

E_advertising technology

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The book is accredited for teaching



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In the name of Allah, the Most Gracious, the Most Merciful

A word of thanks and gratitude He who does not thank people does not thank Allah

I must first thank Allah Almighty who enabled me to reach this high academic level. I also extend my thanks and gratitude to the arbitration committee that evaluated the book for teaching purposes and my continued thanks to my honorable professors. I have all the respect and reverence for you for expressing your opinion and recommendation for the scientific status of the book. This is a certificate that we are proud of.

- 1. Professor Dr. Naji Maala Professor of Marketing
- 2. Professor Dr. Hamid Abdul Nabi Al-Taie Professor of Marketing
- 3. Professor Dr. Mahmoud Abu Dalbouh Professor of Marketing
- 4. The honorable uncle Ahmed Al-Mathani Arabic language teacher.





Dedication

To the soul of my dear mother... May God have mercy on her and make her dwell in a spacious paradise... To my beloved father, the symbol of giving... May God grant him health and wellness. To my brothers and sisters who were my support at every moment and the best support... to my virtuous wife... to the joy of soul, spirit and heart, to my budding children, Karam and Kamila.





Abstact

This book is written to clarify the scientific and practical aspects in the field of studying electronic advertising, since advertising is a tool for ensuring the effectiveness of marketing activities of organizations. The main concepts and explanations of the essence of advertising and its main elements, the advantages of organizing electronic advertising using modern electronic channels are systematized. The importance of advertising and its demand in modern business for implementation in the processes of promotion and positioning of brands, goods and services for modern organizations are discussed. The most common and effective strategies of electronic advertising are considered depending on the types and characteristics of the activities of modern companies. The main features and details of electronic advertising strategies for organizations, such as advertising on websites, advertising in search engines, advertising in social networks, e-mail advertising, mobile phone advertising and many other areas and tools are revealed. The methods for assessing the effectiveness of electronic advertising strategies are substantiated, the results are aimed at studying the main trends in the development of electronic advertising technologies and their implementation in the management strategies of organizations as effective tools for ensuring strategic development and economic growth. We hope that university students, graduate students, educational institutions and businessmen will benefit from the results. This book will become a reference guide for studying the theoretical foundations of electronic advertising technologies..





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INTRODUCTION

This book presents theoretical aspects and develops scientific and practical recommendations on electronic advertising, where the intensity of development of innovative technologies and tools leads to a change in existing approaches to management and organization of effective management strategies. It is often possible to imagine modern commercial and marketing activities without electronic advertising technologies, which serve as the main tool and mechanism for promoting brands, goods and services of modern organizations. Given the importance of promoting modern brands, placing them on the world market and the demand for them, the main methods of electronic advertising in modern marketing strategies are substantiated to ensure strategic growth and long-term development.

Chapter One: was devoted to the study of the main concepts in advertising, where the classification of advertising and the course of strategy of modern organizations were developed. Electronic incentives for the use of advertising technologies in the strategies of organizations, the main advantages and disadvantages of advertising are revealed. Unified as a tool for brand promotion and determining its positioning. Theoretical aspects of advertising organization in a modern corporate strategy in practice are formed to formalize concepts and determine the types of advertising and its activities.

The second chapter: examines the features and characteristics of electronic advertising, with visualization of the main forms of the emergence of electronic advertising, types of electronic advertising and the formation of the main advantages for the implementation of the business strategy of the organization. The list of requirements for maintaining electronic advertising by target groups is structured.

The third chapter: is devoted to the conceptual study of new and innovative electronic advertising channels. The main electronic advertising channels and areas of their application in practice are classified. Justifications are given for the most common sizes of signs, the main types and descriptions of banners. Types of multimedia advertising and features of their implementation are highlighted. The principles of developing a viral marketing strategy for modern organizations are formed, the main types of advertising PR campaigns on the Internet are determined.

The fourth chapter: reveals the main strategies of electronic advertising, where the types of electronic advertising are visualized, the goals of contextual advertising are formulated, with the design of a marketing sales path within the framework of building contextual advertising for an organization. The factors that influence the pricing of contextual advertising, the stages of preparing contextual advertising and the methods of distributing the advertising budget of an organization, taking into account the methods of its formation, are substantiated. The advantages of



automating contextual advertising, the tasks of the media are analyzed. advertising in developing an organization's electronic marketing strategy, with the formation of a relationship between contextual advertising and advertising in the media. As part of developing an organization's electronic marketing strategy, the features of a sales funnel using media advertising are highlighted.

Chapter Five: is devoted to studying the main aspects of advertising on an organization's website, where the importance of the website and the features of its design are highlighted, and the stages of design and development of the website are defined. Criteria for determining the image. The potential buyer and technical requirements for website development are highlighted, and the functional characteristics and components for the website of modern companies for the content of advertising on the website for marketing purposes are defined. The tools for implementing advertising in marketing are presented, the activities of organizations have received recognition.

Chapter Six: It examines the features of advertising in search engines, examines the essence and structure of search engines, defines the main types of search engines in the world. A comparative description of search engine optimization and advertising in search engines is carried out. where the advantages of website promotion for search engine optimization were considered. The main trends and stages of organizing advertising through search engines are determined.

Chapter Seven: was devoted to the study of the organization of electronic advertising through social networks with the main generations of social network development. The advantages of electronic advertising through social networks for organizations are formed and where the main platforms of social networks were organized. The features, details and main types of electronic advertising were also covered. An analysis of the advantages and disadvantages of electronic advertising through social networks is carried out.

Chapter Eight: was devoted to the study of electronic advertising by e-mail, a discussion of the advantages of electronic advertising by e-mail. The main e-mail messages are defined, the advantages of using mailing lists and their most important features are highlighted, as well as the importance and necessity of information security of e-mail messages are discussed. Highlighting the types of dangerous messages and preventive methods of combating spam. Advanced methods and aspects of organizing electronic advertising via e-mail can be implemented in practice when forming an electronic promotion strategy.

Chapter nine: is devoted to studying the main aspects of mobile phone advertising, where sections of mobile phone advertising are considered. The main characteristics of mobile phone advertising that differ from traditional advertising media are formed. The advantages of mobile phones and advertising are presented



with arguments for the obstacles to advertising for mobile marketing. The functions of advertising messages and the advantages of organizing marketing using text messages are substantiated.

Chapter ten: was devoted to studying the analysis and evaluation of the effectiveness of electronic advertising, while the main aspects of ensuring the effectiveness of advertising selection by organizations were proven. Indicators of qualitative and quantitative assessment of the effectiveness of electronic advertising. with the allocation of auxiliary indicators used to perform calculations, with a link to the main tools. To increase clickability, the main indicators of the economic efficiency of advertising are formed. With the possibility of introducing the main results of the assessment and analysis of efficiency into the process of studying and planning the strategy for developing companies' advertising at the modern level.

The book "Advertising Technologies" was developed in accordance with the issues and requirements of the market and electronic marketing. This book is recommended for university students and postgraduates, and other educational institutions. Also, for those who want to get a theoretical basis and ready-made materials, we gave practical recommendations in the field of electronic advertising technologies.

God is the Giver of Success

Author

Professor of Electronic Marketing

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CHAPTER 1

BASIC CONCEPTS IN ADVERTISING

Advertising is one of the types of marketing communication, the purpose of which is to influence people and stimulate their purchasing behavior. It also includes influencing the opinion of a certain group of people by communicating in any form of communication and using all means of influencing them in order to attract attention to the subject of advertising or to arouse interest in it or to maintain it in order to convince them to make a specific decision, for example, to make a purchase.

Definition of the essence of the concept « advertising »

Author	Advertising concept
Philip Kotler	Advertising is a paid form of non-personal presentation and promotion of goods, services or ideas by a specific advertiser.
American Marketing Association	Advertising is a paid, impersonal form of presenting and promoting ideas, goods and services in a very specific way.
Hassan Al-Ababneh	Advertising: It is a form of non-personal communication that occurs through paid media. It has a fixed source of funding and the advertiser controls the advertising content. Its purpose is to attract attention and influence people to make specific decisions. For example, buying.

Source: developed by the author based on data [1-2].

Stages of advertising development: Advertising dates back to ancient times, although advertising in its primitive form has been around for thousands of years. The first written advertisement is believed to be an Egyptian papyrus preserved in London, which records the sale of a slave. In ancient times, advertising seemed natural, as it was necessary to communicate forcefully to the enemy. A man would show off his muscles, pick up a stone or a stick and make a loud noise. Other "advertising devices" were used to demonstrate skills, physical beauty and jealousy, while clay tablets told the inhabitants of ancient Phoenician cities about the sale of various products. And the whitewashed walls on the streets of ancient Rome were divided into squares, and merchants wrote their advertisements on them with charcoal. Commercial messages were then painted on stones along trade routes. The Greeks carved advertising messages from stone, copper and bone and engraved them on wooden columns in the ruins of the ancient Egyptian city of Memphis. In ancient Rome, for the purpose of advertising, they built special walls that were divided into

Table 1



equal rectangles and filled with advertisements written in charcoal. Merchants often damaged the facades of houses in this way, causing discontent and annoyance on the part of homeowners. The administration of Rome issued a decree prohibiting graffiti, writing: "It is forbidden to write here, woe to anyone who mentions his name here, he may be unlucky." [1].

Modern advertising is one of the most powerful factors determining patterns of behavior and thinking in human life. It is not just an economic phenomenon, but rather a unique socio-psychological phenomenon due to its influence on the formation of mass consciousness and self-awareness. The similarity between the standard of living and the habits and needs of each person, advertising has changed qualitatively. If the original advertising moved from the stage of providing information to providing advice and instructions, then it grew into an involuntary reaction to the ideological processing of the subconscious and, finally, to the presentation of a symbolic image. Advertising came with the emergence of trade and exchange of products. At first, advertising was verbal, since merchants, traders and traveling craftsmen competed with each other in praising products, both in the squares and on the streets of cities were filled with the cries of many traders, which attracted the attention of the population to their products, and hence the name "reklamare" in Latin, which means "to shout and shout again." This work was not easy and simple, and required great skill and special personal qualities, and from the types of advertising. Modern business functioning cannot be imagined without brand promotion and advertising, which ensures the effectiveness of the marketing strategy and allows you to improve your competitive position in the world market. Having stated the presented, the author classified the existing types of advertising in the modern world, which are determined on the basis of analysis and scientific generalization, which is presented on the picture 1.

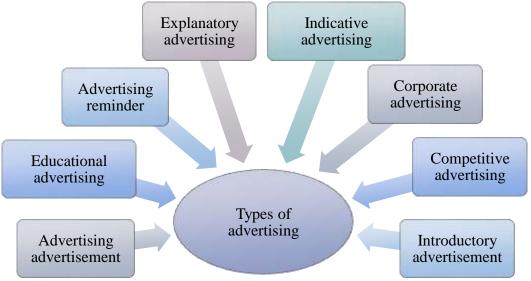


Fig. 1. Classification of types of advertising in modern conditions *Source*: developed by the author based on data [1-2].

www.ababneh.net



- **1. Introductory advertisement:** is a marketing communication activity aimed at conveying information about products to consumers, strengthening relations between the public and the advertiser, and providing consumers, distributors and importers with data and information about the organization, its products and means of communication.
- **2. Competitive advertising:** is a marketing communication activity that aims to communicate with consumers about a product and highlight the product's characteristics and benefits, as well as its advantages and applications, that are superior to competitors, in order to influence consumer choice, ensure a higher level of competitiveness, market share and increase consumer confidence in the brand.
- **3. Corporate advertising:** is a marketing communication activity aimed at communicating with consumers of products in order to promote an organization or a type of product about which individuals have a positive opinion, rather than specific products, with the primary goal of improving or maintaining the image of the organization and its appropriate presentation to the public and investors.
- **4. Instructional advertising:** is a marketing communication activity aimed at communicating with consumers of products in order to inform the end user or industrial user with the least amount of effort about the places of sale of the product or its selling prices. Technical guide on how to use it.
- **5. Пояснительная реклама:** it is a marketing communication activity aimed at communicating with consumers of products in order to explain information using graphic images, while advertising of products consists of graphic images that explain the text, attract the attention of the viewer and leave a lasting impression, the visual goal is to enhance the text message and encourage the viewer to read the text.
- **6. Reminder Advertisement:** it is a marketing communication activity aimed at communicating with consumers of products in order to refresh the memory of buyers or importers about the product, its characteristics and advantages. this advertising is created intermittently, since people by nature forget, and the repetition of advertising is aimed at remembering it.
- 7. Educational advertising: is a marketing communication activity aimed at communicating with consumers of products in order to inform the end user or industrial user about the characteristics of the product and its use. Such promotion is important for new products that have been released. previously not presented on the market, or for old products that have undergone changes unknown to consumers.
- **8. Advertising advertisement:** is a marketing communication activity that aims to communicate with consumers of products to ensure that those who purchase an organization's products make the right choice and know how to best use the products [3-4].



