Description

METHOD FOR PROVIDING ADVERTISEMENT INDUCING ACTIVE PARTICIPATION FROM TARGETED CUSTOMERS AND SYSTEM THEREFOR

Technical Field

[1] The present invention generally relates to a method for providing advertisement inducing active participation from targeted customers and a system therefor, and more specifically, to a technology of providing a high advertising effect to advertisers through active participation of customers and offering a predetermined compensation to customers participated in consultation.

Background Art

[2] In a conventional advertisement marketing method, an advertiser provides a certain registration cost to advertising companies that show advertising contents provided by the advertiser. As a result, it is difficult to improve the advertising effect by inducing active participation of customers.

Disclosure of Invention

Technical Problem

[3] Various embodiments of the present invention are directed at providing a method for providing advertisement inducing active participation from targeted customers to provide a high advertising effect to advertisers through active participation of customers and offer a predetermined compensation to customers participated in consultation.

Technical Solution

[4] According to an embodiment of the present invention, amethod for providing advertisement inducing active participation from targeted customers comprises: (a) receiving consultation advertisement registering information from advertisers; (b) outputting consultation advertisement depending on the input registering information; (c) receiving consultation requesting information from customers about the consultation advertisement; and (d) providing a predetermined compensation to customers who input the consultation requesting information.

[5] According to an embodiment of the present invention, asystem for providing advertisement inducing active participation from targeted customers comprises: an input unit configured to receive consultation advertisement registering information from advertisers and consultation request information from customers; a consultation advertising information storage unit configured to store consultation advertising

registering information received from the advertisers and consultation request information received from customers; a customer information storage unit configured to store customer information; and a consultation advertisement processing unit configured to output consultation advertisement depending on consultation advertisement registering information received from the advertisers, provide consultation request information received from the customers and offer a predetermined compensation to a customer who requests a consultation.

Brief Description of the Drawings

[6] Fig. 1 is a flow chart illustrating a method for selecting customers targeted to receive consultation in advertisement according to an embodiment of the present invention.

[7] Fig. 2 is a flow chart illustrating a method for providing compensation to a customer who requests a consultation according to an embodiment of the present invention.

[8] Fig. 3 is a flow chart illustrating a customer certifying method in consultation advertisement according to an embodiment of the present invention.

[9] Fig. 4 is a flow chart illustrating a method for collecting marketing information through consultation advertisement according to an embodiment of the present invention.

[10] Fig. 5 is a flow chart illustrating a method for providing advertisement inducing active participation from targeted customers according to an embodiment of the present invention.

[11] Fig. 6 is a block diagram illustrating a system for providing advertisement inducing active participation from targeted customers according to an embodiment of the present invention.

[12] Fig. 7 is an example illustrating an information input screen for registering consultation advertisement from advertisers according to an embodiment of the present invention.

[13] Fig. 8 is an example illustrating a consultation advertisement output screen according to an embodiment of the present invention.

[14] Fig. 9 is an example illustrating a consultation reservation screen according to an embodiment of the present invention.

[15] Fig. 10 is an example illustrating a consultation management screen of advertisers according to an embodiment of the present invention.

Best Mode for Carrying Out the Invention

[16] The present invention will be explained with reference to the accompanying drawings.

[17] Fig. 1 is a flow chart illustrating a method for selecting customers targeted to receive consultation in advertisement according to an embodiment of the present invention.

[18] Referring to Fig. 1, information on targeted customers who can receive consultation is inputted depending on consultation advertisement from advertisers (S100). The range of targeted customers who can receive consultation can be determined by sex, regional groups and age.

[19] When the consultation advertisement is outputted, the information on targeted customers is also outputted (S110).

[20] When a customer request a consultation, information on the customer is searched to confirm whether the customer who requests a consultation corresponds to a targeted customer (S120).

[21] If the customer corresponds to the targeted customer, the next step proceeds (S130). Otherwise, a message is outputted to notify that the customer does not correspond to the targeted customer (S140).

[22] Fig. 2 is a flow chart illustrating a method for providing compensation to a customer who requests a consultation according to an embodiment of the present invention.

[23] Referring to Fig. 2, compensation information offered to a customer who requests a consultation is inputted from advertisers (S200). A compensation may be provided upon consultation request or depending on proceeding results after the consultation procedure is finished so that compensation information of each case can be inputted.

[24] Then, when the consultation advertisement is outputted, the compensation information offered to the customer who requests a consultation is also outputted (S210).

[25] When the customer requests a consultation, a predetermined compensation is immediately provided (S220).

[26] After the consultation procedure is finished, a predetermined compensation is provided (S230).

[27] Fig. 3 is a flow chart illustrating a customer certifying method in consultation advertisement according to an embodiment of the present invention.

[28] Referring to Fig. 3, a mobile phone number or an email address of the customer is inputted (S300).

[29] Then, a certification number is transmitted by the mobile phone number or the email address (S310).

