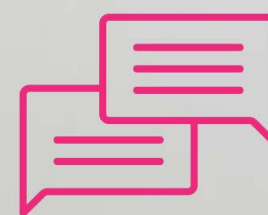




PUNCH
DIGITAL MARKETING

KOREA

MEDIA KIT

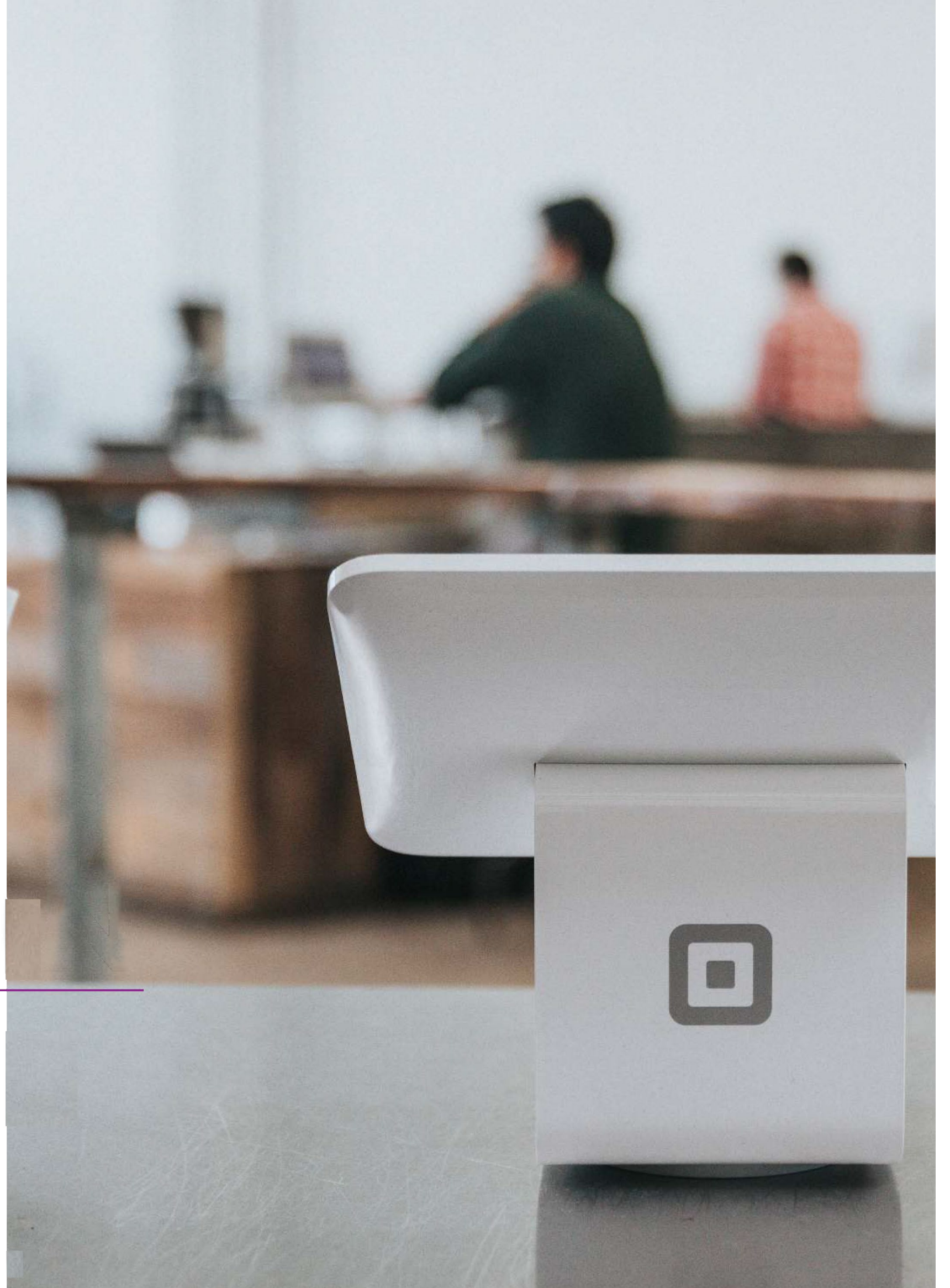


Content

KOREAN ONLINE MEDIA	3
PAID ADS	7
SEARCH ENGINES (NAVER, DAUM, GOOGLE)	8
SOCIAL (FACEBOOK, KAKAO)	12
STRATEGY	18
APPENDICES	23