The Importance of Advertising: Advertising is one of the types of marketing communication in the field of product marketing and one of the most important elements of the marketing communications mix, as it is widely used by all industrial, commercial and service organizations. Advertising has grown significantly due to the increase in the number and variety of products manufactured, as well as the increase in the number of manufacturing institutions.

The means of presenting advertising to consumers have developed significantly, as they have become one of the most important advertising tools for influencing and persuading audiences with artistic and creative methods that meet the needs of the time. Knowing why the use of advertising is important for an organization can help in developing effective advertising for the organization. The importance of advertising in a company's strategy is presented in Fig.. 2.

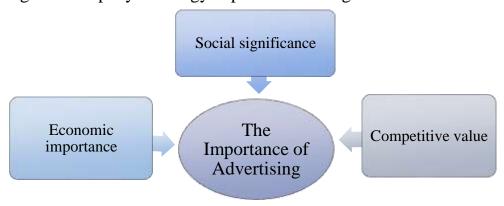


Fig. 2. The Importance of Advertising in a Company's Strategy *Source:* developed by the author based on data [3-4].

- **1. Economic importance:** Advertising opens markets for products, facilitates sales, and helps increase the rate of consumption of an organization's products by individuals, which leads to an increase in production volume and a decrease in the fixed cost of each unit of production [3].
- the impact of advertising on supply and demand: it helps to increase demand for products and helps the organization maintain selling prices at their level when demand decreases. It also helps to influence emotional motives for buying in order to increase demand advertising cannot stop this decline, it can delay it.
- *impact of advertising on costs*. Advertising itself is not the main reason for high marketing costs, but it does make up a significant portion of overall marketing costs.
- *the impact of advertising on production costs:* Advertising helps to achieve higher production volumes in some industries, which leads to lower costs. There are cases where advertising does not reduce production costs, as happens in industries that depend on manual labor.



- *the influence of advertising on product quality:* Advertising indirectly helps improve and differentiate products so that the advertiser can use these improvements to influence consumer demand.
- *the impact of advertising on the sales price:* Advertising is usually aimed at increasing price stability in markets.
- the impact of advertising on investment and national income, because it plays an important role in preparing minds and ideas for a high standard of living and helps to activate the desires of society. Yesterday's luxuries have become today's needs, leading to the development and improvement of our economic society, increasing the propensity to invest and increasing national income. Advertising also helps organizations to make profits and encourages them to increase investment, leading to increased employment, individual income and national income.
- **2. Social significance:** Advertising is influenced by the surrounding society and is compatible with the living conditions, values and customs of a person [4].
 - *advertising has educational power:* it influences people's thoughts, encouraging them to buy certain products. Advertising uses evidence and logic to teach people things they did not know before. It is also used to teach people to take care of their health and invest their savings in it and to improve their academic and cultural level.
 - advertising makes life easier for members of society: it gives them the opportunity to obtain the products they need in the best possible way and at the lowest prices, which saves time and money when searching for products.
 - *advertising* it is a means of promoting political and social principles among people, such as advertising campaigns on hygiene issues.
 - *informative and persuasive:* as a result of repeated use of advertised products by people, new habits are created that become stronger with increasing frequency of use, for example, brushing teeth with toothpaste, since advertising is aimed at spreading healthy habits among people.
 - the declaration brings peoples and societies closer together: as it transmits customs from one to another, it also spreads a better way of life among countries, transmits points of view and methods of thinking, and spreads science, REFERENCE and art among countries.
- **3. Competitive value.** Advertising has become an important means of competition between organizations in providing high-quality advertising because it creates added value for the product and hence for the producing organization.

On the other hand, advertising creates a brand name for the organization and thus creates a loyal customer base.



Advertising objectives: the main purpose of setting advertising goals is to plan advertising campaigns and their success as they work to increase sales, try to attract new customers to the organization, maintain the organization's position in the market, give customers a complete picture of the organization and try to improve this image in the minds of the public and increase the profit or traffic of the organization on the Internet. You can link the goals with time frames or other metrics to measure success. Set flexible goals so that they can be updated as needed, responding to customer feedback and changes in the market, lack of specific advertising goals means failure of advertising campaigns.

1. Brand recognition: This is a measure of how well consumers know the brand. As an advertising objective, you can set goals or numerical ratios for the number of people who want to know about the brand. Consider creating advertising that includes the logo, brand colors, and memorable images so that the consumer remembers the brand when making purchases.

Benefits of Brand Awareness:

- *increases brand trust:* People buy products from organizations they know and trust.
- *distinctive features in the market:* differentiates an organization from its competitors by helping the public associate the brand with the services and products it provides.
- *customer feedback*: When customers are familiar with a brand and what it stands for, they are likely to leave feedback about their experience with the organization.
- word of mouth marketing: People are more likely to search for products when others talk about them.
- *increase presence*: brand awareness increases traffic to social media and websites.
- *attracting clients*: people will be interested to know more about the new products you offer.
- *increase in sales:* you will be able to charge higher prices because people will perceive this brand as being of higher quality than its competitors.
- *impact on the industry*: you will have a greater influence on how your industry evolves and how people talk about the products you offer because you will become an industry leader [5].
- 2. Attention The purpose of advertising may be to create excitement around new products or a new brand. You can use distinctive headlines, bright colors, and clear advertising to attract the attention of your target audience. You can measure success in clicks, sales, or social media followings. This can help you understand the



effectiveness of an advertising campaign and decide whether to choose a similar attention-grabbing method for future campaigns.

- **3. Belief.** Persuasive advertising attempts to convince customers that an organization's products are superior and aims to change perceptions and improve the image of an organization or product. Their goal is to persuade or influence consumers to take action, such as making a purchase, switching brands, trying a new product, or remaining loyal to a brand.
- **4. Reminder:** reminding the consumer of the existence of the product, promoting its use, striving to increase the rate of consumer use of the product and the rate of purchase from it, keeping information about the product in the memory of consumers between purchases, reminding them of the benefits they will provide when purchased, and reminding them of the place where they can purchase the product [6].
- **5. Increase traffic:** refers to the number of people visiting your website, profiles, or other pages. Similar to brand awareness, you can set a goal to increase web traffic by a certain number of visitors, as search engine and clickable images are two forms of digital advertising that can increase traffic. If an online ad is interesting, consumers may click on it and then be redirected to the website, which leads to increased traffic. Similarly, organizations sometimes pay to advertise in search engine results. Internet users see these types of ads if they search for certain keywords.
- **6. Increasing engagement:** Engagement is the way people interact with online content and social media profiles. By being able to identify an active audience that frequently interacts or a passive audience that may view posts inconsistently, to increase engagement, you can ask your audience for feedback. You can then use that feedback to update your content and target your audience more effectively.

Another way to improve audience engagement is to sponsor giveaways. An organization can sponsor events asking people to tag or like friends or share posts on social media, which can encourage passive audience members to interact more with the brand to increase awareness of it.

7. Increasing multimedia engagement: Media engagement goals typically measure consumer interest in content and track how many people watch a video from start to finish.

Determine consumer interest in multimedia content:

• *high quality content:* this is what the audience is looking for to motivate them to watch full videos, read full blog posts, or fully engage with other online content created by the organization. Consider actively updating the content to ensure it remains attractive while conducting market research, which can help determine what makes *competitors are doing.*



- *correct content length*. If you want to increase audience engagement with your content, you should measure the amount of time they spend reading blog posts or watching videos, then try creating shorter content or content that gets the main message across quickly.
- *general interest in content*. You can look at metrics like views and likes to determine how many people are engaging with the content overall.
- **8. Leadership Development:** it is a way to increase the number of customers interested in purchasing the organization's products through the use of compelling media strategies, the ability to advertise in new markets and establish communication relationships with new customers to strengthen them can be an effective means of further strengthening new relationships [7].
- **9. Target Market Research.** is a way to get to know your target audience and learn about their needs and wants so you can advertise more effectively. determine what you want to know about your audience, how large a sample you want to collect, and what you can do with the information you get: create ads on websites asking users to take a survey before continuing with the content. Knowing your customers better can help improve future advertising strategies.
- 10. Brand development. an advertising goal could be to develop a brand in response to customer feedback consider experimenting with narrative content, promotional advertising or traditional advertising, then study the types of advertising that consumers responded to the most and use this information to create effective ads. In the future, you could also make minor changes to your website relationships, brand colors or logo in response to customer feedback, then make further changes to keep customers happy with the content.
- 11. Customer Retention: this is a measure of the number of customers who continue to shop with an organization after their first purchase to improve customer retention, you can announce new loyalty programs that reward customers or offer new discounts on a monthly basis, with the ability to. Measuring customer churn rate, which refers to the rate at which customers start or stop doing business with a brand, is a great metric to gauge whether your customer retention efforts are effective or not.
- 12. Positioning and differentiation. Positioning refers to how customers perceive a brand. If you run a fast food restaurant, you may want consumers to think of fast, nutritious food when they see the brand's logo. To influence how customers perceive a brand, you can create advertisements that compare products to competitors to highlight the value of the product. This type of advertising can differentiate a brand and influence consumer product choices, measured by comparing sales to competitors.



13. Sales and Profits: this is one of the most common advertising objectives. if the advertising objective is direct sales, consider displaying products online using persuasive techniques.

An organization can use happy models to attract target customers with the ability to create advertising assets that point to an urgent event, such as a one-day sale, to attract customers, to measure the achievement of the advertising objective by calculating the amount of revenue the organization receives from the advertising campaign [8-9].

Advertising features: advertising activities perform a wide variety of functions, serve all participants in the marketing process and are aimed at facilitating the choice between products, since this is one of the most difficult tasks that the consumer faces when choosing the right product among many similar products, as well as learning more about the development and characteristics of products. Also to determine the time of the product's appearance, providing the consumer with some useful skills with the advice that can be given (fig. 3).

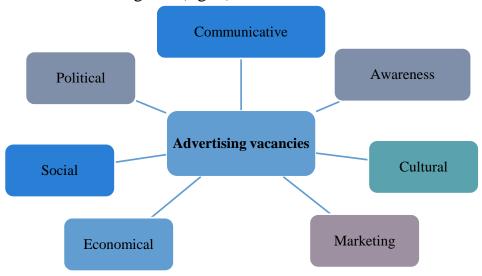


Fig. 3. Advertising vacancies. *Source:* developed by the author based on data [10-11].

- **1. Communication:** Advertising is a means of transmitting information from an advertiser to a consumer through a series of communications between them.
- **2. Awareness:** specializes in environmental, social, governance and ethical issues. It is a tool used for guidance, advice, knowledge provision, and the transfer and acquisition of experience.
- **3. Cultural:** a marketing technique by which a customized message is sent to a specific group of potential customers belonging to a particular cultural segment.
- **4. Marketing:** Advertising is a tool of marketing activities and depends on the implementation of the main goals and objectives of the marketing complex for the development of marketing efficiency.



- **5. Economic.** This is the most intuitive advantage, since it is manifested in the fact that the modern market cannot be formed without modern advertising, which contributes to economic growth.
- **6. Social media:** Advertising content is aimed at teaching target consumers certain habits and preferences, such as morning jogging and healthy eating.
- **7. Political:** publication to the public of certain information addressed to the public about political parties, associations, public organizations, the state, government bodies and citizens who participate in activities of a political nature.
- **8. Ideology:** in the REFERENCE specializing in the intellectual sphere, he seeks to create a society with special ideological characteristics and to introduce new ideological values, such as the right of citizens to private property, hard work and entrepreneurship as the basis of wealth and prosperity, the development of society in relation to the product and its use [12].

Table 2
Conditions that must be met in the advertisement

Clarity	clearly reflecting the product markets, i.e. containing information on the details of use and differences from competing products.		
Benefits	the consumer is promised a benefit when purchasing a product and learning about its advantages, as a positive image is created and other requirements for preferences are formed both in the title of the advertising message in its illustrative form and in the style of presentation of texts and graphic resources.		
Idea	offers an original advertising idea that works and is at the same time easy to understand.		
Mental image	creating a clear and detailed image of the product and a stereotype in the mind that increases its value in the eyes of consumers.		
Quality	This underlines the high quality of the product offered, and at the same time, the level of performance itself is associated with this high quality.		
Targeting accuracy	It has a precise targeting that reflects the different needs, desires and interests of specific consumers and informs them in a way that takes into account differences in consumer demand.		
Pay attention	This is achieved through successful technical and textual solutions, as well as the placement of advertising in mass media with a high reputation, where it can be read, heard and viewed by the target groups of advertising.		
Uniqueness and difference	The main focus is on the new and unique features and characteristics of the		
Lightness and simplicity	It focuses on the essentials without any complications, presents only what is important to the consumer and speaks directly to him.		