[30] Next, a customer receives the certification number by a mobile phone or an email to input the certification number (S320).

[31] Thereafter, the customer confirms whether the transmitted certification number is identical with the received certification number (S330).

[32] The next step proceeds (S340) if the certification numbers are the same, and a message that represents certification failure is outputted (S350) if the certification numbers are not the same.

[33] Fig. 4 is a flow chart illustrating a method for collecting marketing information

through consultation advertisement according to an embodiment of the present invention.

[34] Referring to Fig. 4, a question that a customer responds to is inputted from an advertiser (S400). A reply to the question can be inputted when the question has a multiple choice type.

[35] Then, the question that the customer responds to or the replay thereto is outputted while the consultation advertisement is outputted (S410).

[36] Next, a reply to a basic question on a consultation request is inputted from the customer (S420).

[37] After consultation, estimation information on advertising products is inputted from the customer (S430).

[38] Fig. 5 is a flow chart illustrating a method for providing advertisement inducing active participation from targeted customers according to an embodiment of the present invention.

[39] Referring to Fig. 5, consultation advertisement registering information is inputted from advertisers (S500).

[40] As the consultation advertisement registering information, a question that a customer responds to may be inputted. When the question has a multiple choice type, a replay to the question may be inputted.

[41] Furthermore, as the consultation advertisement registering information, information on targeted customers who can receive a consultation can be inputted depending on consultation advertisement. The range of targeted customers who can receive consultation can be determined by sex, regional groups and age.

[42] As the consultation advertisement registering information, compensation information offered to the customer who requests a consultation can be inputted. A compensation may be provided upon consultation request or depending on proceeding results after the consultation procedure is finished so that compensation information of each case can be inputted.

[43] The consultation advertisement is outputted depending on the inputted consultation advertisement registering information (S510).

[44] A question that the customer responds to or a replay thereto is outputted while the consultation advertisement is outputted.

[45] The compensation information provided to the customer who requests a consultation can be outputted while the consultation advertisement is outputted.

[46] The information on the targeted customers who receive a consultation can be outputted while the consultation advertisement is outputted.

[47] The consultation request information on the consultation advertisement is inputted from customers (S520).

[48] Next, a reply to a basic question on the consultation request is inputted as the consultation request information.

[49] A mobile phone number or an email address of the customer can be inputted as the consultation request information.

[50] In order to perform a certification on the mobile phone number or the email address, a certification number is transmitted by the inputted mobile phone number or the email address, and the transmitted certification number is inputted from the customer. The certification process is finished if the transmitted certification umber is identical with the inputted certification number, and a message that represents certification failure is outputted if the certification numbers are not the same.

[51] Then, a consultation reservation of the customer who passes the certification can be received.

[52] A predetermined compensation is provided to the customer who inputs the consultation request information (S530).

[53] A predetermined compensation can be provided right after a product is requested. After the consultation procedure is finished, a predetermined compensation is provided depending on the proceeding results of the consultation procedure.

[54] A compensation can be provided with coupons, mileages or cyber items (G stamp).

[55] The consultation request information received from the customer is offered to an advertiser (S540). The advertiser performs a consultation depending on the consultation request information.

[56] After the consultation is finished, estimation information on the advertising product is inputted from the customer (S550). The estimation information on the advertising product received from the customer may be used to determine kinds and display order of advertising products and to improve a consultation advertising method or a consultation proceeding method.

[57] A list of customers who respond insincerely to the consultation procedure of the consultation advertisement is administered (S560). When a consultation is requested on the same product or other products, a message to refuse the consultation request is outputted to customers included in the list so that the consultation request is not admitted in those customers.

[58] Fig. 6 is a block diagram illustrating a system for providing advertisement inducing active participation from targeted customers according to an embodiment of the present invention.

[59] Referring to Fig. 6, the advertisement providing system includes an input unit 600, a consultation advertising information storage unit 610, a customer information storage unit 620 and a consultation advertisement processing unit 630.

[60] The input unit 600 receives consultation advertisement registering information from

advertisers and consultation request information from customers.

[61] The consultation advertising information storage unit 610 stores the consultation advertisement registering information received from the advertisers and the consultation request information received from the customers.

[62] The customer information storage unit 620 stores customer information, which can be used to identify whether a customer corresponds to a targeted one who receives a consultation advertisement. The customer information may include a mobile phone number or an email address. Also, the customer information may be use to identify whether a customer responds insincerely to the consultation procedure.

[63] The consultation advertisement processing unit 630 outputs a consultation advertisement depending on the consultation advertisement registering information received from the advertisers, provides the consultation request information received from the customers to the advertisers, and offer a predetermined compensation to a customer who requests a consultation.

[64] Fig. 7 is an example illustrating an information input screen for registering consultation advertisement from advertisers according to an embodiment of the present invention.