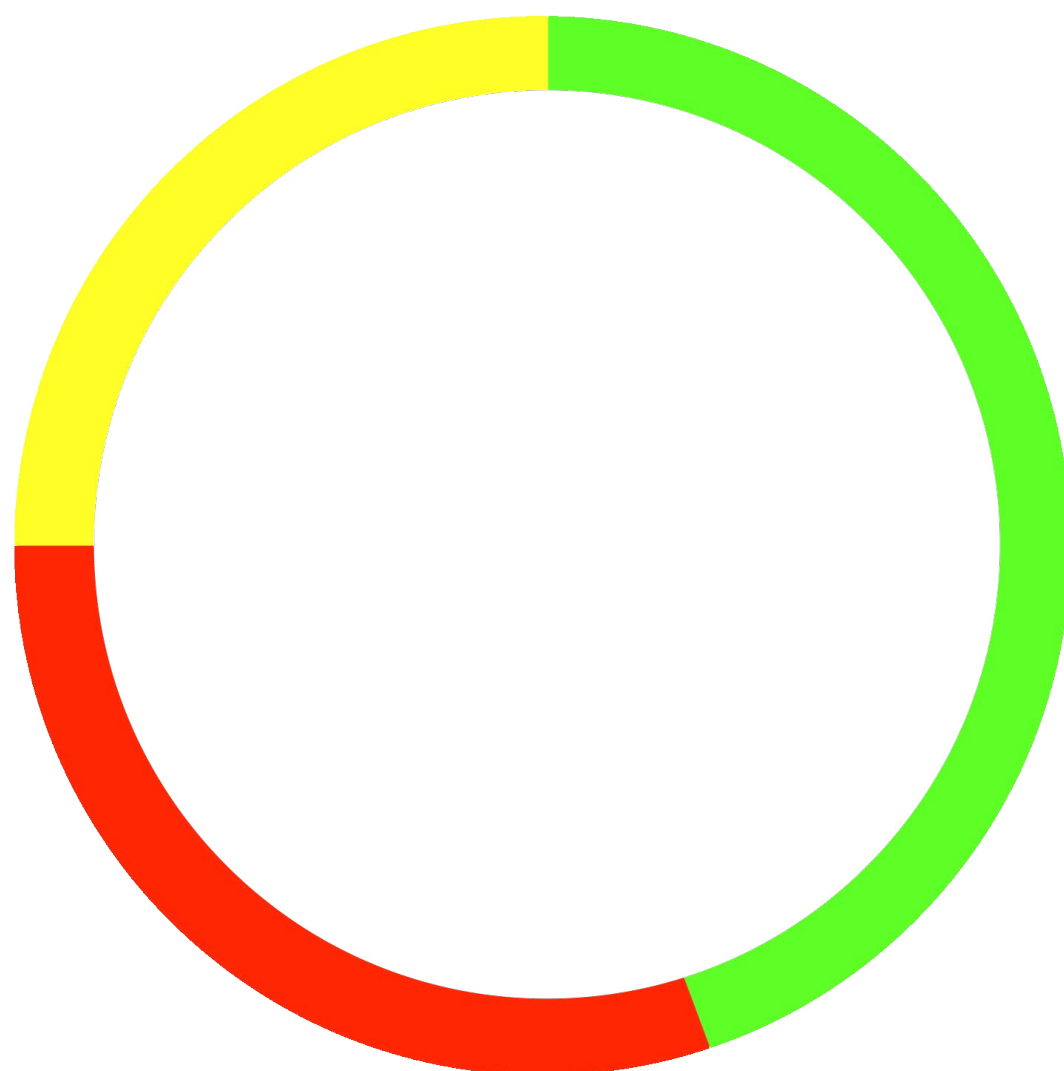


KOREAN ONLINE MEDIA

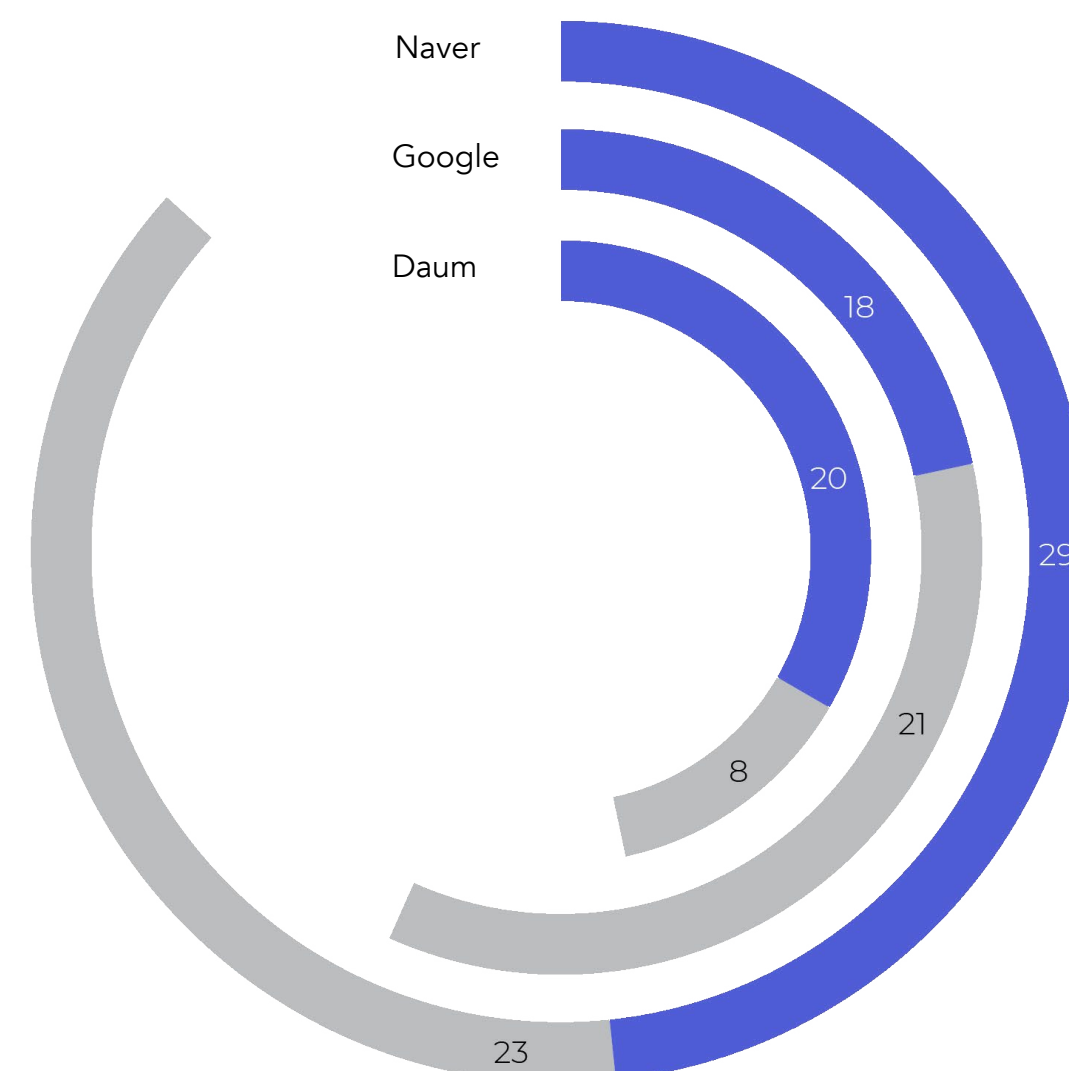


MOST USED KOREAN SEARCH ENGINES

KOREAN SEARCH
ENGINE MARKET (2018)



UNIQUE VISITORS
NOV. '18 (IN MILLION)