Source: developed by the author based on data [11].

Factors Affecting Advertising Effectiveness:

Advertising is a means of stimulating demand for products, and in rare cases may be the only means of stimulating demand in a specific period of time, which indicates the difficulty of assessing the effectiveness of advertising. Since it is often affected by related advertising activities or changes in product prices, distribution channels



or promotions. The appearance of competing advertising messages is also accompanied by other advertising messages.

- **1. Environment:** The surrounding marketing environment is one of the important factors influencing the activity of the advertising campaign, since the environment determines the opportunities available for marketing, and also satisfies all human needs, especially material ones, in order to activate advertising activity.
- 2. Technical composition: artistic composition is an important factor in helping to arouse public interest in the content of advertising, since the technical aspects of advertising attract the attention and attention of the masses to the content of advertising, which leads to the understanding of the idea by the person. It is also necessary to emphasize the effectiveness of advertising, which depends on the methods and scientific formulas, and on the creativity and ingenuity of the designers involved in advertising models, as well as on the knowledge of psychological aspects that affect consumer advertising.
- **3. Nature and form of products:** this is the main idea of advertising. for this reason, it is considered that the material intended for advertising has some features that further strengthen and emphasize the idea, since this material corresponds to.

The expectations of the consumer, who needs a lot of information about the products he is promoting in order to be able to use them appropriately, in a suitable design and to carry out the advertising campaign in such a way as to emphasize the content and characteristics of the advertisement to the consumer.

4. Advertising factors: we will mention some factors related to advertising campaigns:

*how to present an advertising campaign: an advertising campaign should attract the attention of the customer as it is an important element of his first impression which leads to the conversion of the customer from a spectator to a person interested in the advertising content whether it is products or even information. The advertising campaign should also be conducted in the native language of the consumer so that he can understand all aspects of the campaign and some people incorrectly conduct advertising campaigns in a foreign language for an Arabic consumer or an Arab consumer and vice versa as the target audience will not be able to understand the content of the campaign easily which leads to wastage of money and time.

•We pay attention to the quality of advertising content: you should pay attention to the advertising on the site, sometimes it attracts attention, and a bad site that does not have a plan or even a schedule is bad and does not attract attention, so you should pay equal attention to both aspects so as not to turn aliens into a target.

•appropriate customer targeting: targeting advertising to customers who participate in the advertising campaign, since sites providing marketing services allow you to select a country or city in addition to the age group, which simplifies the process of targeting advertising to a special category [13].



Methods of advertising influence on consumers:

- 1. Offer: it is the action and taking of actions based on the opinion of others, where false but plausible information is presented, and the person begins to fill in a group of gaps in his memory with this false information, recalling a scenario or a specific moment in which something is confirmed without evidence. And here lies the meaning and influence of a high status source (parents, doctors, managers or people with experience in various specializations and inclinations).
- **2. Belief:** it is an influence on attitudes, beliefs, motives or behavior because it is aimed at changing the attitude or behavior of a person (or group) towards a particular event or idea, while adhering to the rational aspects of a person's thinking in order to change his or her opinion [14-15]. one of the electronic advertising stimuli is shown in the figure 4.

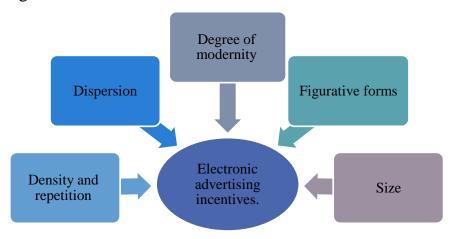


Fig. 4. Electronic advertising incentives *Source:* developed by the author based on data [14-15].

- **1. Size:** the larger the advertising content or its individual elements, the more likely it is to be noticed.
- **2. Figurative forms:** each pictorial form carries a certain symbolism and associations that arise in a person on a subconscious level.
- **3. Degree of freshness:** the newer the information contained in the advertisement, the more interesting it will be to the consumer.
- **4. Contrast:** The greater the contrast of an advertising image, the easier it is to recognize.
- **5. Intensity and frequency:** the more a consumer is exposed to a particular advertisement, the more likely they are to notice and remember it, but the increase in advertising does not have to be unlimited because the increase will cause people to reject it advertisements.

Эффективность использования цветов в электронной рекламе:

Research has proven the importance of using colors in electronic advertising. The percentage of people who are attracted to colored electronic advertising is 54% higher than people who are interested in the advertisement itself if it were not in

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color. The effectiveness of using colors. leads to the achievement of many marketing and advertising goals, the most important of which are:

- 1. increasing the attractiveness of advertising: the primary function of colors is to draw attention to an advertisement, whether the entire advertisement or a specific part of it, such as a title, headline, product image or advertising copy, resulting in the ability to focus attention and emphasize that element [16].
- 2. make advertising more realistic: Advertised products should use colours more often than others so that they appear to the readers in their true form. Not using colours results in the loss of some real characteristics, such as food and jewellery, while using them adds to the aesthetics of the display, and some advertising experts call this function of using colour "the function of establishing a connection with the readers based on the meaning and reality of the advertisement" because the use of colours gives the images the ability to express more than the words of the text.
- **3. emotional impact on potential consumers:** the use of advertising creates a certain emotional impact on readers, as a result of which these reactions create an advertising impact, depending on objective factors that create a kind of correspondence between these impacts and similar previous experience, which helps to strengthen the idea of advertising behavior among readers depending on the degree of their color preferences.
- **4. symbolization of certain ideas:** Advertising experts believe that colors can be used to express certain symbols and their meaning remains relative and not absolute as it depends on several factors related to the person, social environment and the person's previous experiences and experiences.
- **5. impact on memory:** association of colors with advertising ideas has a specific effect on memory, since the realism of color, its vitality and psychological impact help in the process of remembering and recalling. Many studies have proven the relationship between them. The degree of memorization and recall, as well as the use of colors, and this color plays an important role in the process of remembering, since it is associated with the element of perception [13].
- **6. creating an appropriate atmosphere for accepting the advertising idea.** the use of color in advertising helps to create an appropriate role in conveying the advertising idea of the products of individuals, as the products appear in a natural form, which increases the effectiveness of the impact on the consumer acceptance of the advertising idea [13].



Table 3

Characteristics of color in advertising: advantages and disadvantages

Characteristics of color in advertising, advantages and disadvantages				
Colors	Advantages	Flaws		
Red	love, strength, passion, pride, beauty, activity,	anger, violence or danger.		
	summer, fire, warmth.			
	sunny, warm, joyful, symbol of progress,	illness or danger		
Yellow	innovation, happiness, optimism, joy,			
	friendship.			
Green	natural purity, freshness, spring, safety,	boredom, stagnation, uneasy		
	growth, health and youth, comfortable, cool.	calm, or exhaustion.		
Blue	deep, quiet, fresh, serene, organized.	sadness, suffocating appetite		
		or distancing.		
Heavenly	fresh, light, airy, cool.	cold, icy, or lifeless.		
Brown	high status, high class, comfortable.	listless or emotionless.		
Black	night, life, power, control.	death, mourning,		
		disappointment and evil.		
White	purity, innocence, cleanliness, simplicity.	cool or separately.		

Source: developed by the author based on data [14-15].

A big part of marketing is increasing brand awareness and keeping customers engaged for as long as possible. Using colors in products that achieve this goal does not require multiple designers. Understanding and applying color psychology will have a significant positive impact on the business.



CHAPTER 2

ELECTRONIC ADVERTISING

The origins of electronic advertising roughly coincide with the emergence of the Internet thanks to technology and the dissemination of news through various websites and social networks. Electronic advertising is characterized by the speed of publication and distribution, as it includes graphic, text and visual content. Electronic advertising has become focused on knowing the target audience interested in the activities of the organization, and also includes all the activities provided to potential consumers and target groups in the markets, supporting the image of the consumer and a positive attitude towards the organization and its products, as well as sales support. Initially, large enterprises did not consider the Internet as a serious advertising platform, but small and medium-sized enterprises quickly realized the benefits of electronic advertising [1-2].

Electronic advertising: is a form of paid, non-personal marketing communications that is displayed through the advertiser's identity and is aimed at providing specific recipients with specific information and persuading them to act in a specific way, and it is published over the Internet. Communication in addition to other forms of digital media to help businesses promote and sell products and services, which is marketing content that appears on the Internet, whether in a web browser, search engine, social media, mobile devices, or email.

The Importance of Electronic Advertising: Electronic advertising is of great importance because it is characterized by the speed of its dissemination. Electronic advertising can reach all parts of the world within a few seconds, which allows the organization to reach a large number of customers. Since customers also help to communicate the organizations offerings on the products they manufacture, a manufacturing organization can identify the category it wants to target with its advertising, which results in many customers visiting the organization's website and learning about other products it offers, which results in increased sales. Electronic advertising allows organizations to reach a large market due to its ability to cross borders.

- **1. Source of information:** The importance of electronic advertising increases from the consumer's point of view due to the information it provides. It is a means used to differentiate the various products produced and offered.
- 2. Introduction to Marketing: Electronic advertising plays an important role in marketing products with a certain level of consumer satisfaction and gives the product a competitive advantage in the markets that differentiates it from competing products by highlighting the characteristics and contributions that products bring to the consumer and linking them to specific behavioral and psychological effects.



- **3. Speed of impact:** Electronic advertising is considered a part of the marketing communications mix that can be quickly and easily changed in the face of some crises and problems, as it remains an effective and fast element in attracting sales in the short term and changing consumer trends and preferences in the long term.
- **4. Identifying risks associated with crises:** Electronic advertising plays an important role in overcoming crises caused by shortages in product supply at a given time. Scarce resources can be reduced and their use rationalized through electronic advertising, as the organization educates consumers. how to use products and where to buy them.
- **5. Introduction to Non-Price Competition:** the importance of electronic advertising has increased, especially as manufacturing organizations have sought to move away from price competition, avoid price wars, and compensate for this through non-price competition based on other elements of the marketing mix [3].

Objectives of Electronic Advertising:

- 1. increasing brand awareness.
- 2. introducing new products.
- 3. explaining how to benefit from the organization's products.
- 4. discounts and promotions.
- 5. attracting new customers.
- 6. increasing the image of the organization and product in the minds of consumers.
- 7. maintaining the organization's position in the markets.
- 8. increasing sales volume, which is the ultimate goal of advertising.
- 9. making a profit [4-5].

Requirements for the use of electronic advertising:

- 1. providing an interactive communication environment: Electronic advertising requires an interactive and direct communication environment between the marketer and the buyer, and this environment exists primarily through the Internet.
- **2. electronic presence on the internet:** this requirement reflects the need for the seller to create a website and provide access to it to carry out marketing activities via the Internet, since the buyer using the Internet can place purchase orders. the marketer can display and promote their products through their web pages and use the site as a sales portal. every online trading site has an email address, which serves as an indicator of the site's online status, since it can be accessed from anywhere. a computer connected to the network [13].



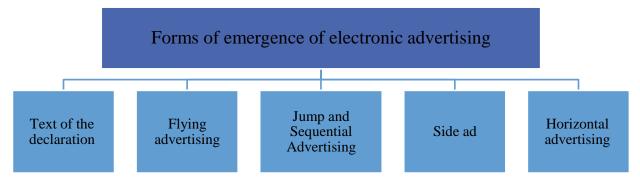


Fig. 5. Forms of emergence of electronic advertising *Source:* developed by the author based on data [6].

