

Europe's largest blog marketer to attend dmexco

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mokono will display the newest trends and digital advertising developments in the social media space at hall 8/C015-D028

Berlin, September 2nd, 2010 – How do you reach and engage with the web's most influential audience? This and more is what mokono will have answers for at dmexco in Cologne this year. Europe's one-stop-shop for blog advertising will present the newest developments around social media advertising, digital publishing and blogger engagement on September 15th and 16th at the leading European fair for digital marketing.

Being both a trusted partner of the advertising industry and the blogosphere, mokono will present its newly created ad format: the social media ad. The social media ad has often been quoted by media planners as the perfect combination of social media and digital planning. It allows advertisers to feature their own engagements in social media such as facebook fanpages or YouTube channels, coupled with authentic consumer opinion around the product or services offered. Thereby, a brand promotes its fans by creating more awareness of selected blog postings or tweets, which are featured in the ad and updated on a daily basis.

For the first time digital publishing will also be introduced as a format for advertisers. Access to thousands of bloggers allows mokono to recruit key influencers for a wide range of topics and languages to contribute content to custom made digital magazines. These magazines are developed into long-term digital assets, designed specifically to expose advocates of the brand, build loyal and lasting communities around the product or service and by doing so generate tangible value which ultimately results in new business.

This year is already the most successful for mokono's advertising branch. At dmexco, visitors will have a chance to drop by and learn about the opportunities mokono offers them in Europe. In hall 8, booth C015/D028, Managing Director Vasco Sommer-Nunes and his team Andrea Reitmeier, Claudia Kracht, Lars Wichert and Will Oatley are looking forward to inspiring conversations.

On the first day as of 5 pm, mokono will host what is likely to be again the biggest warm-up-party at dmexco with its partners Aperto, apprurpt, DuMont Venture, EXASOL, intelliAd, Interactive One, newtention technologies, plista, SEOlytics and Webtrekk.

About mokono GmbH

mokono connects advertisers and bloggers, thereby actively supporting agencies and clients in developing a comprehensive understanding of social media advertising. With the experience of running a European wide blog community network, including sites such as blog.co.uk, blog.de and blog.fr, special ad formats have been created to suit the demands of agencies and the most influential web group alike.

For further information visit: www.mokono.com

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