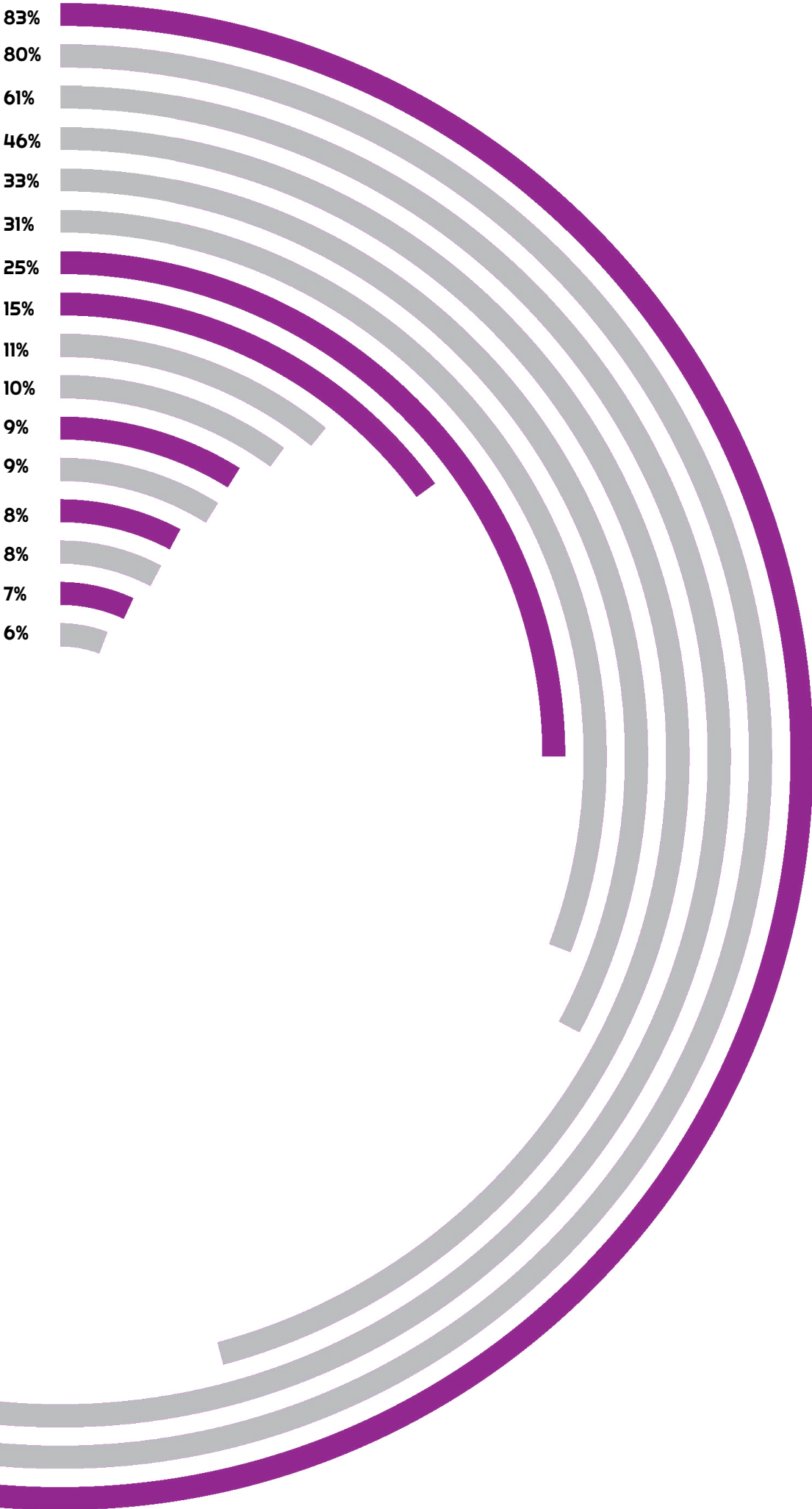


Data: Nielsen Koreaclick Complete by punchkorea.com

MOST ACTIVE SOCIAL MEDIA PLATFORMS

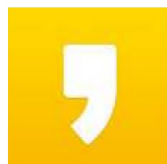
Percentage of internet users
who report using each platform
(survey based), January 2019

	KAKAOTALK
	YOUTUBE
	FACEBOOK
	INSTAGRAM
	KAKAOSTORY
	TWITTER
	FB MESSENGER
	LINE
	TWITCH
	TUMBLR
	SKYPE
	LINKEDIN
	WECHAT
	PINTEREST
	WHATSAPP
	SNAPCHAT



- Messenger /VOIP
- Social Network

KOREAN APPS BY ACTIVE USERS (2018)

Rank	App	Company
1	 KakaoTalk	Kakao Corp.
2	 Naver	NAVER
3	 BAND	NAVER
4	 KakaoStory	Kakao Corp.
5	 Facebook	Facebook
6	 Naver Map	NAVER
7	 Instagram	Facebook
8	 Daum	Kakao Corp.
9	 T Map	SK Group
10	 Coupang	Coupang

Pre-installed apps (such as Google and YouTube) are excluded





PAID ADS



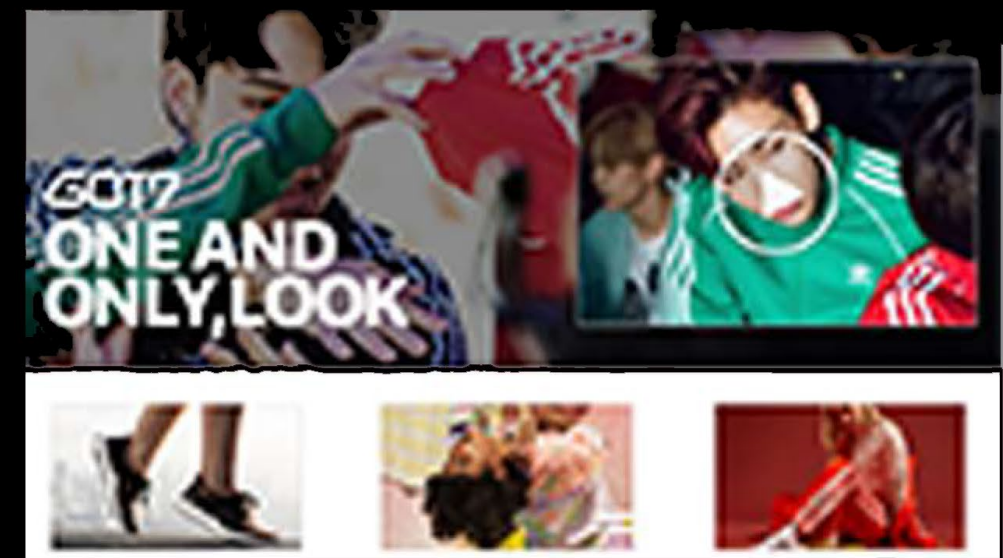
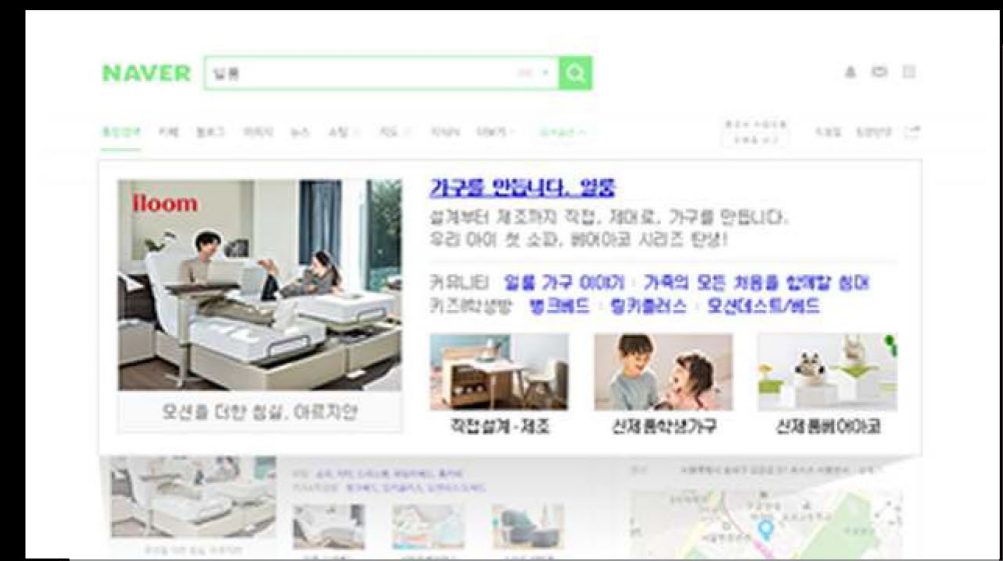
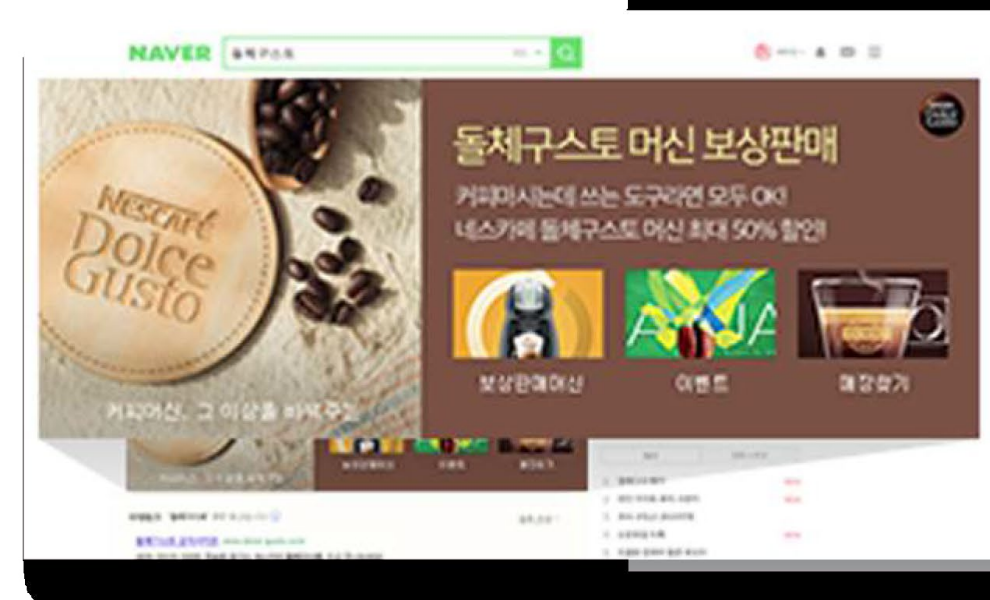
Brand Search

