NITARO

KOREA MEDIA KIT

2019

NITARO DIGITAL MARKETING

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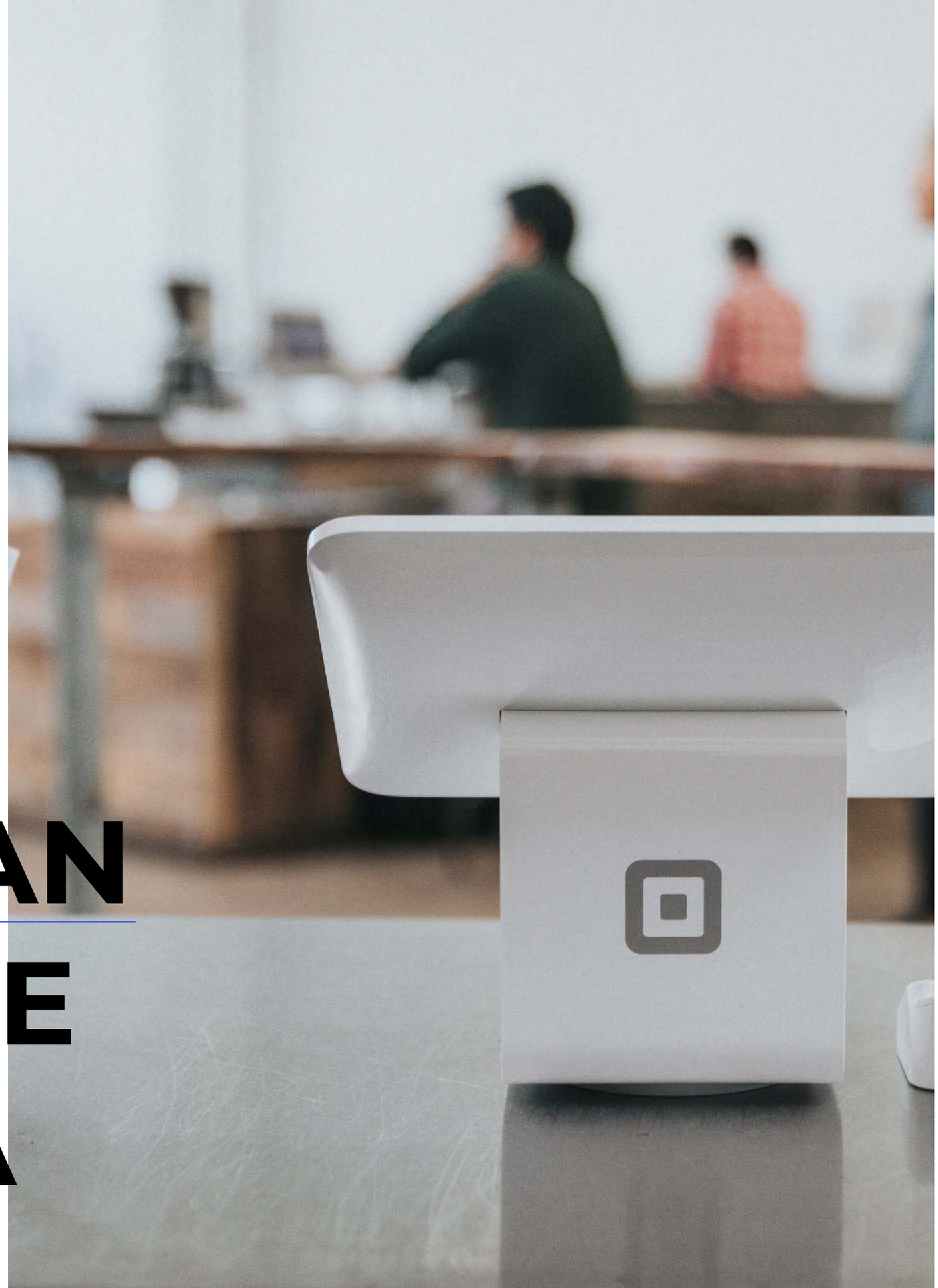
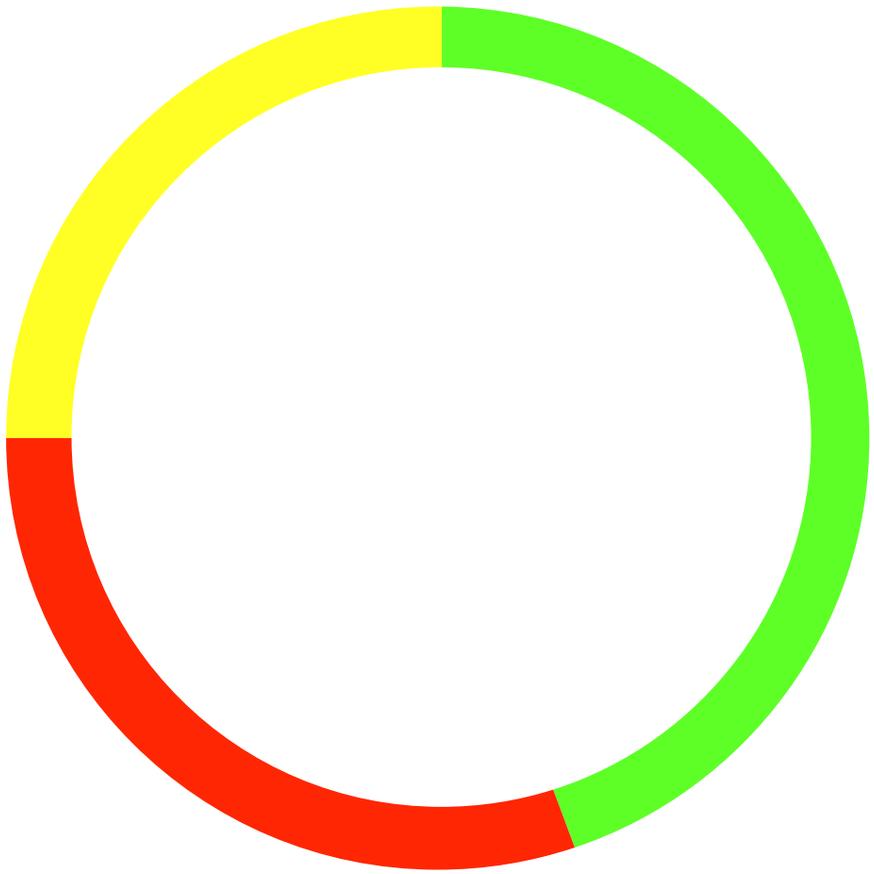