- 1. horizontal advertising: It is one of the forms of electronic advertising that irritates web browsers. It is one of the most common and widespread forms of advertising, having many differences in form and content, as they all have a common function. Ads are distinguished by their ability to take you to the advertiser's website after clicking on it.
- **2. side advertising:** or skyscraper advertising, is a form of electronic advertising that irritates website users because it differs from the first type in its verticality, as it is considered one of the effective advertisements because it does not disappear from the screen. The visitor's eyes as soon as he leaves the page, but continues to be displayed on its side. This increases the likelihood that the visitor will see the advertisement and increases the chances of clicking on it [6].
- **3. jumping and sequential advertising:** This is a form of electronic advertising that annoys website visitors. It is called a jumping ad because it opens an independent electronic page that the visitor can visit by simply clicking on it with a single click. As for serial advertising, it serializes the material you read, so it is less annoying than pop-up advertising. Although these two types of advertising cause a lot of inconvenience to people, this inconvenience is intentional so that people click on them, and this type of advertising achieves great effectiveness if it is clicked on frequently.
- **4. flying advertisement:** is a form of annoying electronic advertising when browsing websites. It is an annoying advertisement for a large number of users. It appears immediately after the visitor enters the site and continues to appear for about thirty seconds. The user does not see the content of the site until it disappears, but there is a "close" button that can be clicked and closed.
- **5. text advertising:** is a form of online advertising that appears when a person performs a search on a browser. This ad appears on the side of the search results if people have a connection to what they are searching for.



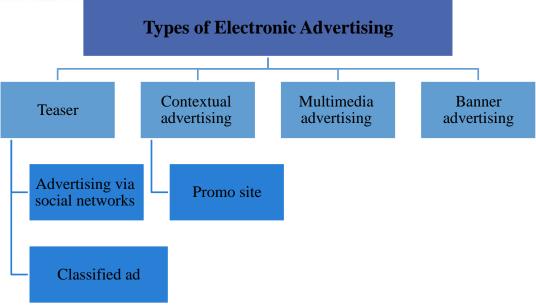


Fig. 6. Types of Electronic Advertising. *Source:* developed by the author based on data [7].

- 1. banner advertising: is a type of online advertising that uses creative advertising designs that are displayed at the top, side, or bottom of a website in the hopes of increasing traffic to the advertiser's website, brand awareness, and overall interest. This type of visual online banner advertising is a form of display advertising. The goal is to visually present products in a way that they can reach customers through websites, and include advertising information in the form of text and graphics with a hyperlink indicating the source of the targeted advertisement, with the possibility of placing a static image or text without an image in the logo, as well as animated elements from videos and interactive objects. Display advertising can be static or dynamic.
- 2. multimedia advertising: the most interactive advertising, using the numerous possibilities of the Internet in terms of audiovisual effects. They are developed using special programs, as well as with the possibility of implementing forms of interaction with them. The Internet user, since he can work with advertising rich in sounds and remember a certain musical passage, when the user clicks on the advertisement, the audio file is played, and users can also preview the product using a three-dimensional image and enlarge it to get more details [7].
- **3. contextual advertising:** is an advertising strategy that ensures that the ads displayed are relevant to the content of the web page rather than to the data obtained from the online behavior of consumers. The whole process is simplified by contextual targeting, which is a kind of targeted advertising type that takes into account the keywords and content of the web page when displaying the ad rather than the user's behavior. The main objective of contextual advertising is to provide a better user experience by displaying ads that are more relevant to the user. For



example, if a user is reading a movie review blog, depending on the context, the ad may offer him discounted movie tickets or a subscription to a streaming service. This type of advertising is considered more effective because the content of the ads is more relevant to the users' current interests.

- 4. teaser advertising: placement of text and visual advertising information (games, graphics, attractive and exciting advertising) on websites, which in turn are advertising platforms. This type of advertising includes features of graphic, text and contextual advertising, which is manifested in advertising, a form of short advertising content, with interesting text. A memorable suitable image, with a certain amount of information about the goods and a hyperlink redirecting the user to the main source of advertising. This type of advertising is considered one of the best ways to attract an audience to increase curiosity.
- **5. promo site:** the main task of the site is to describe the products provided to the organization via the Internet, with the possibility of using it as one of the marketing tools in an advertising campaign. A promotional site is usually created for one product. and begins to work with the target audience via the Internet, thus attracting recipients directly to the promotional site; most often this occurs through other types of electronic advertising [7].
- **6. classified advertising:** This is a type of advertisement where the details are described fully and briefly. It is published within a few seconds and can be viewed quickly. The Internet is used to showcase products that people want to sell or buy. Advertisements are displayed on specialized advertising sites where they are classified into various categories such as real estate, cars, jobs, furniture, electronics and many others. The main purpose of classified ads is to attract potential buyers. It is easy for sellers to find suitable offers or orders for them. They provide a convenient and effective way to promote the products they offer and increase their sales opportunities through classified advertising, and most of these ads are free. The appearance of these ads occurred in the printed newspaper, when businesses and organizations turned to newspapers when they needed employees, setting the necessary conditions and documents for employment. In 2006, classified ads for purchase and employment appeared on Internet sites, and these ads also appeared on television, radio and many modern media.
- **7.** advertising in social networks: These are advertisements that are published through well-known social media platforms such as FACEBOOK, TWITTER, LINKED IN, etc. to display advertisements and marketing messages to the target audience. These advertisements are aimed at increasing brand awareness, increasing content engagement, and increasing sales. Social media users are targeted with advertisements based on their geographic region, age, education level, and interests



because the reason for their distribution is the large number of sites and interests. fields in addition to the speed of information dissemination [6-8].

Benefits of Electronic Advertising: One of the most important benefits of electronic marketing advertising for organizations is shown in the figure 7.

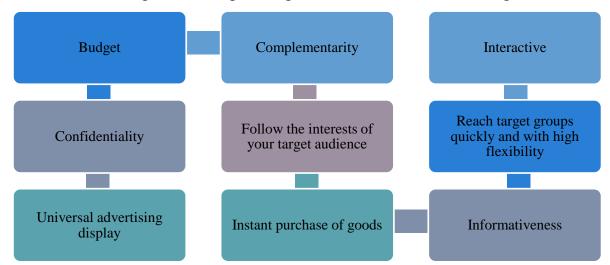


Fig. 7. Benefits of Electronic Advertising *Source:* developed by the author based on data [9-10-11].

- 1. interactive: it encourages consumers to buy products or use services in an interactive mode, where the consumer is part of the advertisement and participates in it through his/her personal experience. Interactive advertising is a type of advanced advertising and is superior to traditional advertising. In terms of effectiveness and impact on the consumer segment, with the ability to make interactive advertising more suitable for individuals, with the need to create specific profiles for each of them to present the types of advertising that interest them most, as interactive advertising is characterized by the ability to change the form if it turns out that it is not understandable or not suitable for the target audience, but working with this appropriate type of advertising directly affects its success in promotion.
- 2. fast and flexible target group coverage: Online advertising is available 24/7 and provides advertising agencies with an ideal opportunity to monitor advertising campaigns on a daily basis and constantly update, modify or even cancel them depending on the extent of audience interaction with them. This is one of the main differences between online advertising and other traditional media [10].
- **3. informativeness:** obtaining a large amount of information and statistics about products so that the consumer can easily identify products at any time, with the ability to easily and quickly make numerous comparisons between similar products.
- **4. immediate purchase of the product:** the price is determined by several electronic payment methods such as credit card and the product is shipped directly to the buyer's address.



- **5. following the interests of the target audience.** The ability of advertising organizations to reach target markets is developing very quickly based on accurate and constantly updated data on Internet users.
- **6. integration:** multimedia integration, allowing online advertising to use text, audio and visual materials, with the ability to photograph the product in use and highlight it from all sides, as well as using three dimensions, with the ability for users to receive samples online. For example, books or video clips [11].
- 7. low cost: The cost of advertising via the Internet is lower than the cost of traditional advertising methods due to the availability of communication infrastructure, the development of information programs, as well as the presence of various and numerous websites. Advertising at a low cost can be carried out. save on labor, printing, mailing and other traditional expenses, which helps to reduce advertising costs.
- **8. confidentiality:** Internet advertising offers something that direct sales cannot, as it allows you to get detailed information and ask questions on many topics, such as making the right purchasing decisions, without being embarrassed or pressured by sales representatives.
- 9. universality of advertising display: Internet advertising is superior to traditional advertising due to its unlimited ability to be shown worldwide without having to deal with restrictions, laws and advertising specifications in different countries of the world and without using multiple media and advertising agencies to create a visual advertisement whose global scale will be achieved with minimal budget, time and effort [10-11].

Disadvantages of Electronic Advertising:

- 1. Electronic advertisements may be a nuisance to the user because they cannot be closed and electronic advertisements may contain disturbing images.
- 2. Difficulty in measuring market size and difficulties in estimating penetration, pricing and distribution issues.
- 3. Risk of hacking, spyware and sabotage, especially in the case of email notifications. This increases the risk of the device being infected with viruses and the hard drive being damaged. The email address will be exposed to fraudulent email activity.
 - 4. Lack of broadband internet users (depending on the country).
- 5. Unprofessional methods used by some website owners, such as automatic pop-ups or automatic redirection to another website that the visitor may not want to visit.
 - 6. Age groups who are not internet savvy and cannot access the internet.
- 7. Threat to public health. Advertising and sale of medical products via the Internet poses a threat to public health because it may contain misleading or deceptive information about the product, which may lead to the spread of uncontrolled trade in medical products that are not officially approved, not approved.

Comply with international standards and are unsafe [12].



With the great and rapid advancement of technology and communications and the increase in the number of internet users, the internet has become one of the largest commercial markets in the world as it offers many advantages that traditional markets do not have and can provide hundreds of millions of users that can convert them into real buyers of products targeting any market. Products need to be advertised in this market, many of us know that traditional advertising is the advertising we see on television, newspapers and other traditional media. However, while digital advertising is the advertising available on the internet where we see the contrasts between the two in the table 4.

Table 4
Comparative characteristics of electronic and traditional advertising

Electronic advertising	Traditional advertising
is characterized by low cost.	characterized by high cost (TV)
comprehensive coverage aimed at reaching the	Only potential buyers will see the ad.
target audience.	
The measurement process is simple.	The main problem is in measuring the results and
	effectiveness of activities.
ease of production: no special or expensive	the equipment is specific and expensive.
equipment is required to create videos.	
The space of electronic communications is	Traditional communication space is practically
practically unlimited, which makes it possible to	limited, which does not allow the transmission of
transmit large volumes of information.	large amounts of information.
the ability to choose the most convenient	there is no possibility to choose a suitable schedule
schedule.	
Update and refresh your advertising information.	by changing the advertisement when updating and
	updating information

Source: developed by the author based on data [4].

These are the most important advantages that differentiate electronic advertising from traditional advertising. From these advantages, you can conclude the extent of the benefits that electronic marketing has regardless of the size of the organization, the type of product and the allocated budget. Find the right option for launching online advertising.

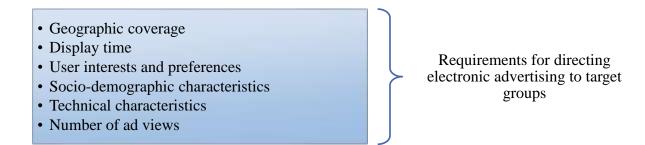


Fig. 8. Requirements for directing electronic advertising to target groups *Source:* developed by the author based on data [13].



- **1. geographic coverage:** Ads appear only in the geographic regions specified by the advertiser.
- **2. show time:** the ability to specify the display of advertising depending on the time selected by the advertiser.
- **3. interests and preferences of users:** restriction of visitors of the advertising platform from viewing advertisements at the request of the advertising platform.
- **4. socio-demographic characteristics:** it is now possible to limit the display of advertisements by age, gender, income, etc.
- **5. technical specifications:** allows you to limit the display of advertising according to clear technical standards.
 - **6. number of ad views:** You can set the number of ad views for each user.

In addition to these criteria, other methods can be used to direct the advertising message to the target audience. The necessary information about Internet users must be collected through an additional survey. Let's move on to the process of creating an advertising campaign in order. In order for the advertising campaign to be effective, it is necessary to clearly divide all responsibilities. Relying on Internet advertising agencies that create a complete external (visual) presentation of the advertised product, and then the identity of the organization, website design, signs, correspondence, press releases, etc. which will be implemented in one style, but the responsibility for choosing the agencies and specialists with whom you will work on this project lies with you, since not all of them are capable of doing their job well [13].

Electronic advertising methods:

There are a number of key online e-commerce advertising tools that enable e-commerce businesses to attract customers, educate them about products, persuade them to buy and make purchases.

- 1. website: is a central website that includes a number of web pages that are linked together and are located on another computer called a server. The files available on the site vary from documents, images, text, and other types of files. They share a common domain name and are accessible through a page, the home page of the website: the website address is entered into the address field of a web browser, which leads to the home page of the website [9].
- 2. search engine: Most of the online shoppers try to find the products they want to buy through search engines because these engines offer them more than one alternative and these alternatives are actually nothing but websites of organizations that specialize in selling and marketing their goods and products. Search engine marketing is one of the e-marketing strategies that involves increasing the visibility of a website at the top of search engine results pages by preparing and improving the site or by advertising [14].