- Choose desired keywords related to your company name
- No competition for keywords
- Both PC and Mobile, multiple formats
- Multiple images, all can be linked to unique URLs
- Part of text can also be linked
- Costs depends on impressions (CPM)
- Per period 7/30/90 days
- Minimum cost of 500,000 KRW (440 USD)
- Maximum cost 181,600,000 KRW (160,199 USD)



Brand Search

- Premium
- Lite
- Mobile
- Desktop



PPC text ads

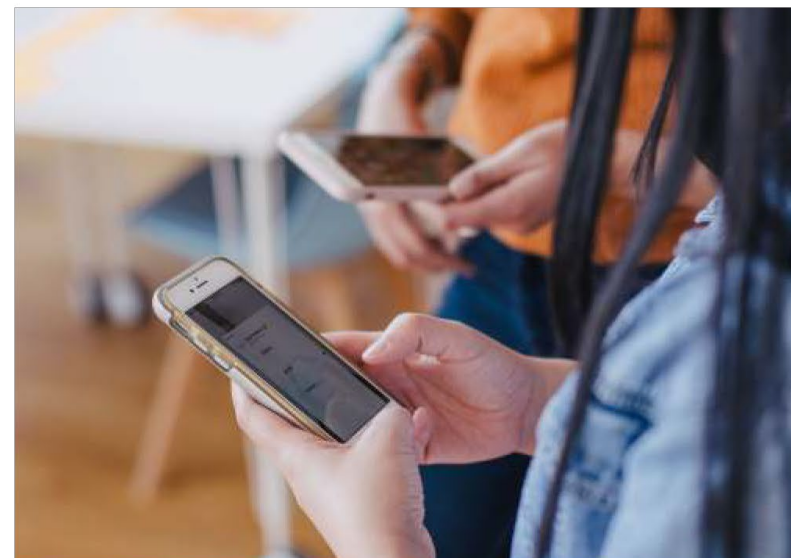
- Pay per click
- Ad positions depends on keywords selected, bids, and quality score earned
- Description cannot contain keywords more than twice
- Display URL must be root domain



IMPORTANT

Naver terms & conditions

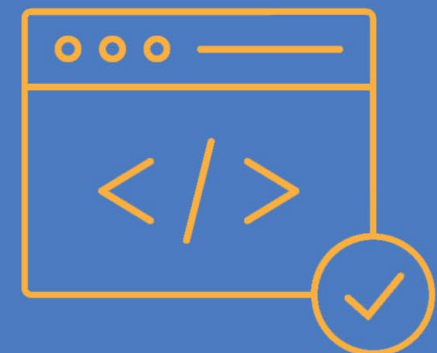
- We need a copy of your (clients') **business registration** to apply for an Naver account
 - > Company location can be anywhere (does not have to be Korea)
 - > You can hide info like share holders
- Naver may require to put **company info** like CEO name, business registration number, address and contact info on the **website**
- Depending on the vertical and the product, it may be better to advertise in **Google** and **Daum**
 - > More impressions, clicks and lower cost



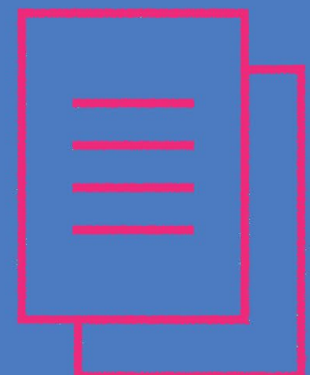
Brand Search



PPC Text Ads



PPC Text Ads



FACEBOOK



Jessica Watson likes Jasper's Market. ▼



Jasper's Market

Sponsored 🌐

We're now open downtown! Like our page to get our latest news and invites to special events, weekly deals, and more.

