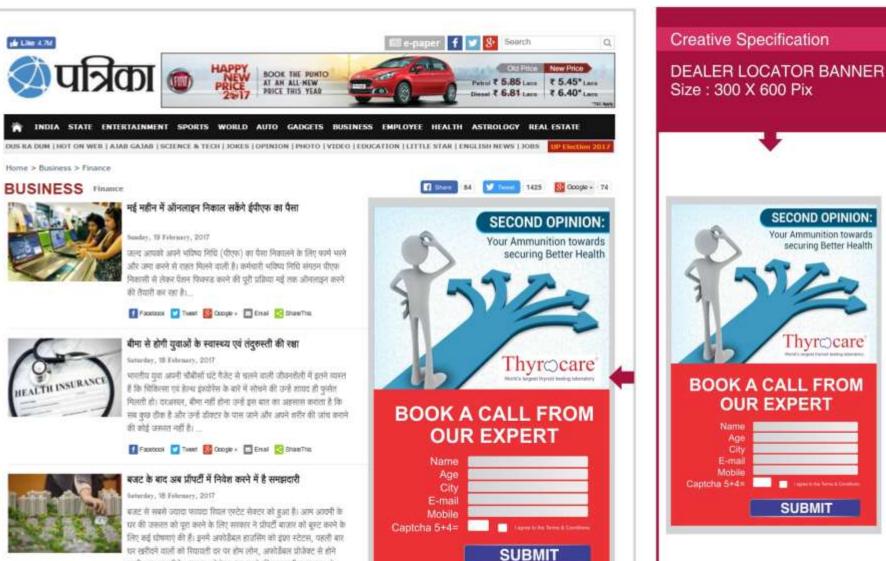
Creative Specification AWARENESS BANNER Size : 970 X 200 Pix



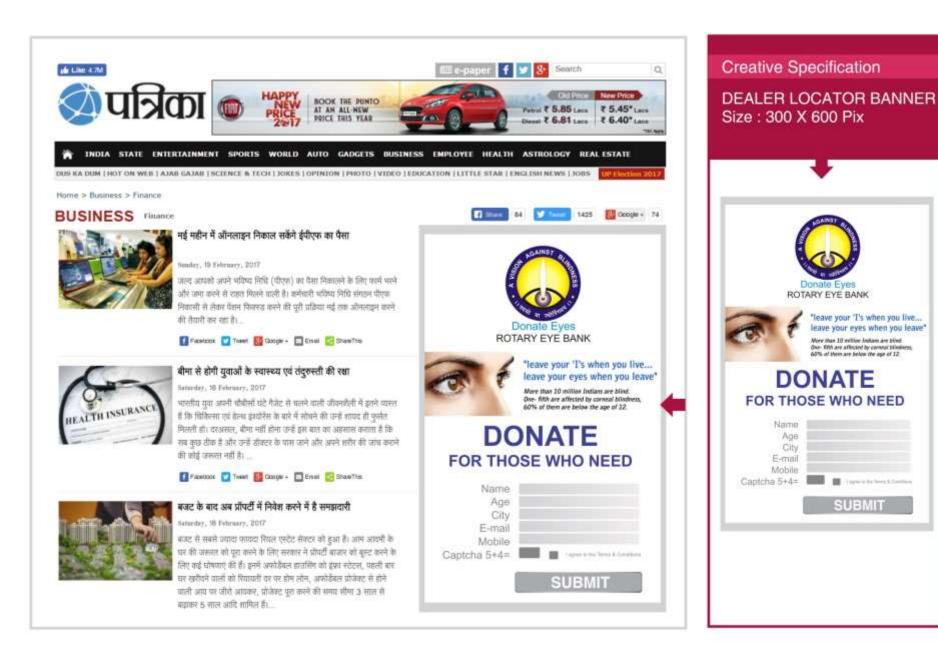


CHECK-UP CAMP

SECOND OPINION CAMP



धर खरीदने वाले को रियायती दर पर होम लोन, अफोर्डेबल प्रोजेक्ट से होने वाली आय पर जीरो आयतन, प्रोजेवट पुरा करने की समय सीमा 3 साल से बढाकर 5 साल आदि शामिल है।



DONERS DIRECTORY



Integration for Entertainment

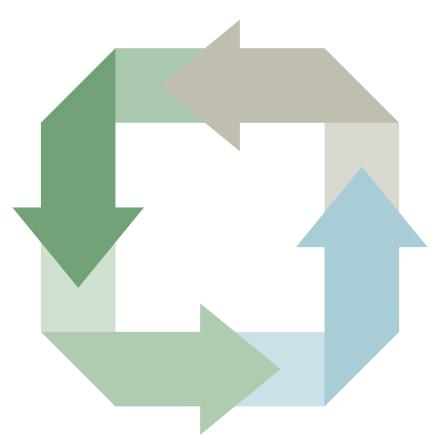
Entertainment contributes 39% of the traffic and which is frequently visited by 18-34 age group.

