

Beg, Buy or Blog?

Navigating Media
New and Old



Some things to consider

- Media buying, public relations, media management, old media/new media, web, email, instant messaging, SMS, online marketing, viral, consumer generated media: blogs, podcasts, vodcasts. Clickstream, RSS, search engine optimisation, SEO share, pay-per-click, competitive intelligence, My Space, YouTube. Help!



The Demystifiers

- **Misha Ketchell** - editor of *Crikey.com* and former education writer *The Age*
- **Alex Avery** - strategist for *Hitwise* and *Gen Y* child of the dot-boom-bust-boom.
- **Ben Grummels** - online marketer extraordinaire and former science teacher.



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<http://www.youtube.com/>

[German Coast Guard](#)



Basics

Plan It.

Brand It.

Get it online.