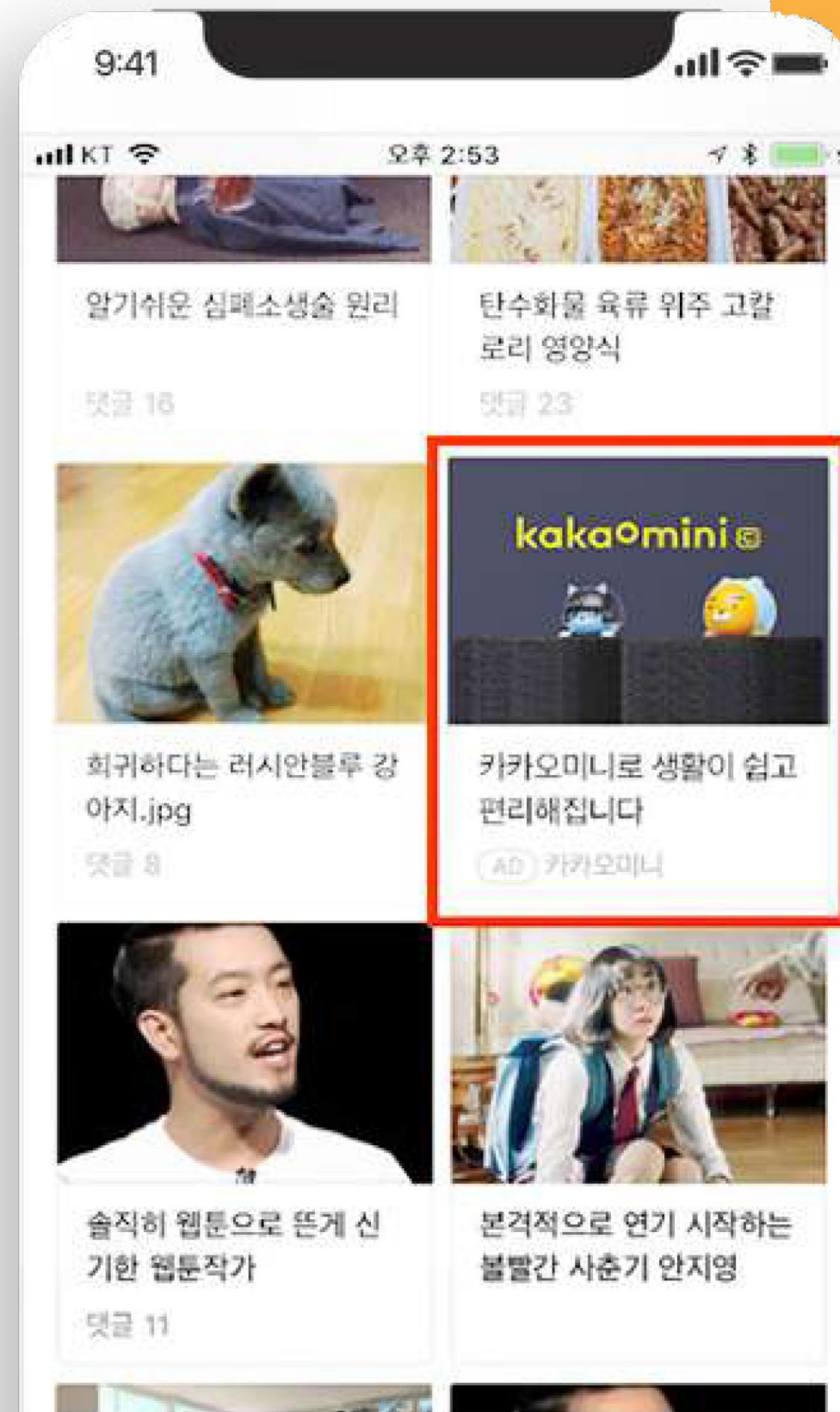


Jasper's Market

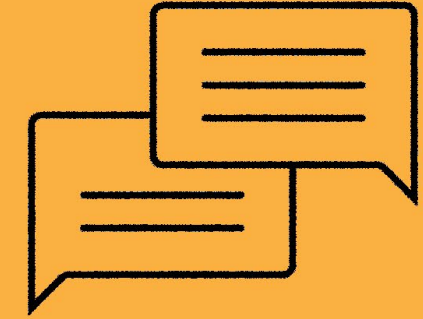
Food & Grocery

541 likes





KAKAOTALK PLUS FRIEND





STRATEGY



KEYWORD STRATEGY - SEARCH INTEND

Informational

Example: "What is digital marketing?"

Research

Example: "Different kinds of digital marketing"

Purchase

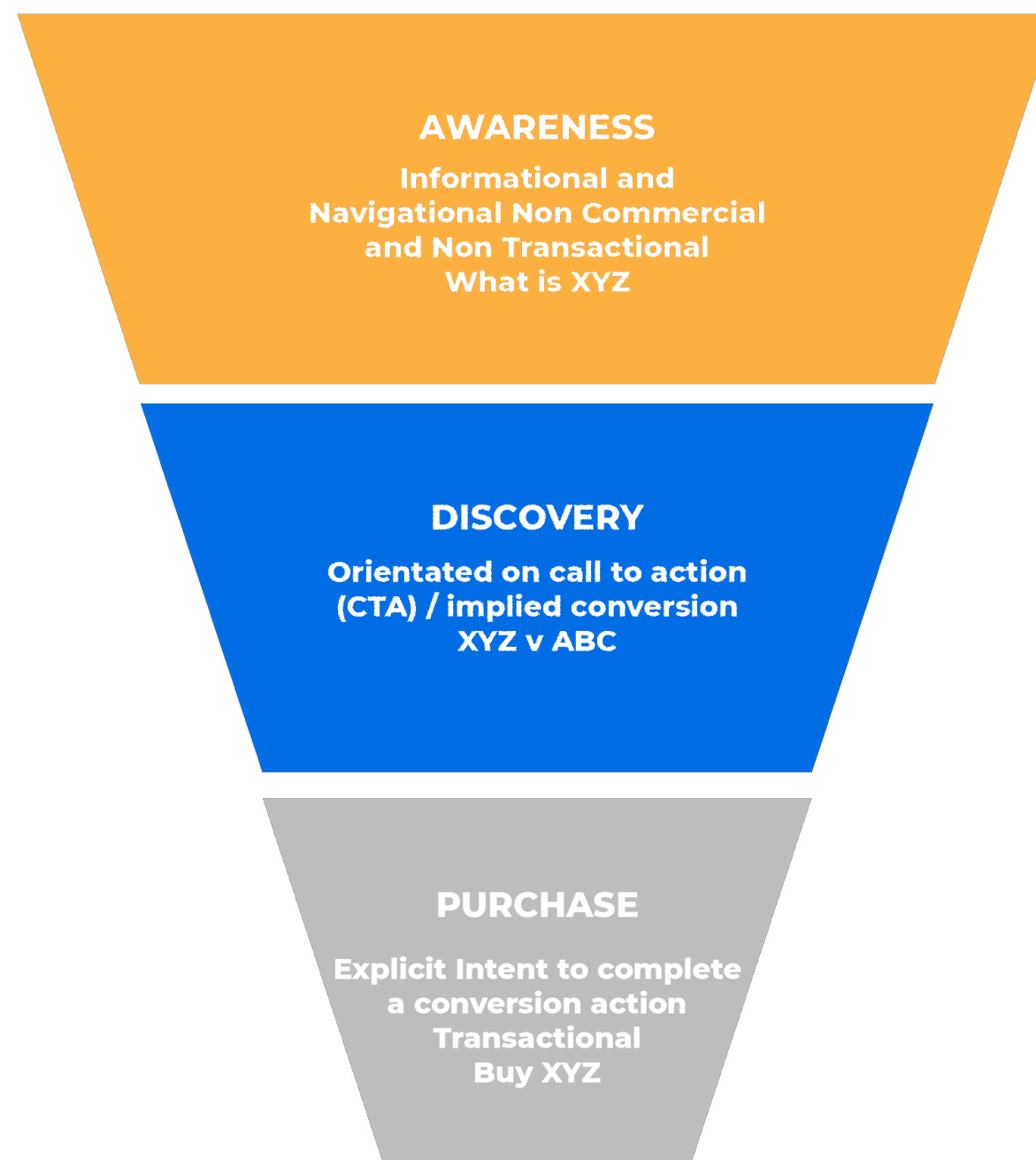
Example: "Try digital marketing"