KOREAN ONLINE MEDIA

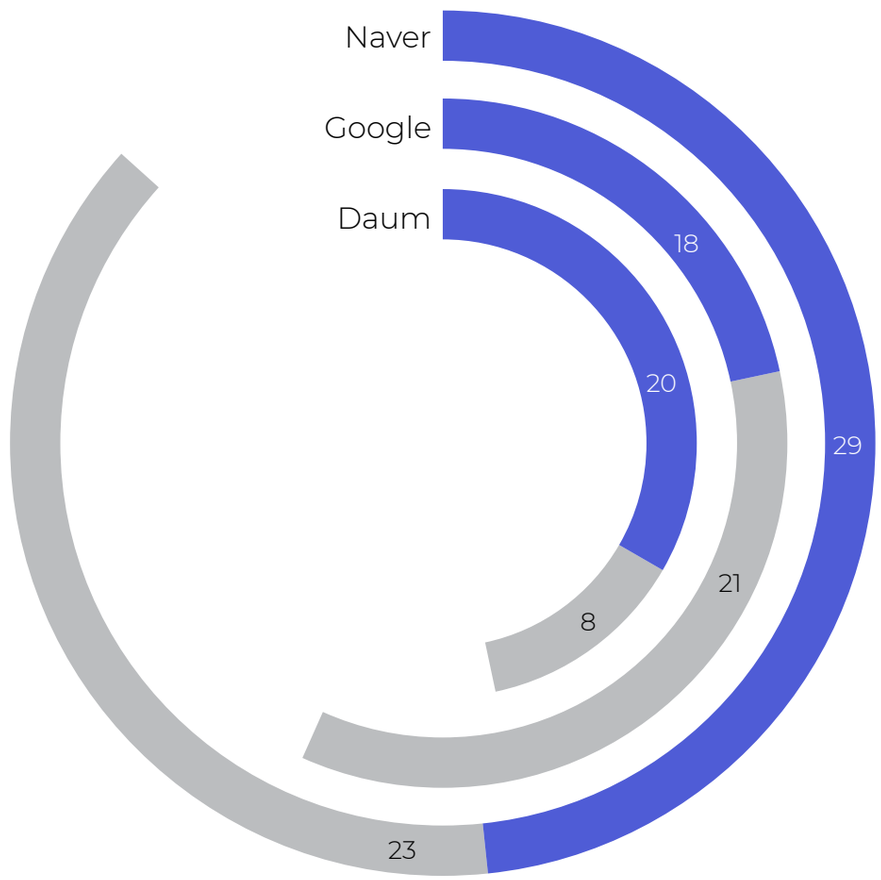
MOST USED KOREAN SEARCH ENGINES

KOREAN SEARCH ENGINE MARKET (2018)



Daum Google Naver

UNIQUE VISITORS
NOV. '18 (IN MILLION)