- **3. indices:** There are many indexes on the internet that display different topics in an indexed form so that the customer can access the product he is interested in by following the order of the topics in the indexes, which gives him the opportunity to see the different alternatives offered by competitors on the internet [15].
- **4. e-mail:** E-mail is one of the most widespread Internet developments and the most important means of communication that influences consumers. It is a means of transmitting electronic messages between individuals and organizations, characterized by absolute confidentiality. All correspondence, as well as the individual privacy of individuals when sending electronic messages without the use of paper media, with the ability to send the same message to a large number of users, since it reaches the desired party simultaneously and within a limited period of time no more than a few seconds and at a low cost. By e-mail, you can send texts, images, video clips, computer programs, files, etc. you can send a message to an interested person at the right time, as well as its receipt and display to users at the right time, which increases the effectiveness of the impact, and the main element of e-mail advertising is the presence of a sufficient database [16].

Planning Electronic Advertising Campaigns:

An advertising campaign is a series of several advertisements or one or more advertisements in the media, united by one goal and targeted at a specific audience, and continuing for a period of time, which may be more or less long depending on the goal pursued by the target organization and the sets for this campaign. To achieve the goals of the campaign, repeated and intensive advertising efforts are used, which may include the introduction of a new product, improving the image or selling an old product, or working to change or strengthen an existing product. the image of the organization and the product in the minds of the target audience of its advertising. Since an online advertising campaign is important and indispensable for many organizations for their marketing activities, this is due to the fact that most consumers prefer to work on the Internet due to its simplicity and flexibility. Therefore, many organizations choose the network as a platform for promoting their products. Initially, online promotion specialists collect and analyze information about the product, i.e. the preferences and needs of the target audience, and based on this, they determine the form of communication channels. Of course, their use in conducting an online advertising campaign in each specific case requires an individual approach and original ideas, since it is considered to be a faster access to target groups of customers and motivation of customers to make intensive purchasing decisions at low financial costs. [17].





Characteristics that influence the effectiveness of electronic advertising campaigns

Characteristics	Peculiarities
Audience quality	You can target users based on their hobbies, habits, and interests, and based on their last purchase, you can reach users who have interacted with your business.
Price	The costs of advertising campaigns on the Internet are much lower than in traditional media.
Informativeness	By clicking on a link or banner, the client can receive an unlimited amount of information, unlike traditional advertising methods, where the advertiser is limited by the broadcast time and page format.
Diversity of	When developing an advertising message, you can use text,
influence	animation, audio and video.
Coating	In online mode you can work with millions of potential clients simultaneously, and thanks to the ability to display advertisements on the largest portals you can work with millions of potential clients simultaneously.
Follow the progress of the advertising campaign	The Internet allows advertising campaigns to have full control over their implementation without additional time and money, with the ability to determine the number of people who saw the advertisement and the number of interested clients, as well as to receive a detailed report on each advertisement placed separately.
Mobility Campaign	All statistics are available from the first day of the campaign, and unlike other media, you can quickly change the banner, text or advertising space.
Ease of use	how quickly the client can receive information about prices, product quality, etc.

Source: developed by the author based on data [13-17-18].

Benefits of Planning Electronic Advertising Campaigns:

- 1. increasing brand awareness.
- 2. reaching as many potential customers as possible.
- 3. faster access to target customer groups.
- 4. increasing the number of visits to the site.
- 5. increasing interaction with content through comments and reposts.
- 6. motivating customers to make intensive purchasing decisions.
- 7. low financial costs.
- 8. updating distribution channels of advertising information.
- 9. speed of advertising distribution compared to traditional advertising.
- 10. improving the image of the brand in front of customers by explaining its values and message.
- 11. this largely depends on the effectiveness of the product, as well as the large size of the organization.
- 12. strengthen relationships with current and potential customers, remaining memorable through relevant advertising of current events.



Preparing an effective electronic advertising campaign:

- 1. define a clear and precise goal for your marketing campaign: It is helpful to know exactly what you want to achieve with your advertising campaign. Do you want to attract visitors to your website? Or make money through affiliate marketing? Or maybe you just want your brand to be noticed? Or maybe you have another goal that you would like to achieve with your advertising campaign. Carefully defining your marketing goal will make it easier for you to make many decisions later on, since many of the decisions you make later will depend largely on the marketing goal you want to achieve?
- 2. choosing the right advertising platform: this is one of the most important factors that determines the success or failure of an advertising campaign. for example, the results of an advertising campaign in GOOGLE ADWORDS are completely different from the results of sponsored advertising in GOOGLE ADWORDS. FACEBOOK defining the goal of an advertising campaign will make it easier to choose an advertising platform [13].

Classification of electronic advertising platforms:

- •social media. It is no secret that most Internet users use one or more social networks. Fortunately, almost all social networks contain advertising platforms that allow you to create an advertising campaign in a matter of minutes.
- **search engines.** Search engine visitors are extremely important and represent the highest quality visitors. Of course, website owners can improve their sites for search engines and attract visitors through their websites for free to achieve their marketing goals..
- advertising organizations: There are many specialized advertising organizations that can help you create advertising campaigns and achieve your desired marketing and profit goals.
- 3. Innovations in advertising campaign preparation and out-of-the-box thinking: Internet marketing is a science and an art. There are basic standards and principles that email marketing is based on, but there is also an artistic and creative aspect that matters. Between an email marketing newbie and a professional email marketing expert, to prepare an effective advertising campaign. You don't have to be traditional and do what others do, but you should stay away from the norms at every stage of preparing advertising campaigns, which will allow you to achieve the best results.

Some tips for preparing an innovative digital advertising campaign:

• Choose your advertising image very carefully: the visual aspect has a significant impact on the level of advertising pressure and contributes greatly to the success of the campaign. It has been proven that strange, unfamiliar and unusual images attract more attention than traditional images, and it has been proven that the



image that attracts women is different from the image that attracts women, in which colors play a big role.

- The headline of an advertisement is a very important element: The headline of the advertisement corresponds to the advertising image and is an integral part of it. In fact, it is the first and most important part in informing your target customer about the features of the product or service.
- Create a professional promotional video instead of a traditional advertisement: Videos are a great advertising opportunity for those who know how to use them wisely. They say that a picture is worth a thousand words. How much is a video worth? In fact, true creativity is most evident in video advertising campaigns.
- **4. remember that good targeting** the basis of a successful campaign: define your marketing objective precisely, choose the ideal marketing platform and create a beautiful and attractive ad. All this without good targeting means nothing for the success of an advertising campaign.
- **5.** availability of a tool for monitoring and measuring advertising campaigns. Monitoring your ad campaigns is important for the success of your campaigns and with tracking tools you can measure everything that is related to the campaign and based on these measurements you can make decisions that will make unsuccessful campaigns successful or successful campaigns more successful.
- 6. Always remember that the success of an advertising campaign depends largely on experience: experience is an extremely important element in the success of advertising campaigns, and the word experience here means not only using information and gaining practical experience, but also conducting different campaigns to test variables and get the best result.





CHAPTER 3

ELECTRONIC ADVERTISING CHANNELS

Electronic advertising uses the internet and digital media to help business organizations market, promote and sell products. The purpose of electronic advertising is to grab the attention of the recipients and direct them to the website. Thus, electronic advertising has become easier, faster and more effective and is effective in reaching all marketing organizations. Nowadays, having a website for an organization is essential and just like being present through social media is necessary in marketing products and services, having an electronic marketing strategy is essential in marketing products as all the requirements are to reach as many people as possible and by investing the least amount of information and getting the information, get the most benefit [1].

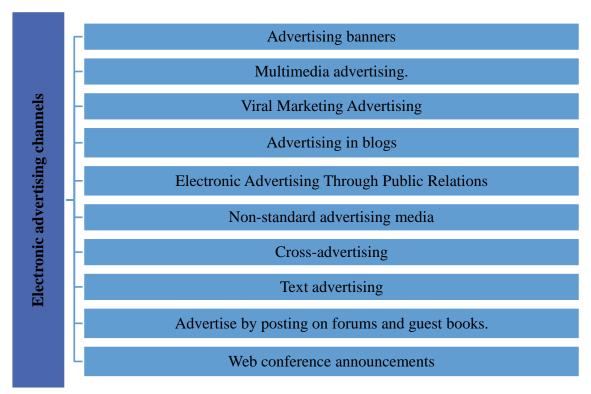


Fig. 9. Electronic advertising channels. *Source:* developed by the author based on data [1].

First: banner advertising: is an advertising channel known as banner advertising or banner ads. it contains brief information about an organization or products. it often appears at the top, bottom, or sides of a web page. advertising character similar to an existing ad unit. In journalism, with the ability to be either a static image or text, or may contain animated elements (video and interactive objects), and usually contains a hyperlink that leads to the advertiser's website or a page with additional information about the advertiser, due to its simplicity, it is very popular on the Internet. Since it is a cost-effective way to allow advertisers to display products



attractively on the Internet, before preparing a banner ad, it is necessary to take into account the size, location, and context of the ad [1-2]. The key methods of payment for advertising are formed and presented by the author in the table 6.

Table 6

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1	Percentage of ad views	CTR Click Through Ratio	Pay for every visitor who views your ads on your site.
2	Number of clicks	CTB Click To Buy	payment for each website visitor who clicks on an ad and visits the advertiser's website.
3	Cost of benefit or advantage	CTI Click To Interest	Payment is made for each site visitor who clicks on an advertisement, goes to the advertiser's site and performs some task, for example, making a purchase of a product.

Source: developed by the author based on data [1-3].

Conditions for banner site:

- 1. servers used for display: The cost of building and installing servers varies from one system to another, but you should not always give preference to a lower price, as there is a possibility that the banner response will vary greatly depending on many factors. For example, the type of audience and its number on the server, as well as the way the banner is managed by the Signage system.
- **2. target group of advertising recipients:** when choosing, preference should be given to servers and systems that have a target group, so that the response to the banner and the quality of users are high, that is, visitors who are really interested in the topic of advertising will come through links.
- **3. cost per impression:** It is recommended to buy ads that are designed to show banners to the desired audience, but these ads are more expensive than non-targeted ads, since sometimes it is recommended to buy 10,000 impressions for a large audience at the same price as non-targeted ads. 3,000 impressions on a niche site.
- **4. banner size:** the bigger the banner, the greater the response. all other things being equal, you should opt for a system that allows you to display larger banners. It is preferable for the banner to be one of the generally accepted sizes.
- **5. monitoring and statistics:** An important factor is the ability to quickly change the settings of a banner campaign, which allows you to easily add or remove banners, as well as change settings such as the number of views, etc.
- **6. number of views purchased:** try to buy a small amount of views and see what the reaction is if it is low, you may have to use a different logo or just stop the services of this server. A large number of views on one server, due to the fact that



the servers have many regular visitors, but in this case the banner response will decrease every day.

7. impressions or clicks: many systems offer the ability to buy impressions or visits, to determine the most profitable option for this, it is useful to know in advance what type of banner response you can expect, and it is advisable to test it. In the same system in which you want to conduct an advertising campaign, with the ability to buy banner impressions in advertising networks that have a simplified banner delivery mechanism, and in search engines that allow you to place ads on the topic of user queries [4].

8. location and size of hyper banner advertising: banner ads come in different sizes and are used in different places on pages. A website often has a range of sizes and locations from which to choose an ad, with the possibility of placing more than one. Advertisements on a web page in different places and sizes, where the correct size and placement of the ad is an important part of determining its visibility and success. When preparing banners, the most common standard formats and sizes are usually used, as shown in Table 6. The banner should be small in size and weight so that it loads quickly and does not affect the operation of the advertising platform, as some systems impose restrictions on the maximum size of advertising banners, which is 15 kb per banner, and an increase in the number of visits contributes to greater financial investments suitable for advertising, advertising information indicates that such ads appear only on websites that visit it often and often.

Table 7
The most popular sign sizes by classification (iab).

Banners and Buttons		
size	forms	description
468 x 60	full banner	full banner
392 x 72	vertical full banner	full vertical banner
234 x 60	half banner	half of the advertisement
88 x 31	micro bar	microscopic button
120 x 90	button 1	one button
120 x 60	button 2	button two
120 x 240	vertical banner	vertical sign
125 x 125	square button	square button

Source: developed by the author based on data [3-4].



When preparing the appropriate signage design, it is necessary to take into account the uniform signage standards, as shown in the figure. 10.