Navigational

Example: brand names or website addresses

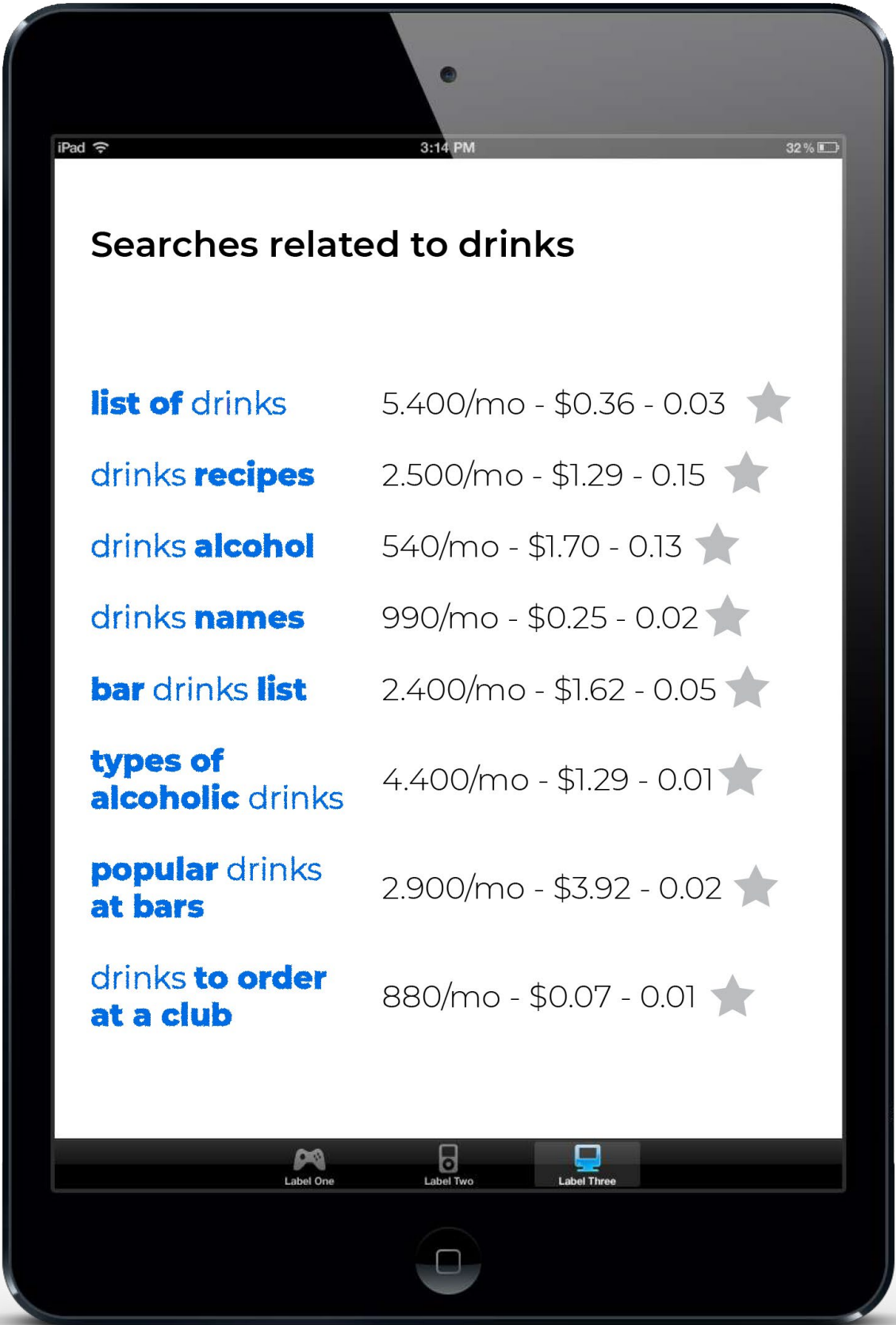
SEARCH COMMERCIAL INTENT FUNNEL

Discovery and Purchase

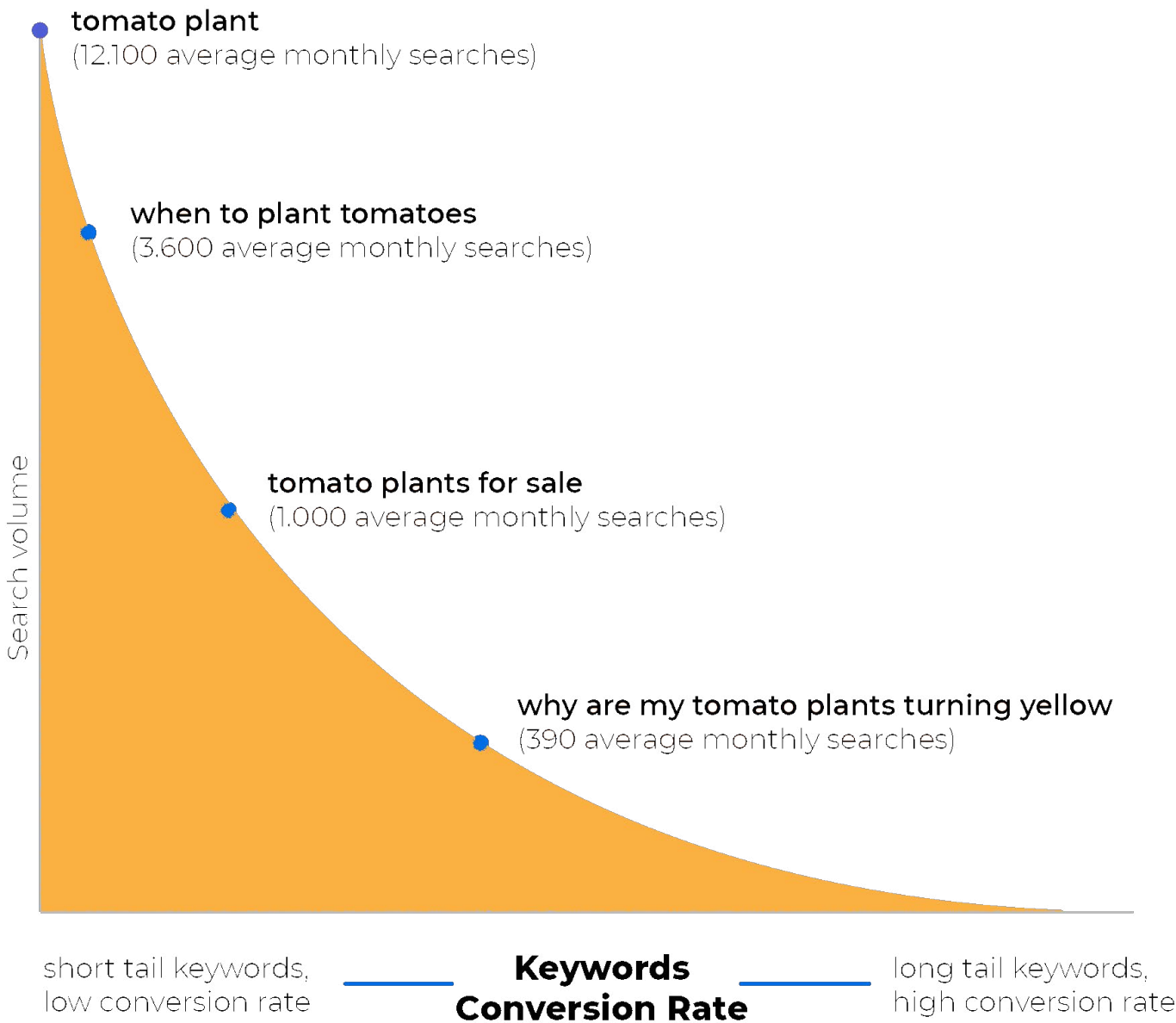


KEYWORD RESEARCH

- › Long tail
- › Semantic
- › Keyword grouping



Short vs. Long Tail Keywords



THE MARKETING FUNNEL

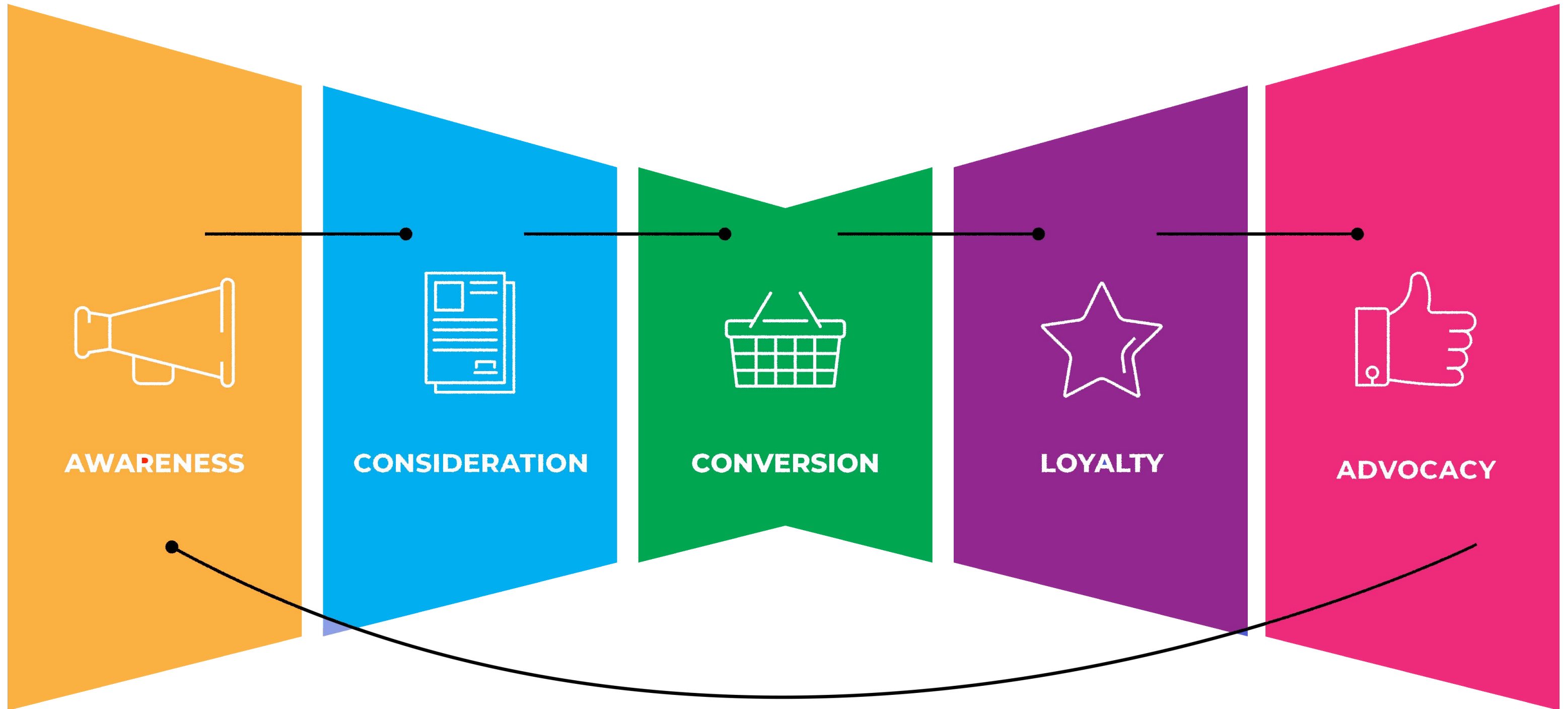