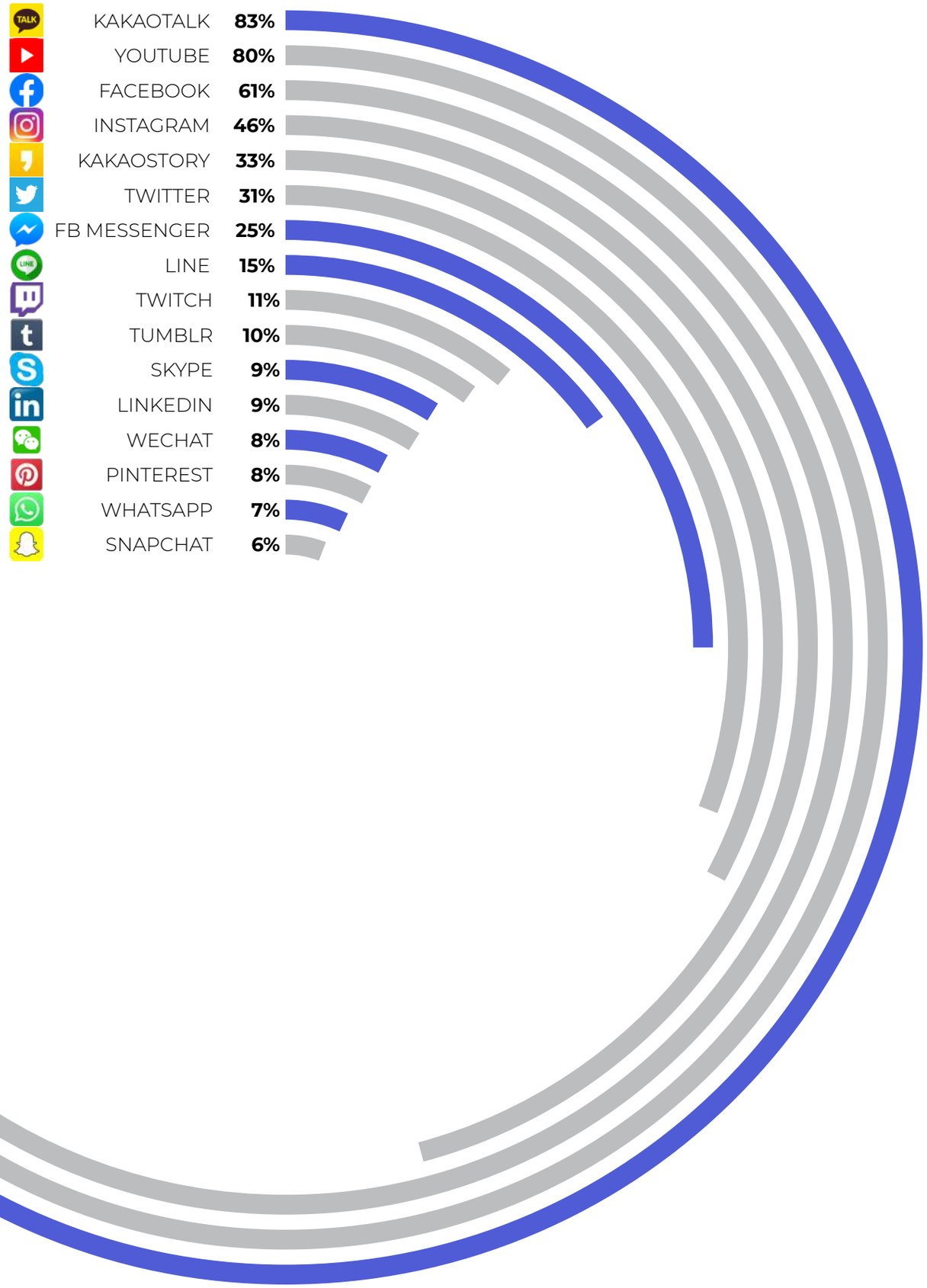


Desktop Mobile

Data: Nielsen Koreaclick. Completed by nitaro.net

MOST ACTIVE SOCIAL MEDIA PLATFORMS

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



Messenger/VOIP

Social Network

Source: globalwebindex

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

www.appannie.com/en/insights/market-data/the-state-of-mobile-2019

PAID ADS

NAVER

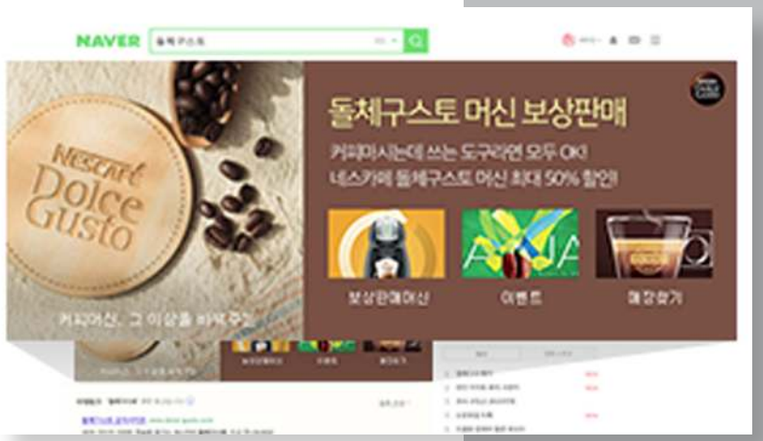
BRAND SEARCH

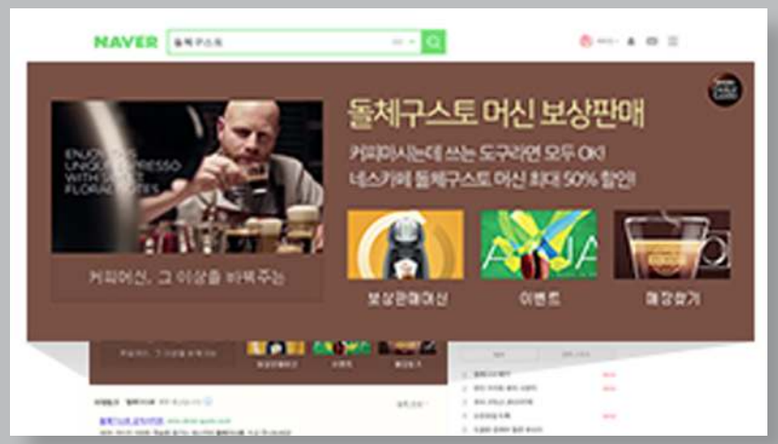
- Choose desired keywords related to your company name
- No competition for keywords
- Both PC and Mobile, multiple formats
