

## **Promo.ru agency. The encyclopedia of Internet advertising.**

### **Timofei Bokarev, general director.**

#### **Projects / companies:**

[www.promo.ru](http://www.promo.ru)

[www.webrating.ru/promo](http://www.webrating.ru/promo)

Internet advertising has its own theory, despite the short time it has been in existence. You can find a set of dedicated articles on the site of [www.promo.ru](http://www.promo.ru) – one of the more serious Internet advertisers.

#### **Mr. Bokarev, The Personality**

Bokarev's first acquaintance with the Internet took place in 1996 when he created his first project – the Tim Production site. Through this project, he got acquainted with the most important people in the Internet at that time. At the same time, Bokarev started to design banners. At first he did not do it for money but when he noticed the possibilities, he took it up professionally.

Now Bokarev works at his own agency, Promo.ru, which is an advertising agency, and in the Internet-agency "Dot", which designs sites. He wants to create a large team of employees for Promo.ru, and devote himself solely to the development of web-projects. He says Internet advertising is not so interesting to him any longer.

Bokarev says in 1996 there was no money in the Internet at all. That possibility began to emerge only several months before the ruble crisis. Fortunately, the situation is much better now than it was in 1998.

#### **Advertising**

In 1996, the first advertising network "Sputnik" appeared. Then weblist Reclama.ru followed. In 1997-1999, the largest banner networks appeared: Reclama.ru (<http://www.reklama.ru>), Russian Link Exchange (<http://www.linkexchange.ru>) (RLE), InterReklama (<http://www.ir.ru>) and others. The fact is that all of them were developed not as a result of investors but simply because of the owners' enthusiasm.

At first there was no competition in terms of money because there was nothing to share. Nowadays rivals don't care about each other because of the huge amount of orders and it is enough for all agencies.

Bokarev says that they suffer from a lack of people at Promo.ru (only two persons work there full time) in spite of the fact that they are the leader among many agencies. He wants to hire more people and organize his business on a larger scale.

The clients of Internet advertising agencies range from small to big companies, but the advertising budget of a small company may often exceed the budget of a big firm.

International corporations rarely turn to Promo.ru. However, this is not a true indicator, as Bokarev never looks for clients directly. He has enough orders without soliciting clients. His site – “The encyclopedia of Internet advertising” – assists Bokarev by providing good contact with off-line advertising agencies and attracts customers.

Bokarev claims that Internet advertising is a small business in terms of turnover. Clients with sensible advertising budgets (about \$10,000) occur but still Promo.ru’s average client spends \$1,000-1,500 a month. Nevertheless, Bokarev’s main goal is to make them his permanent clients because they are the principal source of revenue. It is rather hard to achieve because the customer should be satisfied with the effectiveness of the advertising campaign, consultations conducted and many other of the services provided.

### **How will the life of Internet advertising agencies change if major players of off-line advertising enter the market?**

Bokarev is sure that it would be hard for off-line structures to enter the market on their own because of its specificity, for example, the existing lasting relationships between agencies and platforms. He thinks it would be better if off-line agencies work through Internet companies, and thus save resources.

### **Can we wait for something new at the market of advertising?**

Advertising technologies need to be changed since the market is oversaturated. People don’t pay attention to banners when there are a lot of them. Bokarev mentions two lines of development:

- Personification of advertising. A user should see an advertisement, which interests him or her individually. The problem is that an advertiser must know the personal characteristics for the user, which deals with personal privacy.
- Use of new technologies including interactive ones. Bokarev was the first to get interested in this arena and he produced a sound flash-banner in Russian. Unfortunately, the reaction was negative: the sound was distracting from the content.

### **Probably, associations of advertising agencies must appear?**

The point is that the owners of Internet resources should be the uniting factor. An advertising agency is just a middleman between an advertiser and a platform. The primary task of the advertising agency is to earn money for the advertiser and the owner of the website should have more visitors to that resource. The agency can offer new forms of advertising but these forms should first be discussed with web-editors (RBC, Rambler, Infoart, CityCat, List.ru, Yandex, Aport etc.).