AWARENESS

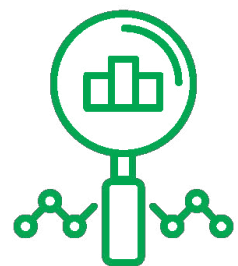
CONSIDERATION

CONVERSION

LOYALTY

CUSTOMER JOURNEY





APPENDICES



KOREA SOCIAL MEDIA APP RANKING

Source: WiseApp, August 2018. Google Play by data.

1. YOUTUBE

2. AFREECA TV

3. NAVER

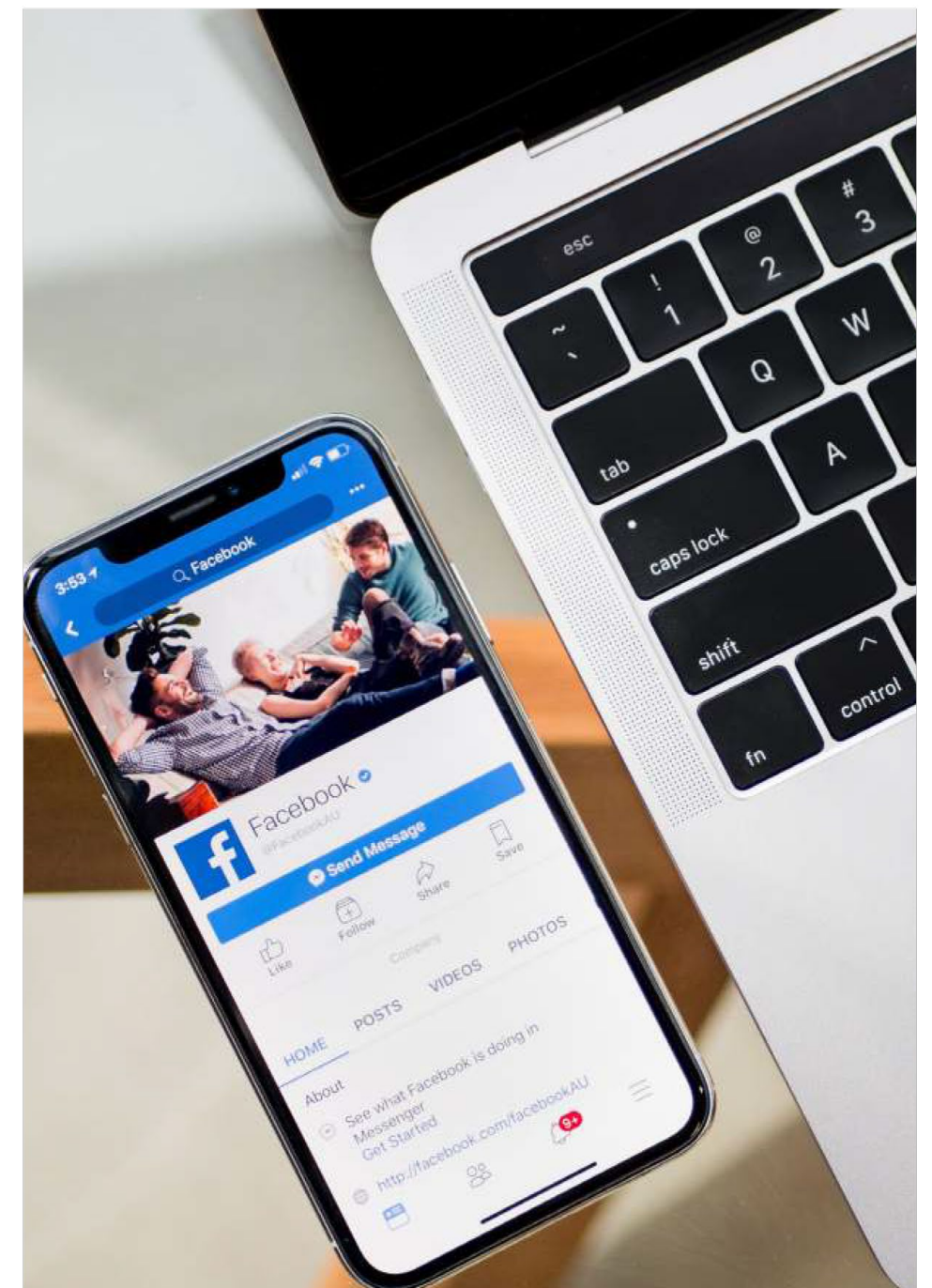
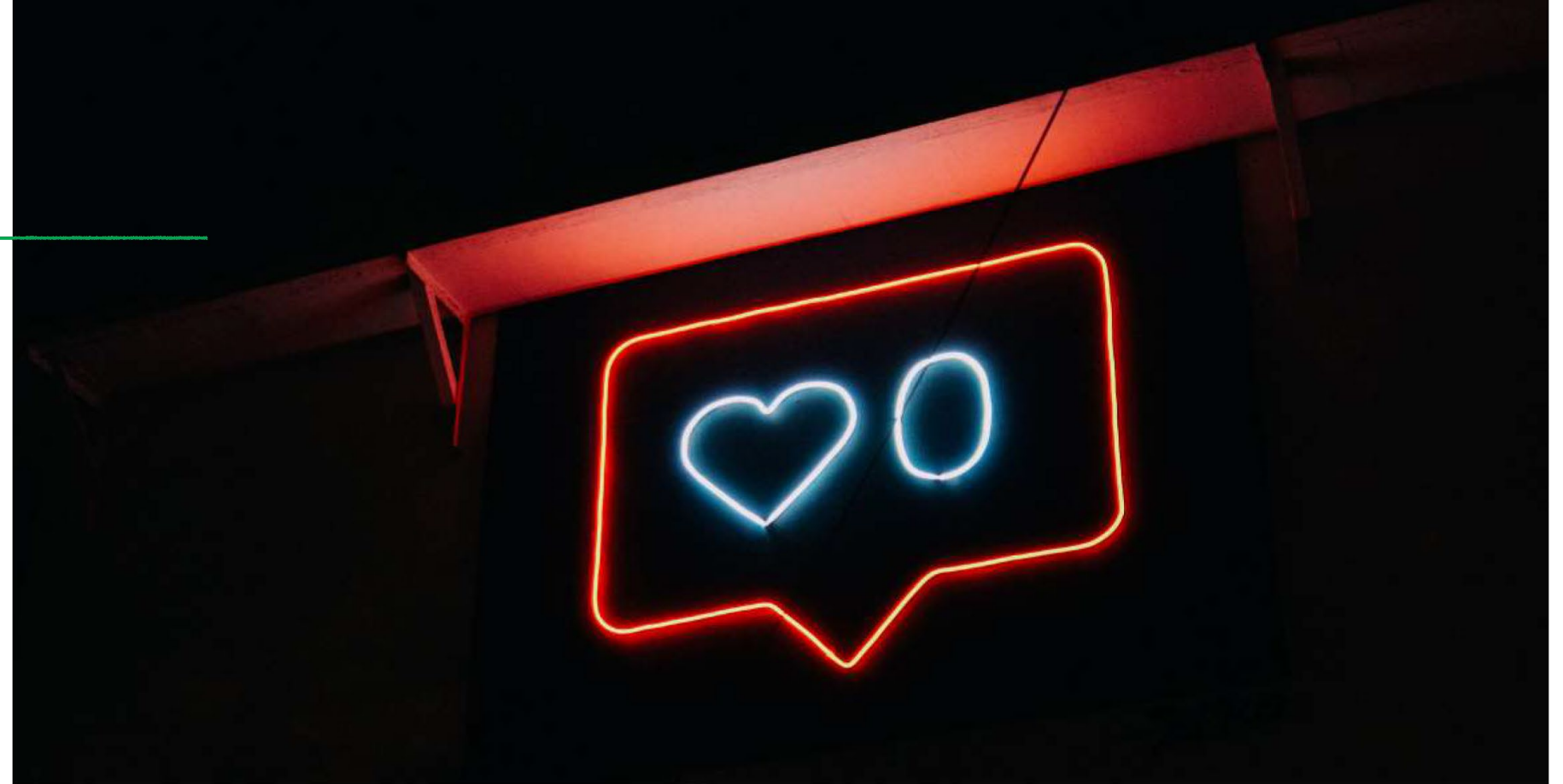
4. KAKAOTALK