- Multiple images, all can be linked to unique URLs
- Parts of text can also be linked
- Cost depends on impressions (CPM)
- Per period 7 / 30 / 90 days
- Minimum cost 500,000 KRW (440 USD)
- Maximum cost 181,600,000 KRW (160,119 USD)

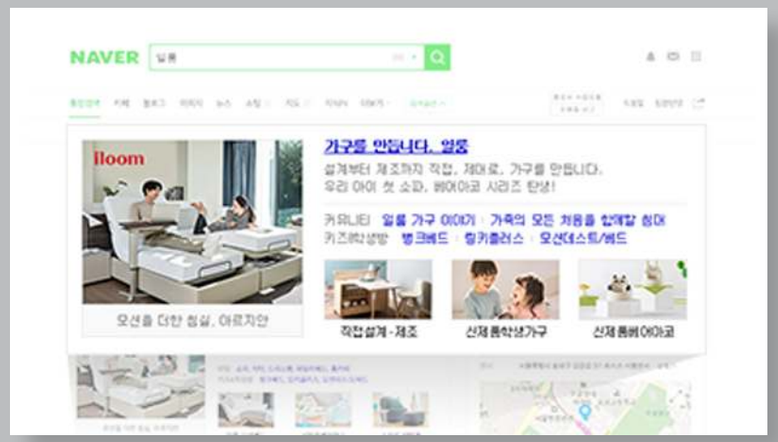
NAVER

BRAND SEARCH

- Premium
- Lite
- Mobile
- Desktop



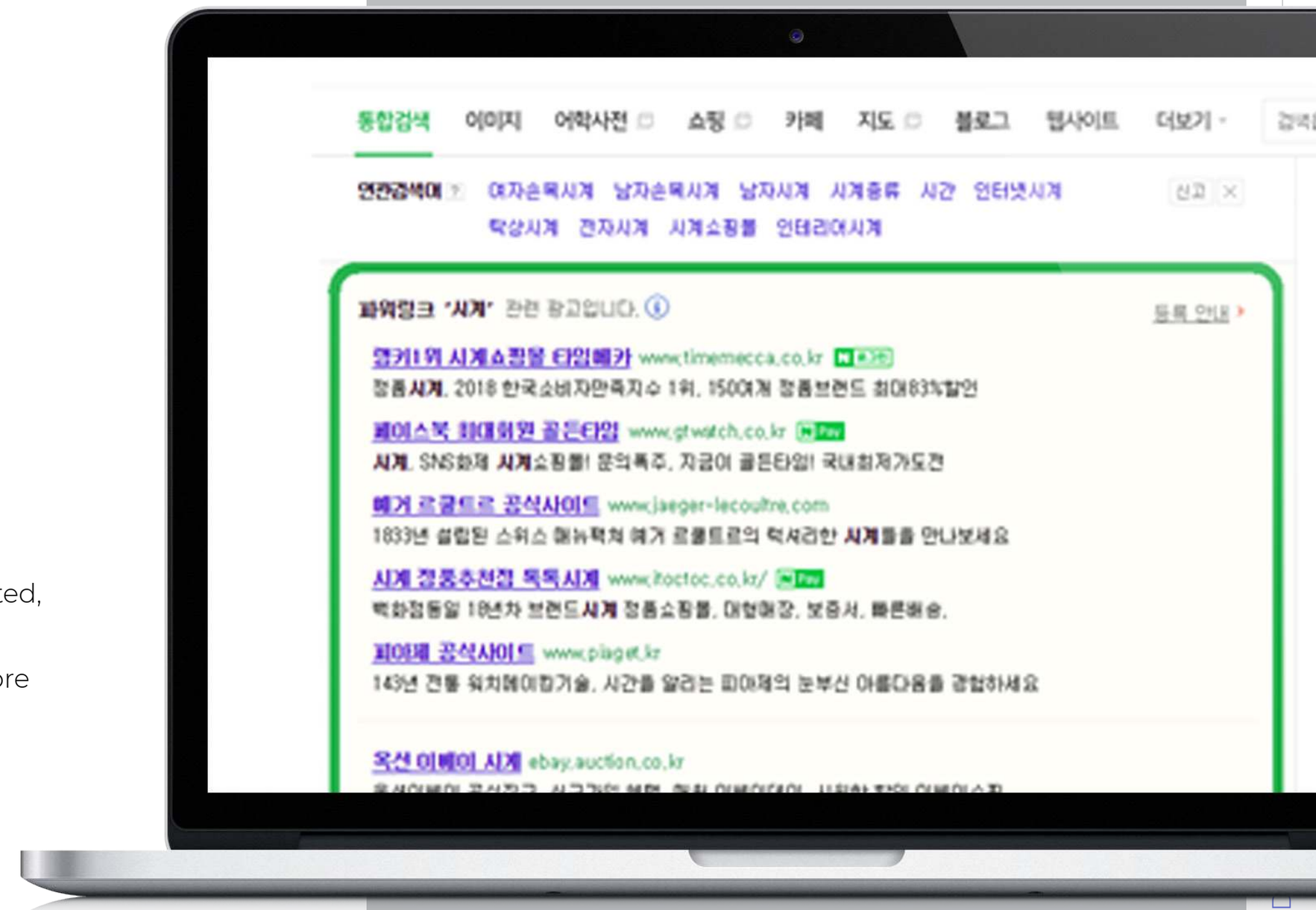




NAVER

PPC TEXT ADS

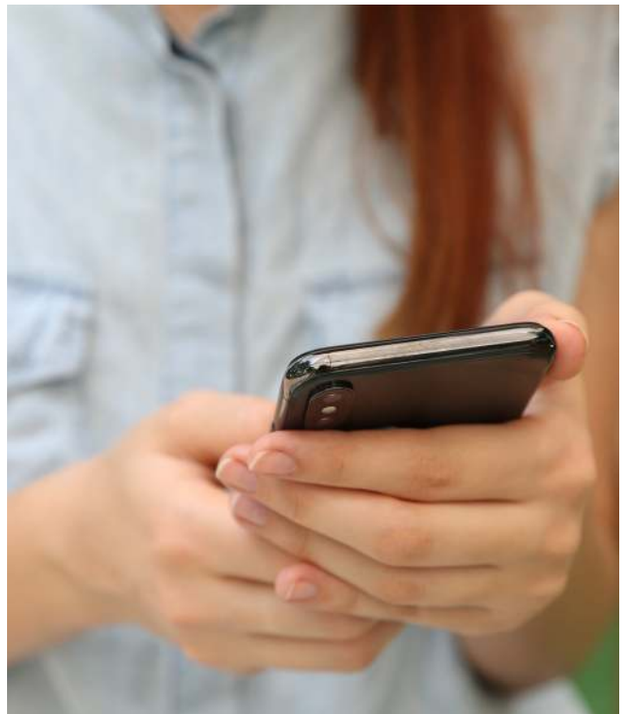
- Pay per click
- Ad position depends on keywords selected, bids, and quality score earned
- Description cannot contain keyword more than twice
- Display URL must be root domain



