

Idea Share: New Media 2

REVIEW: WHAT IS NEW MEDIA?

COMMON PLATFORMS

- ▶ Web Site
- ▶ Email Marketing
- ▶ Online Ads
- ▶ Search Engine Optimization
- ▶ Search Engine Marketing
- ▶ Webinars

GROWING PLATFORMS

- ▶ Wikis
- ▶ Mobile
- ▶ Viral Videos
- ▶ Social Networks
- ▶ Blogs

EXPLORATION PLATFORMS

- ▶ RSS
- ▶ Podcasts
- ▶ Video On Demand
- ▶ Second Life