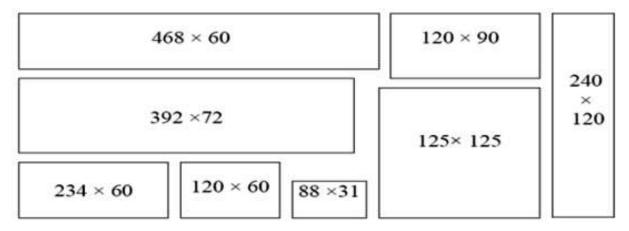


Fig. 10. Uniform standards for signs by classification IAB. *Source*: developed by the author based on data [4-5].

Types of advertising banners:

The creativity of advertisers knows no bounds and new banner advertising options appear every day. At the moment, the most popular banner formats can be identified, as shown in the table. 8.

Main types and description of banners

Banner type	Description
Still images	Mostly jpeg images.
Cartoon	gif images. flash animation (sometimes with video inside).
Text format text and text graphics.	
Interactive	animation with user interaction elements in flash - cgi - javascript format

Source: developed by the author based on data [3-5].

- 1. still images in jpeg format: use variable compression mechanism, because you can control the level of compression of the image when you save it to get the right size for it. Then a new graphic format for the Internet appeared png, which is called png. It allowed to use a relatively large number of colors and create a small source file.
- **2. Gif animation:** They work best with simple animated banners without animation. When using the gif format, the banner size is small, and gif banners are drawn in many graphic editors [3].
 - **3. text format:** Among the advantages of text banners:
 - fast loading.

Table 8



- text ads are shown to users who have graphics disabled (blocked) in the browser.
- the client can quickly change the parameters of the advertising campaign (links, focus, display density). detailed statistics on the progress of the advertising campaign are tracked.
- 4. interactive banner advertising (sometimes called interactive multimedia): such banners are created using cgi, java or vbs technologies, as well as html tags and animation. Interactive banners (interactive multimedia) significantly increase indicators, such as cost per benefit or percentage of ad views [4].

Banner Advertising Possibilities:

- 1. simple yet attractive.
- 2. use interactive elements and designs.
- 3. good integration with existing website content.
- 4. increase brand awareness.
- 5. increase customer recall rate.
- 6. more cost effective and popular.
- 7. customer acquisition rate.

Second: multimedia advertising: is an integrated group of media that combines sound, images, colors, motion and video clips. Its purpose is to work together to deliver a specific message to people to achieve the specific goals of an integrated marketing system.

Multimedia benefits:

- **1. high level of interactivity:** Unlike standard banners, rich media ads can contain video or audio features or require specific actions and attract attention as the rich media content provides an entertaining experience.
- **2. high efficiency:** Influencing consumers through audio, video and rich media advertising results in increased clicks and conversions, as a wider range of media can increase the purchase appeal of an audio or video ad.
- **3. buying attractions:** You can direct people to multiple landing pages by using buttons that lead to different areas of the ad. For example, when shopping for clothes, there are two different buttons that direct women to the women's clothing page and men to the men's clothing page.
- **4. better tracking:** Get rich user data and track impressions, clicks, and user experience information when running ads online.



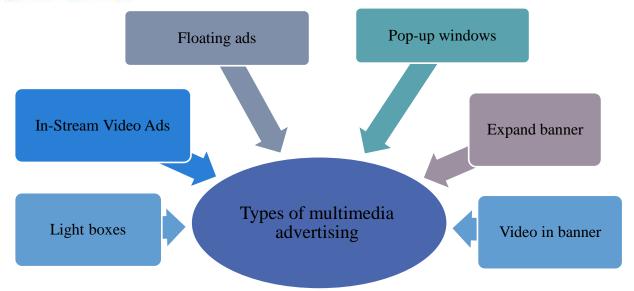


Fig. 11. Types of multimedia advertising. *Source:* developed by the author based on data [6-7].

- **1. Video in banners:** In this ad, the video is inserted inside the banner and saved in HTML5 format. This allows the user to present the product in an interesting way without leaving the page or going to another page, which allows the user to see the ad at the same time.
- **2. expandable banners:** Using expandable banners to display your brand is a surefire way to grab attention. Expandable banners work like regular banners: when hovered over and after, they expand to cover a larger area of the screen. , and they are relevant for desktop computers. On mobile devices, the main banner may remain in place, but will open automatically after the page has loaded for a while.
- **3. pop-up windows:** Pop-ups have been around for a long time and users have become accustomed to them, so marketers need to look for innovative formats to avoid annoying users. Today, pop-ups range from classic banners to small animated stories.
- **4. floating ads:** This is a type of rich media ad that can move and stay in a certain position as you scroll down the page.
- **5. In-stream video advertising:** Savvy marketers know that people are used to TV commercial breaks, so they have used the same opportunity with online video advertising. In-stream video advertising is inserted into the videos that users want to watch and when they want to watch them. The person chooses which video clip they want to watch, which means they will watch the ad; streaming video is often embedded in videos on YOUTUBE, FACEBOOK, news sites, private blogs and other systems [6-8].
- **6. lightboxes:** Lightboxes are advanced interactive advertising that can actually integrate a small website and engage the user in complex target actions..



Thirdly: Viral marketing advertising is a group of activities aimed at creating interesting and quickly spreading marketing content to encourage customers and users to advertise on behalf of the organization. It is one of the effective and innovative modern marketing strategies aimed at attracting the attention of target customers, including advertising campaigns with marketing messages. Specific and sent to as many potential customers as possible at a stunning speed and in record time, calling them to immediate action, as everyone who receives the advertisement reposts it to friends and acquaintances and becomes an active advertising method that increases the number of participants and beneficiaries of the product. Considering that viral marketing can include content such as video clips, images, texts, news, rumors, games and many more. The more interesting, understandable and creative the video or message is, the faster it will spread. The goal of viral marketing is to spread information as quickly and at the lowest cost as shown in the figure 11 [9-10].

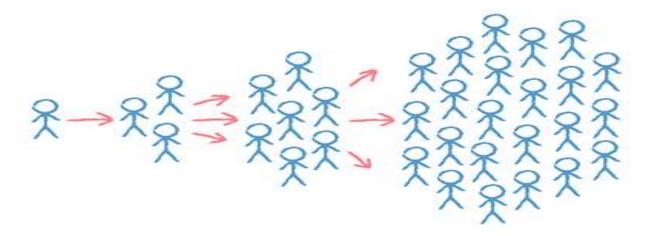


Fig. 11. Schematic representation of the spread of viral marketing in the world *Source:* Developed by the author

Requirements for Successful Viral Marketing Advertising:

- 1. attention to the moment of distribution: distribution should take place in places where the content can be distributed, and access to information should be free and not require any additional procedures (registration to view the video).
- **2. create unique content:** there is no need to steal and copy good examples, because only something new will interest the audience and it must be a new and innovative idea for the organization.
- **3. distinctiveness and uniqueness:** creating an object that truly reflects an experience and connection and is not discarded even after viewing a video, photo or message, which should make the viewer want to share the content with friends [11].

A Swiss watch industry organization developed bracelets for public transport in accordance with its products, as a result of which people unwittingly tried to use their watches.





The principles of developing advertising strategies in viral marketing are presented in Fig. 12.

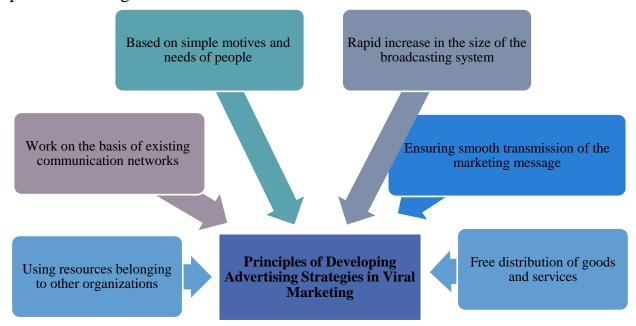


Fig. 12. Principles of Developing a Viral Marketing Strategy. *Source:* developed by the author based on data [11].

- **1. free distribution of goods and services:** The word "free" is one of the most powerful cues used by marketers, and most viral marketing programs distribute value-added products for free to attract customers' attention, such as free email services, free information, and free software.
- 2. ensuring the smooth transmission of the marketing message. the communication channel used must be able to easily deliver the marketing message to a large number of people without barriers via email and websites. Since viral marketing works seamlessly on the Internet, because the technical capabilities of the Internet have made instant communication easily accessible, inexpensive and easily repeatable. From a marketing perspective, content should be as simple and concise as possible: "the best words are those that are small and small. »
- **3.** rapid increase in the size of the broadcasting system. the broadcast channel used must provide the ability to quickly increase the volume of messages sent, which requires a dedicated mail server providing free mail services.



- **4. based on simple individual motives and needs.** Well-designed viral marketing plans are based on the most common human needs and motivations. People are usually motivated by the desire to satisfy physiological and spiritual needs (food and drink).
- **5. working with existing communication networks.** sociologists describe a person's natural social circle as comprising 8-12 of their friends, family members and colleagues, with the possibility of an extended social circle of tens, hundreds or even thousands of people depending on the situation. A person's social status, as viral marketing programs take advantage of this by knowing how to place content in the right form in the human communication system, ensuring rapid dissemination.
- 6. use of information belonging to other organizations. most of the innovative viral marketers use the information of other parties to post information about affiliate programs, placing text links or images to the source of the program host on affiliate websites, as well as authors who distribute their articles for free also try to publish them on websites. The second, with the possibility of publishing new press releases in hundreds of sessions, increases the likelihood that they will be read by thousands of readers. This means that they will be read by mailing lists and third-party websites. a marketing message for an entrepreneur, and in this case the owners of the information bear all the costs of publication [11].

Viral content does not always have to contain explicit advertising, sometimes a product that is implicit (hidden) is not mentioned, since the audience does not know that the content is advertising, and this is done on purpose, until people develop a negative attitude towards advertising, they will not nothing will be distributed, and they know that this is a promotional product. If products are advertised covertly, chances are that people receiving the information will also be more interested if they spread the information. learn about it from a friend, acquaintance, famous person, a large portal, etc. [9-11].

Advantages of viral marketing:

- 1. high speed of information dissemination.
- 2. significant savings.
- 3. increase brand recognition.
- 4. increased interest in the product.
- 5. increase the loyalty and trust of the audience.
- 6. marketing of a product or service without the need to draw up a clear marketing plan.
- 7. marketing of products without the need to involve professional marketers.

Disadvantages of viral marketing advertising:

1. requires perfect performance: everything must be thought out from the inside and outside, otherwise the campaign will at best not achieve the expected result, and at worst - harm the brand.



- 2. weak supervision and control. with viral marketing, the control of the organization is weakened, and the control of clients and consumers is strengthened. Therefore, viral marketing can turn upside down and give results opposite to those that the organization hoped for as a result of interaction with customers. Dissatisfaction with the campaign or mockery of the marketing content. In general, viral marketing can get out of control, which can tarnish an organization's reputation and sabotage its other marketing efforts.
- 3. *confidentiality*. organizations should consider the privacy aspect when developing viral marketing campaigns. Violation of user privacy under the pretext of participating in an advertising campaign can lead to customer dissatisfaction and the failure of the campaign, even if it is attractive.
- 4. *complexity of measurement*. it is difficult to measure the effectiveness of viral marketing campaigns from the point of view of their success or to determine the degree of their ability to achieve the set goals, as well as to distinguish visits and sales as a result of these campaigns from visits and sales as a result of other marketing activities, and the reaction of the audience is difficult to predict [10-11].

fourth: advertising through the organization's blog: Organizational blogs were introduced shortly after the appearance of personal blogs and are a common online marketing tool. A great advantage of the organization's blog is the personal connection between the blogger and the subject who reads it through the organization's official website. It usually suggests that it considers itself to be trustworthy, since the website is its main place on the Internet that can be visited by clients, business partners or potential investors, so an informal or familiar tone will not be appropriate in the popular language of the organization. A blog that allows you to communicate directly with the target audience. The organization's blog can also be used as a testing tool. For example, if the organization must touch on sensitive topics, this may have a negative impact on public relations, since the organization may blog about the topic. Because one or several employees are responsible for the blog and content, who can easily present the content as the opinion of these employees, if the planned effect does not occur and if the content convinces the target audience, the organization. Can easily assume or admit responsibility for blog content. This method is often used when an organization wants to sell and communicate with its customers for the first time [12-13].

Advantages of preparing a blog for an organization:

1. search optimization: A blog helps to improve the ranking of an official website of an organization or an online store in search engines, since a blog with good content will bring a lot of visits to the site, which means more popularity. The organization and products it offers, or additional sales, if any, the website is an online store that sells products.