IMPORTANT

NAVER TERMS & CONDITIONS

- We need a copy of your (clients') **business registration** to apply for a 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



DAUM

BRAND SEARCH

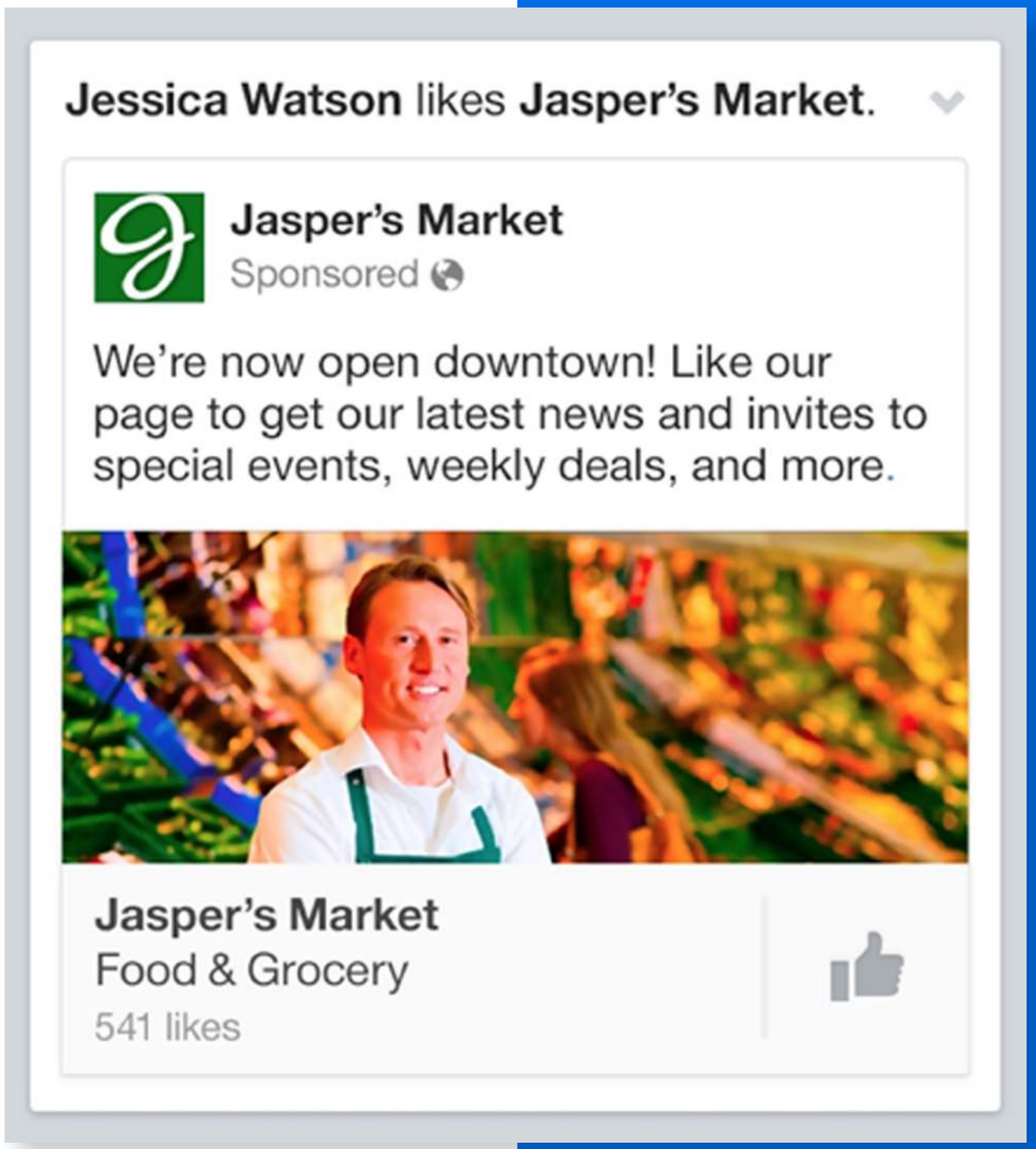
DAUM

PPC TEXT ADS

GOOGLE

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

9:41
KT
오후 2:53
알기쉬운 심폐소생술 원리
댓글 16
탄수화물 육류 위주 고칼로리 영양식
댓글 23
회귀하다는 러시안블루 강아지.jpg
댓글 8
kakaomini
카카오미니로 생활이 쉽고 편리해집니다
AD 카카오미니
솔직히 웹툰으로 뜬게 신기한 웹툰작가
댓글 11
본격적으로 연기 시작하는 불빨간 사춘기 안지영

스타일
자동차+
여행맛집
직장IN
펀&웹툰
비행기 너머로 느낀 스산한 기운.jpg
창나, 아주 그냥 놀고들 자빠졌네
일반인과 개념이 다른 것 같은 아이돌 일탈
스타 핫이슈
SNS에서 유행한다는 집사들의 인증샷
유머야 놀자
걸그룹 탈퇴한 뒤 빵집 차렸던 조민아 근황
스타 핫이슈
내일 온다던 부모님이 갑자기 돌아왔
유머야 놀자
누구에게나 좋은 선물 카카오미니
카카오미니
AD

KAKAOTALK
PLUS FRIEND

STRATEGY

KEYWORD STRATEGY – SEARCH INTENT

Informational

Example: “What is digital marketing?”

Research

Example: “Different kinds of digital marketing”

