Online Publishing House - Promotion

Using usual feature in Tiki

- Banner
- Newsletter
- Social Networking
- Search engine optimization
- etc.

Ads

User can add/remove banner zones and quotas. The total is 100%.
User can define relations between Banner Zones and Content by Category, Rating...
User can generate stats view on clicked banner adds
User can determine click pricing based on campaigns (abo), views or simple clicks
User can invoice ad-related receivables automatically
User can determine that display of ads stops at predefined due-threshold
Banner Rotation (quota, geo target).
Related Ads are Hidden in a tab, bit tab shows some info of matching ad is available.
Based on Weighted Rating user can receive special Interest content.
Micro sites with all relevant technical data (xml metaformat & Content Name Space to make it easy to compare products or feature lists)
Anti "Tire Kicker" feature as feature-list is close to meaningless in terms of "fitness for purpose"
No scattering around for customer
Online Window Shopping
Vendors have to commit to (exclusive) content
Technical Representative Chat or BigBlueButton Product Presentation once a day
Personal Product Fair
Integrated cclite like affiliate feature

Social Network

User can treat Social Networks as Channels or Share pages individually through the defined Social Networks with his friends.