- **2. attraction of potential clients:** a blog helps to attract a large number of potential customers interested in the topic you write about and turn them into real customers.
- **3. training clients:** The blog helps business owners educate and communicate with clients and consumers, provide them with support, provide them with the necessary experience and answer their questions, whether it is about the products they offer or in other areas. Ultimately, they allow you to build long-term relationships with customers, but remember that the content you publish through your blog should not be limited to your products. Rather, you should diversify your content as much as possible by publishing related informative and educational content in the industry.
- **4. building a good reputation:** people prefer to get the services and products they need from those who have experience in this area, because a blog is a platform that reveals the degree of experience in the area of work, which will make people trust you.
- **5. provide support:** some customers will have problems using the products, so there should be a platform that answers questions and offers solutions to problems, and the best way to do this is through a blog because of its interactive nature.
- **6. increase in sales:** if you have an online store, a blog can attract more traffic, and then the possibility of conversion into regular customers.
- 7. publication of news about your project, store or products: many organizations resort to creating a blog to publish news and ideas, especially in industries subject to constant changes, such as programming and game development, and relevant news can be published on a blog. For example, when introducing new products to the market, write comments about them or highlight their features compared to other products, with the possibility of writing or visual design of these publications.
- **8. expanding digital presence:** Creating a blog is one of the best ways to improve your digital presence by providing useful content relevant to your target audience.
- **9. cost:** Creating a blog is a cost-effective way for small organizations to increase traffic and attract new customers.
- 10. integration with social networks: A strong social media presence is important, but ultimately you need to drive people to your website to convert them into customers, and that can only be achieved by creating a blog with high-quality content. [14].

Disadvantages of preparing a blog for an organization:

- 1. fear of criticism and open dialogue between consumers and clients.
- 2. lack of time to prepare texts and maintain contact with commentators.
- 3. the complexity of calculating the economic efficiency of starting and maintaining a blog.



4. the fact that the CEO of the organization simply does not have the right to vote causes concern, therefore, even when the leaders decide to start a blog, their readers rely little on sincerity, since those who write do not have to think about this skill [12-13].

Fifth: Internet advertising for public relations: This is a promotion method used by marketers to increase brand presence on the Internet. This is a tangible and measurable strategy to increase brand awareness and website traffic, as links increase organic ranking, sales, social media followers and engagement. Since the main attention is paid to the creation of mutually beneficial relations between the brand and the target audience and the creation of a good reputation. This name is used to describe the processes of communicating with the public and mass media using digital communication channels. The opportunity will divide the ego into online marketing and marketing in social networks, since online marketing includes the use of blogs, social networks and other communication channels. To create a strong presence of the organization on the Internet, marketing in social networks involves the creation and management. social network accounts (for example, LINKEDIN – TWITTER – FACEBOOK) and their integration with websites. The main goal of public relations on the Internet is to attract new clients and promote the organization by providing valuable content to the target audience and creating a positive image of the organization. trust can be built between you and potential clients, which is important from the point of view. turning them into loyal customers. The essence of public relations is to improve the organization's reputation [15].

Tasks of online PR:

- formation of public opinion about the organization and product.
- introduction of new products, conditions and opportunities.
- organization of motivational programs for the target audience.
- creating a brand image.
- strengthening of trust between clients, partners, supervisory and regulatory bodies.
- maintaining the loyalty of existing clients and partners, etc.

Public relations advantages of Internet advertising:

- 1. персонализация (возможность обратиться к определенному сегменту целевой аудитории и сделать pr-кампанию в интернете более таргетированной).
 - 2. speed of impact on potential clients and partners.
 - 3. the possibility of quick modification of the advertising campaign.
 - 4. the ability to promptly receive feedback from the target audience.
 - 5. permanent availability of information about the campaign.
- 6. there are no physical limitations to achieve the goals of communication with the public.



The public relations campaign was aimed at product promotion, identification of personalities and elimination of negative influence on the brand, as shown in the tables 9.

Table 9
Types of campaign advertising for public relations on the Internet.

Public relations campaign	Identification	Goals	Advantages
Public relations (1) For the product	public relations activities are aimed at increasing the trust of the target audience in the product, event or brand organized by the organization.	 increase interest in the product, event or brand. motivation of the target audience to purchase. create a positive brand image among the target audience. 	provides influence on the target audience by managing the organization's reputation.
Public relations (2) For the product	public relations are aimed at immediate prevention or suppression of negative information.	 quickly eliminate negative information. restore reputation. preventing the publication of information affecting reputation in the network. 	it may be necessary in case of real problems with products or processes within the organization, as well as in cases of unfair competition.
Public relations (3) For the product	create a positive online image for senior brand leaders, senior managers and experts.	 to increase the recognition of the personal brand, and with it the brand of the organization. attract the attention of the target audience. convince potential partners and clients of the reliability of the organization and the professionalism of its employees. 	it involves creating the image of an expert or opinion leader.

Source: developed by the author based on the data [10-11].

Sixth: non-standard advertising media: the main purpose of advertising is to attract and hold the attention of the buyer so that he evaluates the product and then makes a purchase decision, with the possibility of sometimes describing all the advantages of the product, and it is also possible to briefly talk about some of its features, thanks to which the potential customer will buy it immediately, without thinking about whether he needs this product or not. This is the task of non-standard advertising and non-standard media. These are places where people don't expect to see advertising information. The press, television, the Internet and many brochures, leaflets, billboards and banners have become so popular that most of them simply do not look at them. Therefore, advertising specialists and production organizations must invent new ways to attract customers, being able to convince the target audience with a stunning advertising design, for example, the image of the organization's logo or the image of the product on the street. (Asphalt) will definitely



attract attention, especially in the evening, when working hours end, many people are not looking at the sides, but at their feet, this is a simple way to increase the target audience [13].

Today's announcements can be viewed at:

- 1. elevator doors inside and outside. especially when the content has additional meaning when closing/opening the door.
- 2. the conveyor belt for baggage at the airport while waiting for the baggage claim will not notice the advertisement unrealistically.
 - 3. outdoor seating on benches.
 - 4. covers for car or bicycle wheels, etc.

All unusual advertising designs can be seen in non-standard advertising media. For example, after posting an image of a bag of chips at the entrance to a fast-food restaurant, bic once described a fake razor placed in front of it. a car denoting a chip of ice. Creativity is not limited by anything. An example of creativity is a non-standard advertisement in a photo.



Seventh: mutual advertising: This is a group of organizations representing ad exchange networks, in which a commercial organization places advertisements of another organization on its website, and the second organization in return also places advertisements on its website. The simplified concept of this banner exchange process is that I show your ad on my website in exchange for "show my ad on your site". This is an advertising network whose members are publishers. They display banners in accordance with general, pre-agreed rules. It is used by sites participating in this system, and thanks to this, participants of banner exchange networks act as advertisers and publishers at the same time. A participating site that has displayed a certain amount has the right to display system banners on its pages. On other participating sites, the network reserves a certain number of impressions (from 15 to 25%) for these services. Network participants have the right to use targeting tools, change banners, manage the number of advertising impressions, view reports in real time, and also sell accumulated banner impressions. Most banner exchange networks are open, and any site does not conflict with them. The advertising policy of the network has the right to become a participant [6].



Eighth: text advertising: Text advertising is a form of targeted marketing communications that allows advertisers to promote products through websites or other media, such as content displayed in mobile phone browsers. by means of contextual targeting advertising means are controlled based on the content of the website. The ads themselves are selected and displayed by automated systems depending on the context of what the user is looking for. Advertising with text links is a way to make money on blogs or websites on the Internet. text ads turn individual words or phrases in the text into links that appear. These links usually have a different color than the rest of the text, and when a website visitor clicks on the linked word or phrase, they are redirected to a page on another website. This ad can be displayed as part of the page, since many users block the display of banner advertising (pictured), with the possibility that text advertising will be more effective and load faster, and one of the manifestations of text advertising is contextual advertising in the form of text content [7-16].

Ninth: advertising by posting messages on forums, guest books and chat rooms: advertising specialists have never seriously engaged in forum discussions and guest books, but at the present time it is possible to say with confidence that this type of promotion has earned its right to exist with the right. The approach gives a significant increase in the number of visitors to Internet sites (by several hundred or even thousands of people per day). Many web studios have already begun to offer such advertising for marketing purposes, and some sites have appointed specialists responsible for the promotion of the site on forums and in the guest book, whose advertising will be valid if it is interesting to visitors of forums and guest books. The ideal choice of published content is answers to questions of interest to forum visitors, which provides hyperlinks to the site's pages, since the questions are widely covered [12-18].

Tenth: advertising through web conferences: The Internet provides great opportunities for interactive communication, that is, communication in real time. These opportunities are often used for advertising and promotional purposes, they represent the most common and effective form of interactive communication through conferences, which are answered by one or more information producers. In response to the questions of site visitors, if necessary, audio or video broadcasts of online conferences of any well-known person can significantly increase attendance and significantly save information on the Internet. Visited resources can improve the image of the organization by informing potential clients about the products and answering questions, which is another advantage associated with the fact that the conference materials are stored for a long time (permanently) and are available in the archive of the site where it is held [11].





CHAPTER 4

ELECTRONIC ADVERTISING STRATEGIES

In light of the current economic conditions to cope with unpredictable global imbalances, the use of digital advertising strategies has become an inevitable necessity as it helps to focus on the core objectives of brand and product promotion and increasing business scale and revenue. However, before starting to develop a business strategy for an organization, it is necessary to determine the need for advertising as advertising is constantly evolving and improving the forms of advertising products in the global markets. [1].

Contextual advertising strategy: Advertising is one of the elements of the marketing communications complex over which the organization has the greatest degree of control. It is not surprising that many organizations, regardless of the form of ownership and type of economic activity, spend large budgets on advertising to achieve their strategic goals.

The main goal of advertising is to ensure the sale of the organization's products and increase profits. It also ensures the correct planning of the advertising campaign and contributes to the rapid sale of products and accelerated return on investment. Campaigns also help establish business contacts between partner organizations, buyers and consumers. This applies to products that increase demand and exceed supply, which in turn provides an objective basis for increasing production and improving the efficiency of investments in organizations at the global level.

It should be noted that under the influence of advertising, the market becomes more visible and accessible to many segments of buyers with different preferences and financial capabilities.

Advertising is the main engine of marketing, since it can influence the formation and change of purchasing skills and purchasing abilities and habits, from which many needs arise under certain material and social conditions. It is necessary to take into account the main types of advertising in the modern business environment, which are classified and structured by the author of the book, which are presented in the figure. 13.



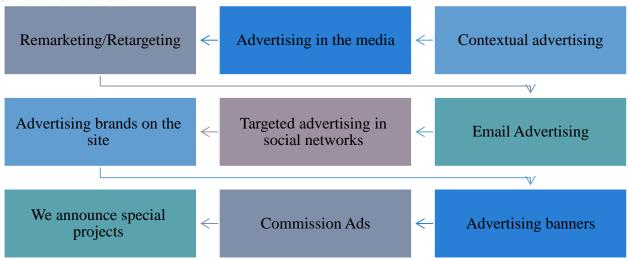


Fig. 13. Types of Electronic Advertising. *Source:* developed by the author based on data [1-3].

When analyzing the types of advertising provided, it is necessary to divide them into two main groups, namely online advertising and offline advertising, and each of them plays an important role in the organization's e-marketing strategy.

Contextual advertising: is a form of electronic advertising that is displayed on websites or platforms based on the content that users view. This method is based on algorithms that analyze keywords, topics, or web page attributes to determine which ads are most relevant to the user's interests or needs. Users are prompted to click on the ad, which generates revenue for the content publisher and additional traffic for the advertiser. For example, if you are reading an article about the latest fashion trends, contextual advertising in the ads will display ads related to fashion, such as clothing or accessory brands. Accordingly, it is necessary to determine the main goals of contextual advertising as part of the formation of the organization's electronic marketing strategy, which is the main condition for the effectiveness of the organization and even the creation of competitive new products and learn a new product as a result of creative research that solves a specific consumer problem in a new and more effective way or improves. To significantly solve this problem, which for this process requires targeted advertising efforts in both creation and trade. The author conducted a critical analysis of the works and scientific research in the field of development features and organization features of contextual advertising and the form of its main goals, as shown in the figure 14.





Fig. 14. Objectives of contextual advertising. *Source:* developed by the author based on data [2-4].

Advertising has become an important tool in the competitive struggle for the economic performance of an organization, but it is not always used correctly. Sometimes the savings that result from reducing advertising costs far exceed the losses that result from not fulfilling this requirement, as is the purpose of contextual advertising [3]. The marketing sales funnel as part of the construction of contextual advertising of an organization is presented in Fig. 15.