Purchase

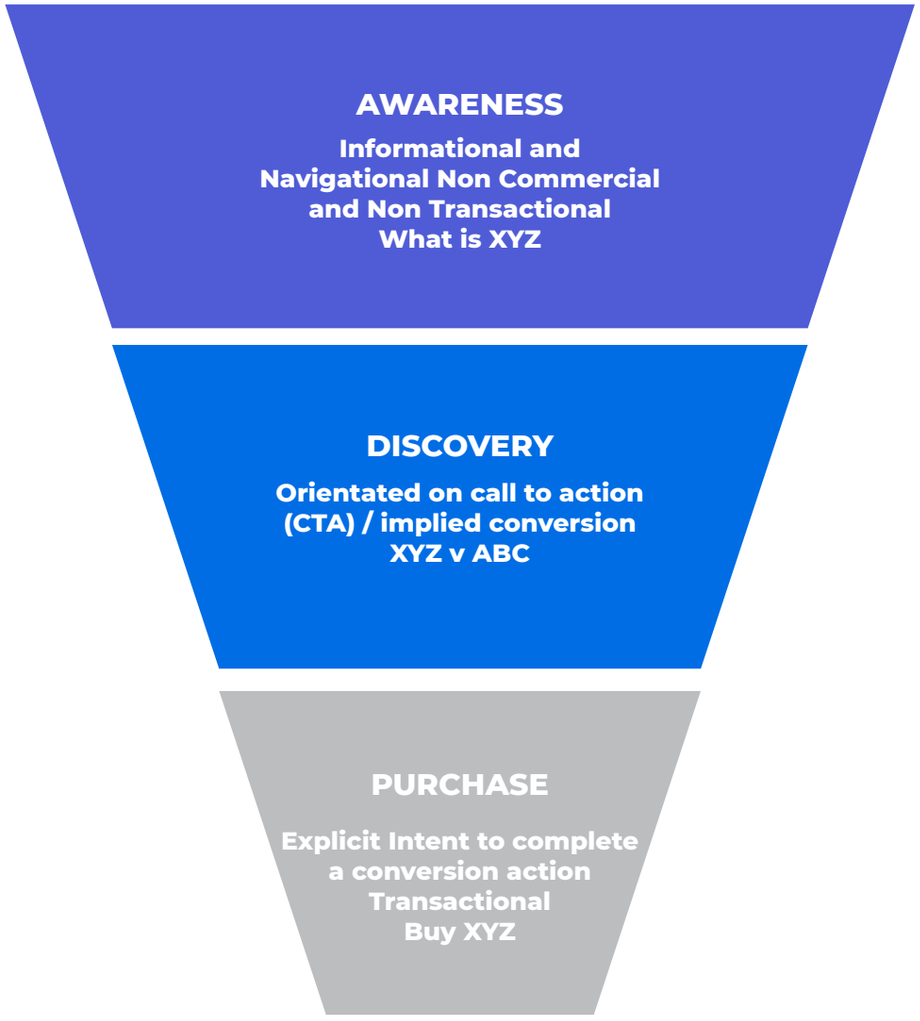
Example: “Try digital marketing”

Navigational

Example: brand names or website addresses

SEARCH COMMERCIAL INTENT FUNNEL

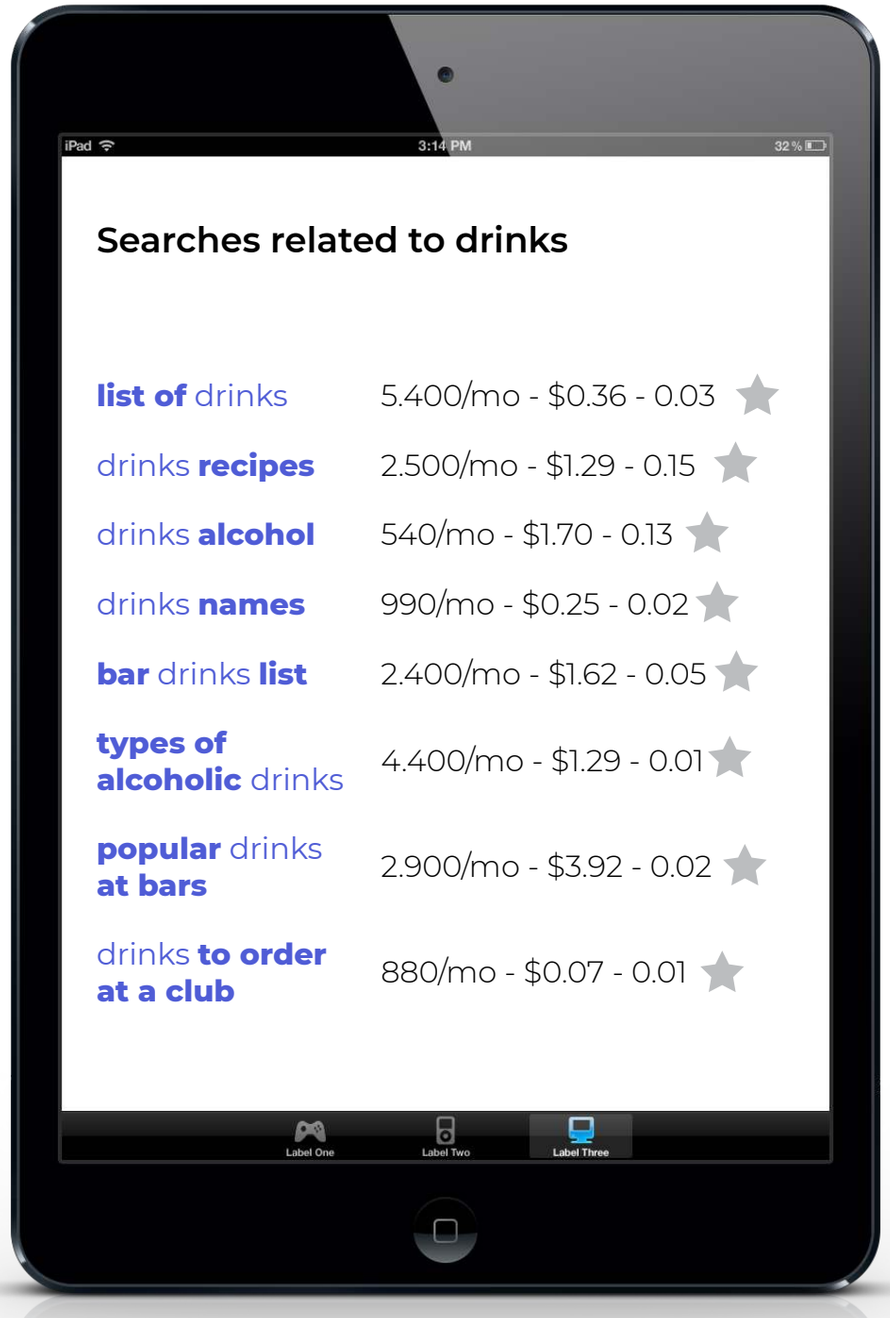
Discovery and Purchase



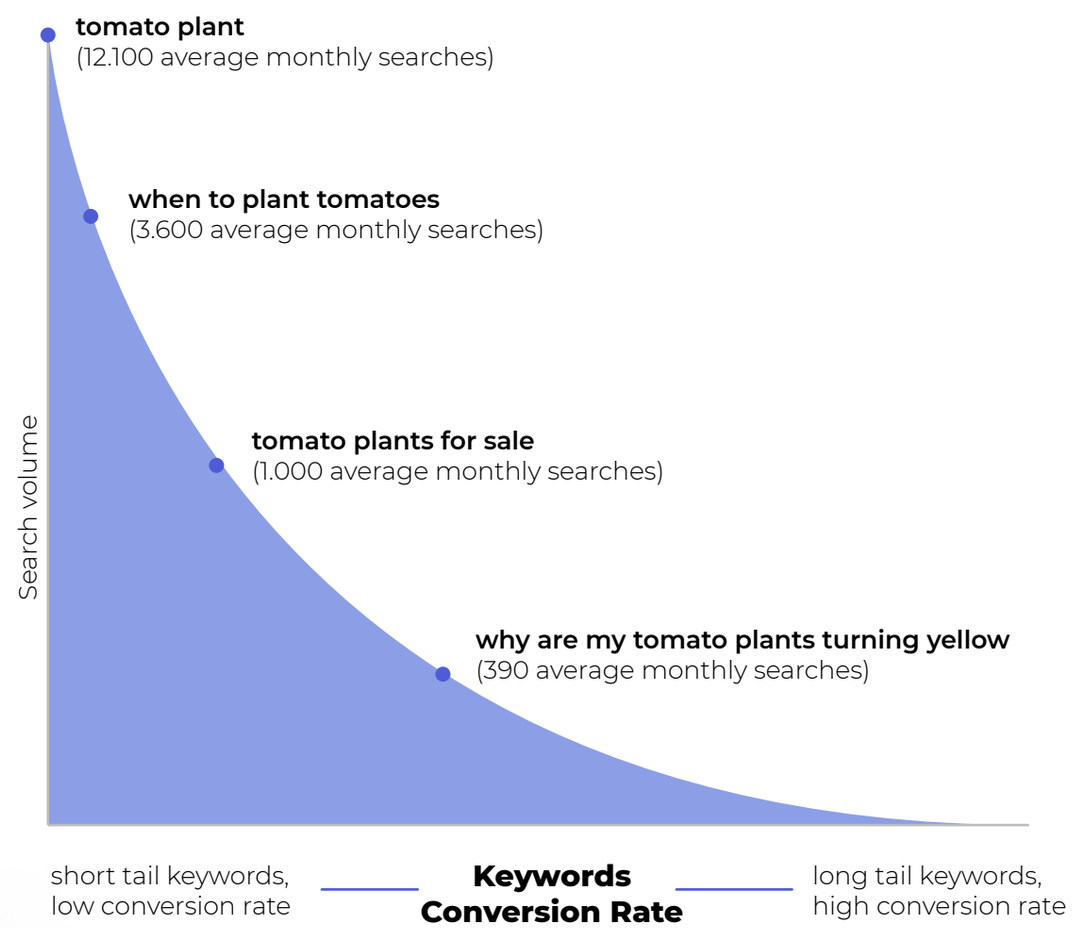
Source: www.lyketil.com/insights/search-intent-analysis-prioritize-content-creation/