TRAILER LAUNCH CAMPAIGN

We can offer production houses to launch their trailer with us on various inventories we have for video.

MUSIC RELEASE CAMPAIGN

Music release plays very important role for any production house we can have series of articles with video and photo gallery about the launch party



MOVIE LAUNCH CAMPAIGN

We have interesting platter of innovation inventory for the movie launch which can be clubbed with various contest series.

MOVIE CONTEST

A short movie contest will be organized online within the scope of the promotion in order to raise awareness by providing opportunity to win great prices.



10¹⁰ MARCH 2017

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TRAILER LAUNCH CAMPAIGN





Creative Specification REGISTRATION BANNER Size : 970 X 200 Pix





MUSIC RELEASE CAMPAIGN



MOVIE CONTEST

सोशल मीडिया पर पाक पत्रकार का 'फनी' P2C वायरल; देखें VIDEO पाकिस्तानी पत्रकार अमीन हफीज का फनी रिपोटिंग वाला वीडियो सोशल मीडिया पर जमकर वायरल हो रहा है। वीडियो में वे क्रिकेट मैच देखने



Creative Specification REGISTRATION BANNER Size : 970 X 200 Pix





Integration for lifestyle

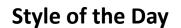
We can have fixed widget placed on our website where user can come and post their images and get themselves registered for style of the day contest.

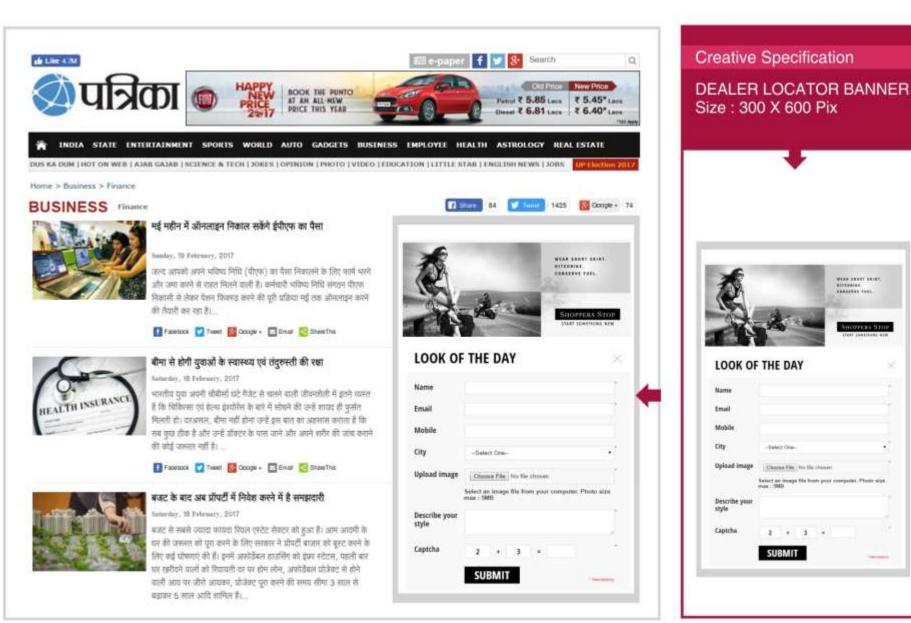
Here , we will ask our user to write about fashion trends for us and if our edit team shortlist their article we can publish them on our site as guest Fashion Journalist in association with our advertiser.



Online shopping festival is already one trend, here we will develop one exclusive section from where user can have coupon codes and avail discount on their site

We can refers advertisers product or website in the series of articles our edit team will create and will distribute it well on all the platforms for maximum visibility





WHAR ADDITE MODE:

FORFICER STOT

wittenen. PRROTOCOL CONT.





Shopping Festival

Fashion Journalist







Creative Specification

AWARENESS BANNER Size : 970 X 200 Pix



विश्ववित का विकास किया -जारताः इस्सी

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Product Listing in content



Integration for Ecommerce



Dedicated shopping corner for our user

Deal of the Day Ecommerce has deal of the day contest, we will display their deal of the day on the exclusive section we will create for them. Which will also have other useful links to their website.