[65] Referring to Fig. 7, a question that the customer responds to or a replay thereto is inputted as a consultation basic condition. Therebelow, compensation information is inputted which is provided to a customer who inputs the consultation request information. Here, a compensation is offered with a G stamp which is a kind of cyber items. Therebelow, targeted customers are inputted who can receive a consultation depending on consultation advertisement. The range of targeted customers who can receive consultation can be determined by sex, regional groups and age.

[66] Fig. 8 is an example illustrating a consultation advertisement output screen according to an embodiment of the present invention.

[67] Referring to Fig. 8, basic information on advertising products is outputted at the top left side of the screen, and information related to the consultation request is outputted at the right side of the screen.

[68] If the information related to the consultation request is specifically examined, a basic question on the consultation request that a customer responds to is outputted first, and then compensation information offered to customers upon consultation request and targeted customers who can receive a consultation are outputted therebelow.

[69] After a reply to the basic question on the consultation request is selected, a specific consultation is requested when a button consultation request is clicked.

[70] Fig. 9 is an example illustrating a consultation reservation screen according to an embodiment of the present invention.

[71] Referring to Fig. 9, a product name, a consultation request condition and com-

pensation information are outputted at the top of the screen, and a reservation name, a mobile phone number or an email address as reservation information are inputted therebelow. In order to perform a certification on the mobile phone number or the email address, a certification number transmitted by the mobile phone number or the email address is inputted.

[72] The certified customer selects a consultation-expected date, inputs other request items, and then requests a consultation.

[73] Fig. 10 is an example illustrating a consultation management screen of advertisers according to an embodiment of the present invention.

[74] Referring to Fig. 10, a list of customers who request a consultation is outputted, and then detailed information of consultation request advertising products and reservation/ consultation details are outputted.

Industrial Applicability

[75] As described above, a method for providing advertisement inducing active participation from targeted customers and a system therefore have the following effects: to provide a high advertising effect to advertisers through active participation of customers and offer a predetermined compensation to customers participated in consultation; to advance effective promotions and consultations by setting targeted customers that advertisers provide consultations; and to prevent generation of unnecessary cost by inhibiting consultation requests of customers who respond insincerely to a consultation procedure.

[76] While the invention is susceptible to various modifications and alternative forms, specific embodiments have been shown by way of example in the drawings and described in detail herein. However, it should be understood that the invention is not limited to the particular forms disclosed. Rather, the invention covers all modifications, equivalents, and alternatives falling within the spirit and scope of the invention as defined in the appended claims.

Claims

[1] Amethod for providing advertisement inducing active participation from targeted customers, the method comprising the steps of:
(a) receiving consultation advertisement registering information from advertisers;
(b) outputting consultation advertisement depending on the input registering information;
(c) receiving consultation requesting information from customers about the consultation advertisement; and
(d) providing a predetermined compensation to customers who input the consultation requesting information.

[2] The method according to claim 1, wherein the step (a) includes receiving a question or a reply that the customer will respond to.

[3] The method according to claim 1, wherein the step (a) includes receiving targeted customers who can receive consultation depending on the consultation advertisement.

[4] The method according to claim 3, wherein targeted customers who can receive the consultation are inputted according to sex, regional groups and age.

[5] The method according to claim 1, wherein the step (a) includes receiving compensation information that is provided to customers who input consultation requesting information.

[6] The method according to claim 1, wherein the step (b) includes outputting a question or a reply that the customer will respond to.

[7] The method according to claim 1, wherein the step (b) includes outputting compensation information that is provided to customers who input consultation requesting information.

[8] The method according to claim 1, wherein the step (b) includes outputting targeted customers who can receive a consultation.

[9] The method according to claim 1, wherein the step (c) includes receiving a reply to a basic question of consultation request.

[10] The method according to claim 1, wherein the step (c) includes:
receiving a mobile phone number or an email address of the customer; and
receiving a certification of the mobile phone number or the email address.

[11] The method according to claim 10, wherein the step (c) further includes receiving a consultation reservation from the certified customer.

[12] The method according to claim 1, further comprising providing the consultation request information to the advertiser.

[13] The method according to claim 1, further comprising receiving estimating in-

formation on advertising products from customers after consultation.

[14] The method according to claim 1, wherein further comprising managing lists of customers who responds insincerely to consultation of consultation advertisement.

[15] The method according to claim 14, comprising outputting a message to refuse a consultation request to customers included in the lists.

[16] Asystem for providing advertisement inducing active participation from targeted customers, the system comprising:

an input unit configured to receive consultation advertisement registering information from advertisers and consultation request information from customers;

a consultation advertising information storage unit configured to store consultation advertising registering information received from the advertisers and consultation request information received from customers;

a customer information storage unit configured to store customer information; and

a consultation advertisement processing unit configured to output consultation advertisement depending on consultation advertisement registering information received from the advertisers, provide consultation request information received from the customers for the advertisers and offer a predetermined compensation to a customer who requests a consultation.