KEYWORD RESEARCH

- Long tail
- Semantic
- Keyword grouping

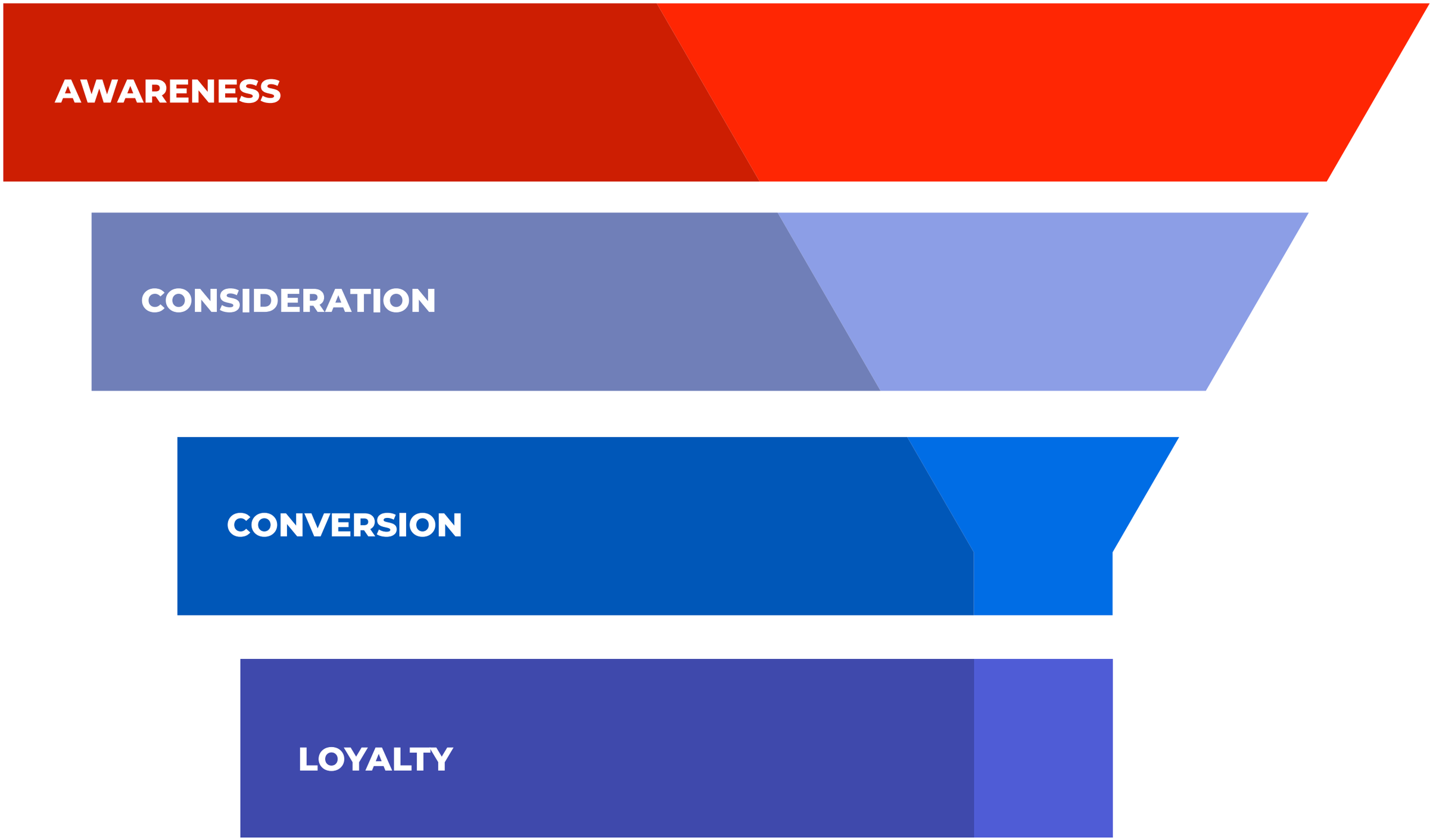


Short vs. Long Tail Keywords



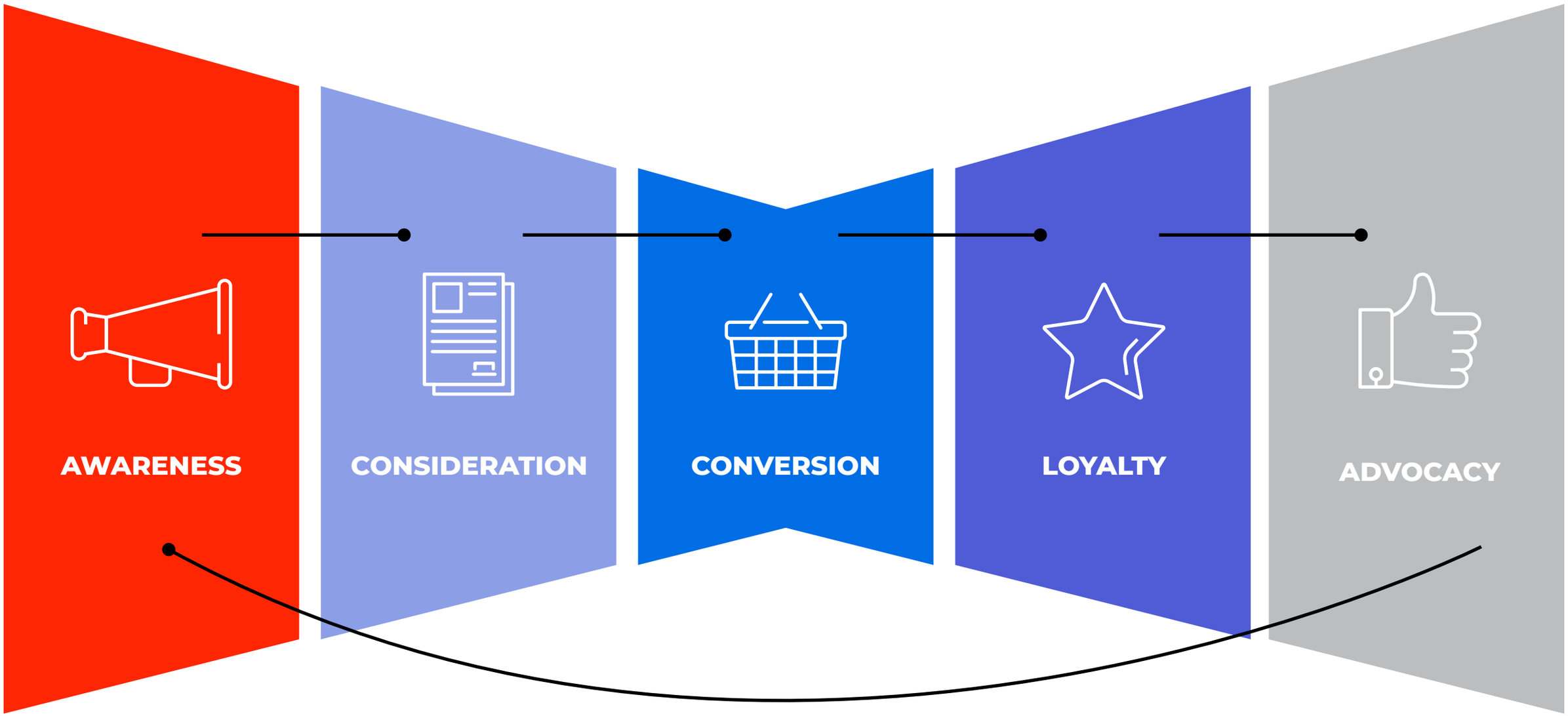
Source: SEMRush

THE MARKETING FUNNEL



Source: www.fscinteractive.com/blog/the-marketing-funnel/

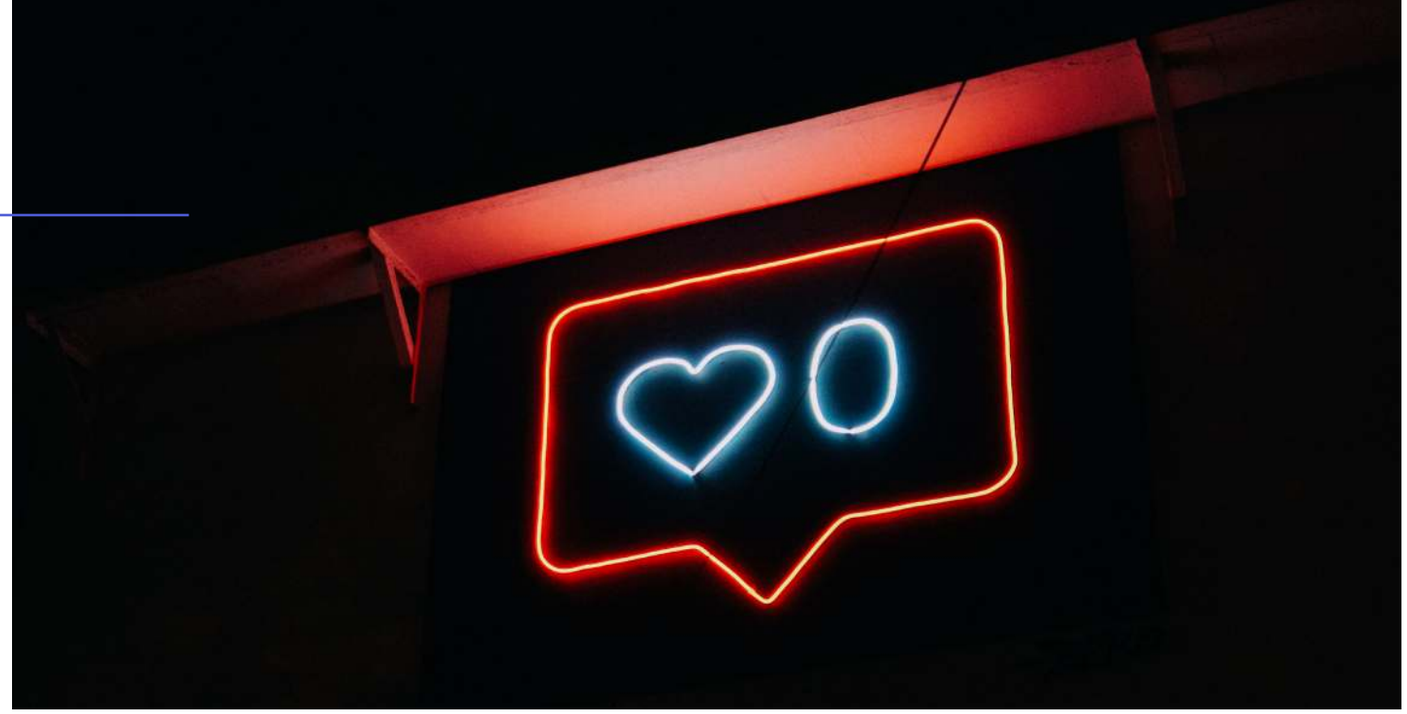
CUSTOMER JOURNEY



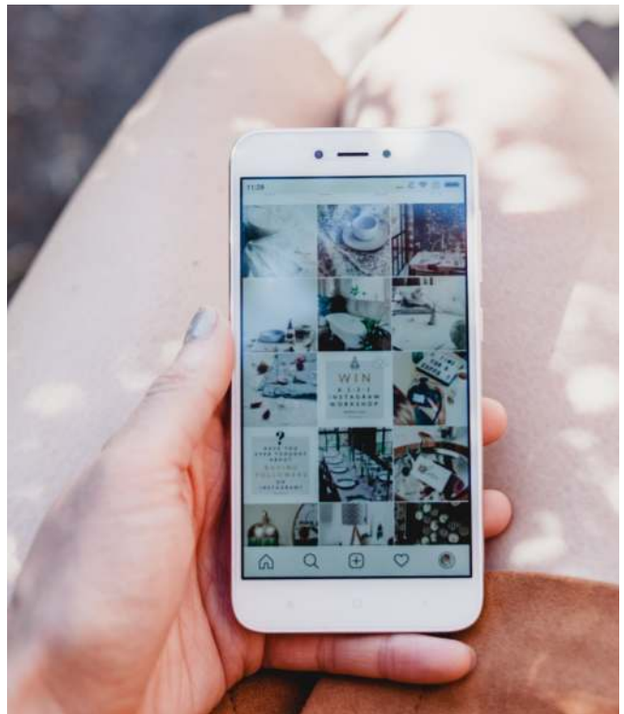
APPENDICES

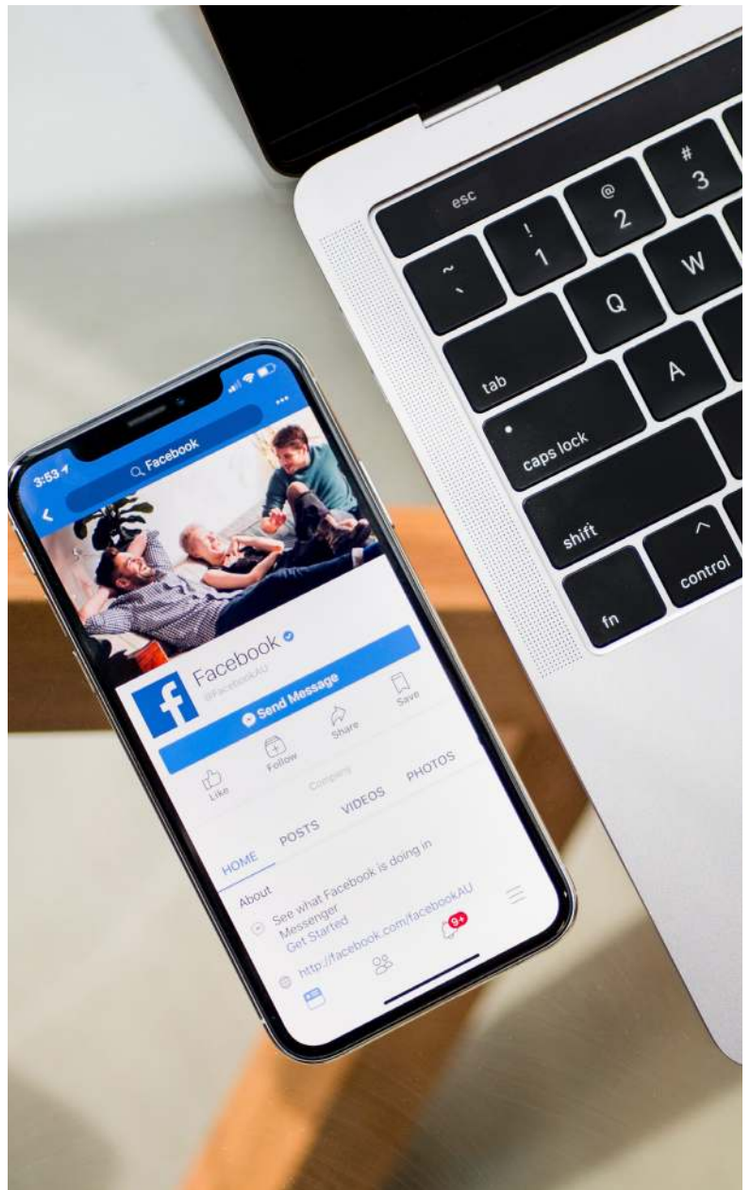
1:43
Messages
Google Maps
Podcasts
Calendar
Photos
Reminders
Mail
Notes
Voice Memos
Settings
Clock
Calculator
iBooks
Instagram
Messenger
Spark
Y.Maps

KOREA SOCIAL MEDIA APP RANKING



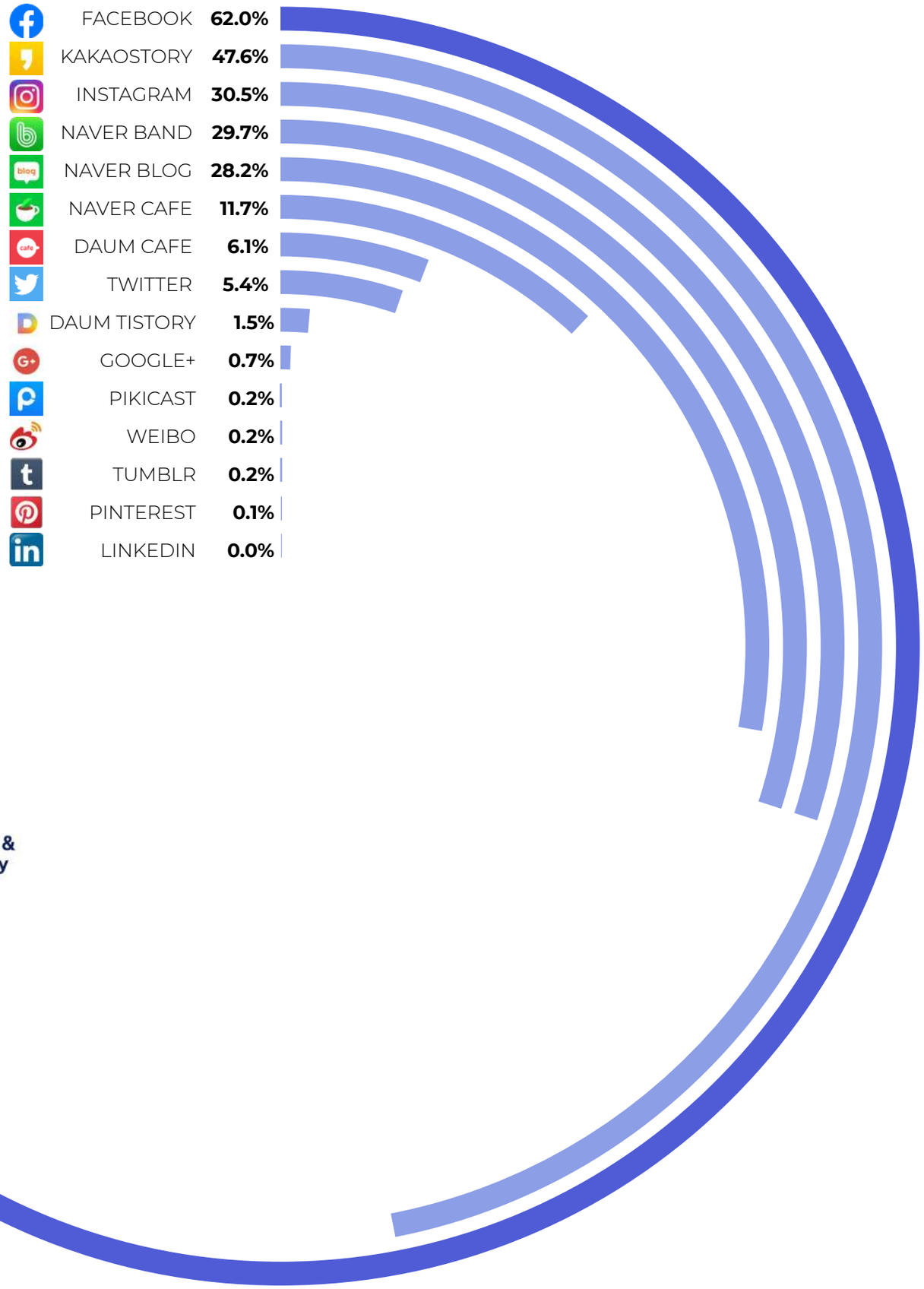
1. YOUTUBE
2. AFREECA TV
3. NAVER
4. KAKAOTALK
5. TWITCH
6. OKSUSU
7. FACEBOOK
8. INSTAGRAM





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

MOST USED SNS (2017)



승인번호
제 120005 호

Ministry of Science and ICT

KISA Korea Internet & Security Agency

MOST USED SNS BY AGE (2018)

	SNS usage Rate	Facebook	KakaoStory	Instagram	Twitter	Band
All	48.2	28.9	23.8	17.4	12.5	12.5
Men	49.1	31.2	21.7	16.7	13.8	12.2
Women	47.3	26.5	26.1	18.0	11.2	12.8
<18 years	37.5	36.6	17.2	22.4	13.3	6.5
18-24 years	82.1	34.9	13.4	23.7	15.6	6.2
25-34 years	80.3	32.4	16.7	23.6	16.8	6.1
35-44 years	64.5	25.2	30.1	14.6	10.2	16.1
45-54 years	50.0	23.8	31.5	8.7	8.7	21.6
55-64 years	27.2	17.8	41.4	5.3	6.9	25.0
65+ years	6.9	19.2	45.8	3.1	5.5	15.9

Source: Nielsen