5. TWITCH

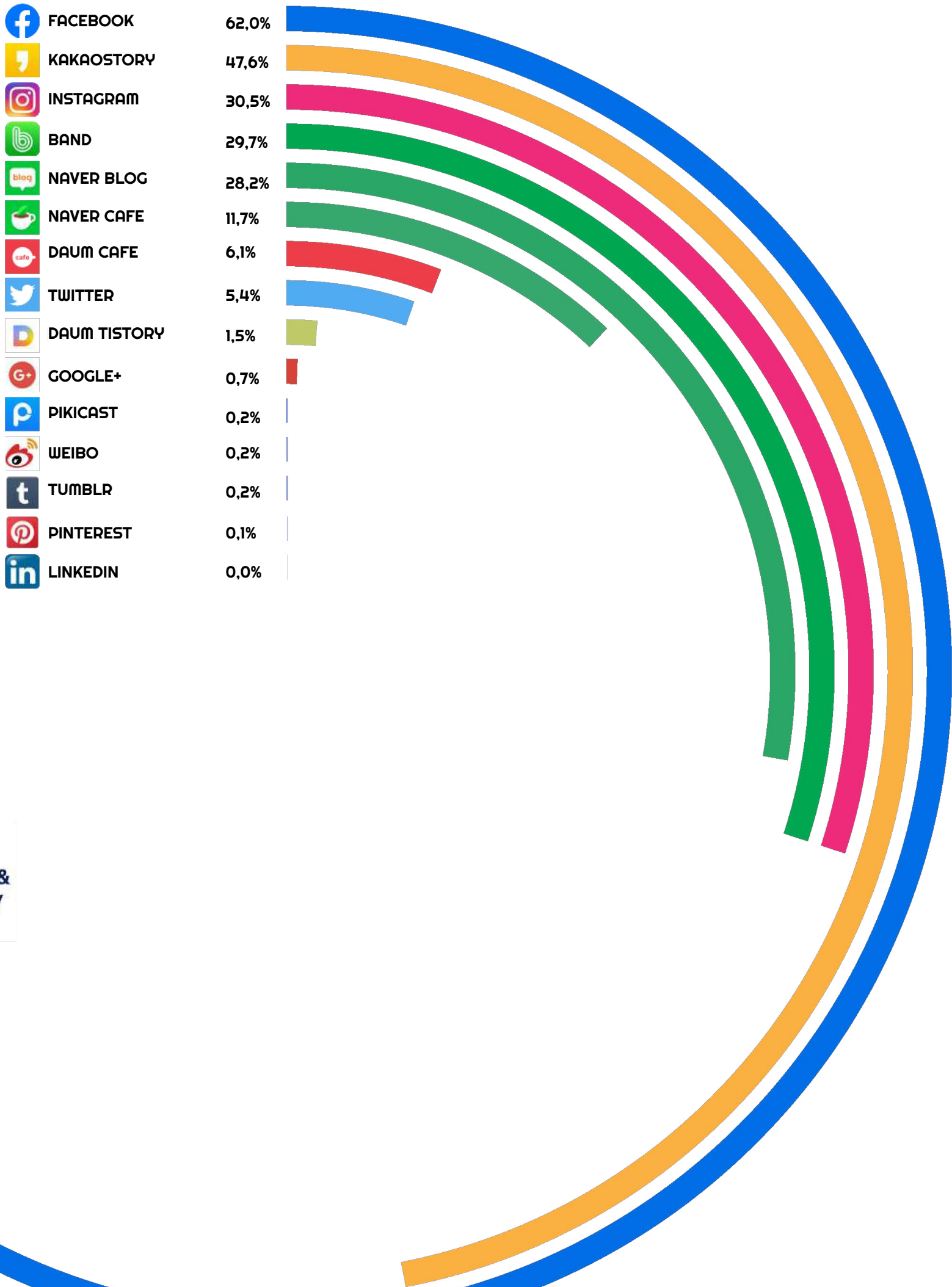
6. OKSUSU

7. FACEBOOK

8. INSTAGRAM



MOST USED SNS (2017)



MOST USED SNS BY AGE (2018)