	COUPEN CODES
•	LUCKY WINNER CONTEST
Ø	NEWSLETTER
A	PRODUCT LISTING

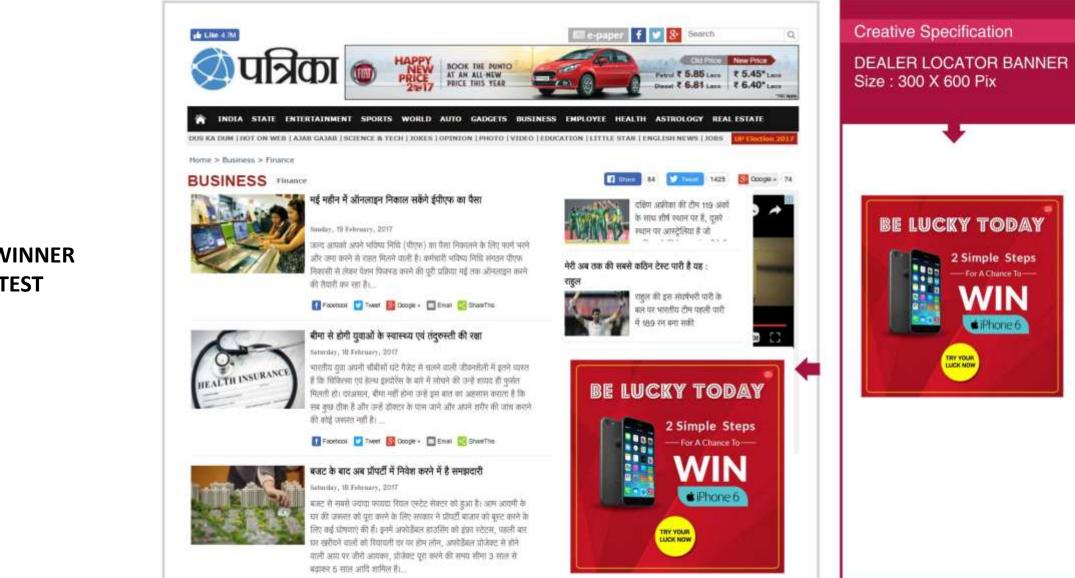


COUPEN CODES

Creative Specification

REGISTRATION BANNER Size : 970 X 200 Pix



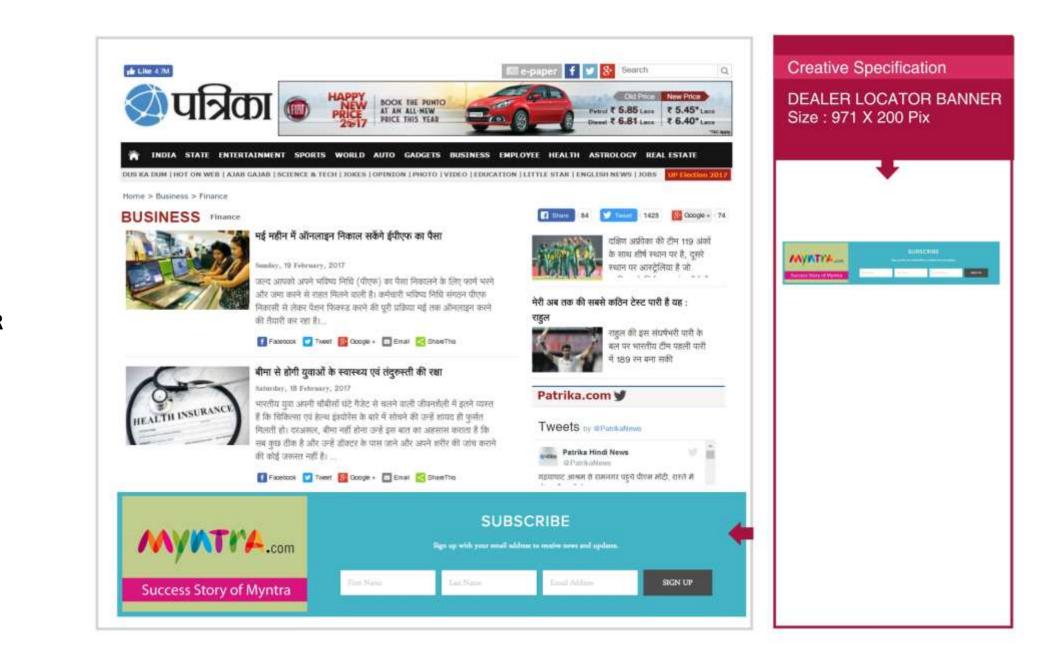


LUCKY WINNER CONTEST





LUCKY WINNER CONTEST



NEWSLETTER



