

TRADITIONAL MARKETING

INTERNET MARKETING

HOW IT ALL STACKS UP

TV MARKETING:

THE AVERAGE COST OF ONE SUPERBOWL COMMERCIAL IS **\$3 MILLION DOLLARS**

WHICH IS EQUIVALENT TO

ONLY BUYING 30 SECONDS & REACHING 90 MILLION VIEWERS

208
Hyundai Accents



58,997
Harry Potter Paperback Series



2,255,639
Rolls of Toilet Paper



VS.

INTERNET MARKETING:

1,106,932,862 # OF 'LADY GAGA' VIEWS ON YOUTUBE

OR IN OTHER WORDS

97
LIFETIMES

WHICH YOU COULD SPEND WATCHING:

8,790,698
Viewings of the Original STAR WARS Trilogy



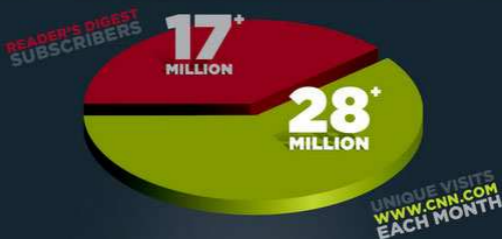
64,887,710
State of the Union Addresses



84,972,000
Episodes of JERSEY SHORE



PRICE TO SHOW THE GAGA VIDEOS: **FREE**



COST OF BILLBOARD ADVERTISING VS. OTHER TRADITIONAL ADVERTISING & ONLINE ADVERTISING

Billboards Cost:



CONCLUSION

WHAT HAVE WE LEARNED?

BY SPENDING ONLY A COUPLE HUNDRED DOLLARS, YOU COULD REPEATEDLY REACH THE **232.7 MILLION DAILY INTERNET USERS** IN AMERICA WHO SPEND OVER 2 HOURS A DAY ON AVERAGE BROWSING THE WEB

THAT'S ROUGHLY **75%** OF ALL AMERICANS



AT 12,942,000,000 MINUTES EACH DAY