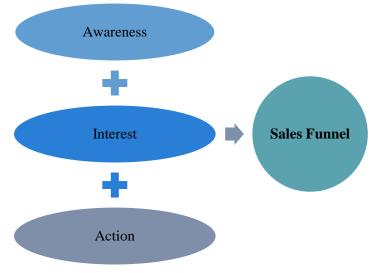


Fig. 15. Marketing sales funnel as part of the organization's contextual advertising. *Source:* developed by the author based on data [4-5].

An advertiser needs to carefully examine the sales funnel for running a business and adjust it accordingly. Each of the main objectives of contextual advertising needs to be examined in more detail.

Contextual advertising is often used to showcase a brand or products. increase awareness, thereby achieving the goal of maximizing visibility. Limit the relevant audience in the hope that clicks will lead to increased awareness [4].



However, PPC contextual advertising can be effective if it is targeted to a topic, an audience with related interests or topics, or a combination of both. This approach is more general, but provides potential buyers with broader demographic and interest information. Due to the high cost per click and conversions, the best way to achieve this contextual advertising objective is to use keyword match types.

At this stage, it is important for users to explore the buying process, as this is the right time to implement. the organization's brand with more detailed targeting and stronger phrases that appeal to the consumer. Take action in the ad copy. At this stage, search queries become more detailed and specific, and buyers can search for brands and product groups, compare and read reviews. At this stage, it is recommended to use remarketing with banners or responsive advertising to attract the consumer's attention back to browsing products [5].

Pay per click — is an algorithm based on the fact that advertisers pay a commission every time one of their ads is clicked. Essentially, it is a way to buy traffic to your site, rather than trying to earn that traffic organically.

Keep in mind that advertising sites evaluate each metric according to their own criteria, and the cost per click can depend on the time of day when a person clicked on the ad.

Accordingly, the price is influenced by many factors, which when developing an email marketing strategy, organizations should consider the main factors affecting the price of contextual advertising, as shown in the figure 16.



Fig. 16. Factors Affecting Contextual Advertising Pricing. *Source:* developed by the author based on data [8-7].

Therefore, based on the methodology and generalization of scientific research in the field of marketing and advertising, the author identified the key stage of preparing contextual advertising as an element of building an organization's electronic marketing strategy in modern conditions, as shown in the figure. 17.



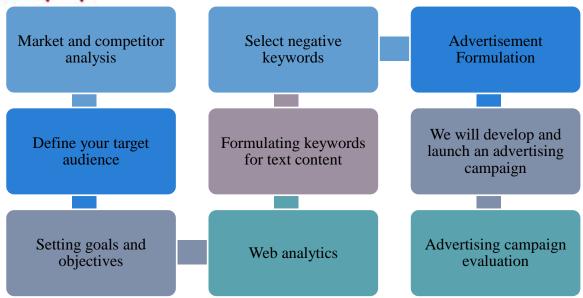


Fig. 17. Stages of preparing contextual advertising. *Source:* developed by the author based on data [6-8].

- 1. Market and competitor analysis helps to identify the strengths and weaknesses of the organization and to learn what can be improved and what needs to be improved. If necessary, it helps competitors to evaluate the promotion mechanisms that will be implemented for the organization. products, as well as an assessment of the strengths and weaknesses of the positions of current and potential competitors that ensure this. By analyzing the defensive and offensive strategic context to identify opportunities and threats, profiling integrates all relevant sources of competitive analysis into a single framework that supports the formulation, effective and efficient implementation, monitoring and modification of strategies [7].
- 2. Define your target audience. If you target your advertising content to the wrong audience, your advertising campaign will likely not produce any results. Depending on the goal of your campaign, define your target audience precisely. Are your products intended for a general or specific target group? Are you targeting women, men or children? Are you targeting a specific age group of seniors, youth and children? Are you targeting a specific social group? Define your target audience precisely so that you can deliver the right advertising content at the right time. [9].
- **3. Define goals and objectives.** Every advertising campaign has a goal that you want to achieve, and the achievable goals vary, including: increasing sales, attracting new customers, increasing brand loyalty, promoting current and new products, or increasing brand awareness, but it is important to determine the goal you want to achieve with the campaign before you take any steps because this will be reflected in the next steps, whether you choose the message, the medium, the target audience, etc.



- **4. Web analytics:** is a term for collecting data generated by people who visit and interact with a website. Reports are prepared and analyzed to make decisions about the content to create and where to promote it. how to make the most of your time and money. Analytics is a powerful tool that helps you understand your audience and improve your performance.
- **5. Keywords.** When a user searches for a specific concept, search engines display the most relevant results related to that topic based on several factors, including the quality and type of keywords, as they are words or phrases used to organize the topic presented on the site. Although they are called a keyword, except that it does not necessarily have to be a single word, but it can also be a phrase if it is directly related to the content, you are sharing online, which will ensure a good flow of visitors to the site. At this stage, it is advisable to use keyword collection services that work to simplify. While significantly speeding up the process, errors can occur at this stage due to the use of ineffective wording that may not mean exactly what is intended. It is recommended to use different forms of writing queries, abbreviations and slang to increase access to the target audience.
- **6. Negative keywords:** These are words that you don't want to appear on your site and are usually unrelated to the product. They allow you to exclude search queries from your campaign and help you focus on just those keywords that your customers are interested in. This can help improve your targeting when showing ads to interested users and increase your return on investment. [8].
- 7. Advertisement writing: Create unique text or visual ads and headlines that will be shown to users when they search for products using the organization's keywords, display them in multiple locations on the website, randomize the ads, or use the feature to select specific ads in specific locations. Locations with the ability to select release and expiration dates of the content with ads hyperlinked to any destination and opened in an existing or new window.
- 8. Development and launch of an advertising campaign: is a strategy specifically designed to achieve a specific goal through advertising, such as increasing brand awareness, increasing sales, or improving communication in a specific market. Since advertising creates a desire to buy a product and the awareness of this is linked to its importance, so the advertising phrase requires good planning. An advertising campaign involves developing a series of advertisements and placing them on various advertising media to reach the target audience. Advertising campaigns focus on the brand itself or some of the products that are part of it.
- **9. Advertising campaign evaluation:** campaign effectiveness is tracked and measured in accordance with the objectives of the advertising campaign, which requires special measurement tools. Depending on the purpose and type of advertising, there are ads whose results are easy to measure. For example, Google



AdWords advertising, where data is collected automatically with the ability to track clicks and determine the number of customers on the Internet, but numbers alone are not enough and it is necessary to track people's behavior when navigating the site, and not rely solely on the number of visits or clicks. To obtain more accurate results, the advertising budget should include all items of expenses and costs associated with the implementation of a particular strategy. However, before proceeding with the calculations, it is necessary to decide on the base. on the basis of which the advertising budget will be drawn up, which will be used when creating. In the modern business environment, the distribution of the advertising budget is a process that ensures the smooth functioning of any organization around the world, so the Author conducted a critical analysis. Of the main approaches to the distribution of the advertising budget based on the method of its formation, shown in the table 10.

Table 10 Methods of distributing an organization's advertising budget based on its formation methods.

Methods of	Functions	
formation		
Fixed quantity	The organization sets a certain amount of advertising expenses regardless of profits and expenses (this method is suitable if you want to obtain statistics on advertising effectiveness in order to optimize the budget).	
Profit percentage By means of this method, a certain percentage of the profits rece the organization is distributed over a certain period (month, or year). It depends on the specifics of the industry, global busines and other expenses of the organization (on average, 5-15% is allo		
Sales percentage	The distribution method is the same, only the distribution of funds depends on the sales volume, not on the net result. When planning the advertising budget in this template, the average annual sales volume, the sales volume of the previous year or the expected sales volume for the next year are taken into account (the method is effective for organizations with a stable and good sales volume).	
Unit Sales Percentage	With this method, advertising costs are included in the cost of each product (subsequent unit), which allows you not to worry about filling the advertising budget.	
According to the residual principle	Thus, the remaining amount after covering all costs is used for advertising and the money is transferred to the organization's reserve fund.	
Set a specific task	The marketing department sets a specific goal that the advertising must achieve within budget constraints.	
By competitors' investments The organization invests in advertising to the same external competitors, but this requires a comprehensive and detailed competitions.		
Contribution to the market This method involves taking into account the organization's share an other participants in the niche and advertising costs at the industry when calculating the advertising budget (this is a fairly compact calculation method that requires lengthy calculations and collection).		



Accounting of available funds	Using this method, an organization uses its available funds to cover various expenses, some of which are spent on advertising (this method is usually used by organizations with a limited budget or newcomers to the industry).		
Computer modeling The advertising budget is calculated using multi-stage formulas that to into account the ratio of sales volume, profit and money spent advertising (this requires lengthy calculations and complex analysis)			
Experimental	The optimal advertising budget is calculated by reviewing and analyzing		
method	previous advertising campaigns, their budgets and effectiveness.		
The 70/20/10 Method	The size of the advertising budget is divided into three parts, where 70% of the total amount is allocated to already tested marketing channels that have proven their effectiveness, 20% to testing experimental advertising campaigns and another 10% to testing unusual, competent advertising channels.		
Careful planning	This method develops a clear marketing plan with an assessment determined for each channel and advertising source based on calculations of the average check, LTV, ROM, ROAS and other important indicators.		

Source: developed by the author based on data [10-12].

When the marketing department of an advertising organization prepares an estimate of the advertising budget, the subsequent stage, such as calculating the costs of certain advertising activities, is no less important. The main indicators are collected and presented for analysis and determination of the advertising budget of a separate electronic channel. organizations allow rationally assessing and distributing the advertising budget of the organization, taking into account the importance of effective distribution of the budget of advertising campaigns. It is also necessary to adhere to the accepted principles of managing the advertising budget of the organization if the organization is faced with an illogical distribution, advertising budget will require a detailed study of the target audience. As world practice shows, the reason for such failures is often ignorance of the needs of customers and consumers. Potentially, the solution to this problem helps to collect and analyze customer data, on the basis of which the author classified the advantages of automation of contextual advertising as part of the organization's electronic marketing strategy, as shown in the figure 18.



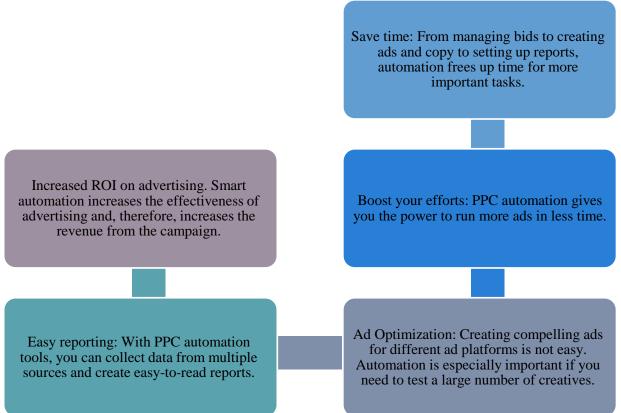


Fig. 18. Rating of the advantages of automation of contextual advertising. *Source:* developed by the author based on data [11-12].

Pay-per-click contextual advertising is becoming more competitive. Every day, the number of users who rely on paid advertising when shopping online is increasing. At the same time, global organizations and brands need to stay on top of search results is becoming increasingly difficult, which includes automation. Automation is the use of tools and technologies to manage and improve advertising campaigns and strategies [11].

The benefits provided by contextual advertising automation as part of the formation of an organization's e-marketing strategy, ensuring the effectiveness of the advertising campaign, optimization of resources, reduction of operating costs and allowing rational distribution of the advertising budget to achieve the organization's marketing goals, when forming an advertising campaign, the development of contextual advertising is taken into account with the possibility of using existing automation mechanisms and tools, based on this, the author proposed to consider the main tools for automating contextual advertising to the greatest extent. popular Google Ads service.

Tasks of automation of contextual advertising:

1. Universal apps designed to drive app installs, manage targeting, bidding, advertising, and more, with creative designs backed by data available in the iOS App Store and Google Play Store.



- 2. Smart brands in eCommerce and direct-to-consumer marketing can access this automation, manage thousands of products, and automatically run display ads, remarketing ads, and shopping ads.
- 3. Dynamic Search Ads are a way to reach potential customers who are searching for products. All product data is automatically combined to create new search ads based on the collected data.
- 4. Automated Suggestions with Scripts: Customer data is a must-have. In Google Ads, you can use the custom ratings feature in your Google Shopping Feed to see how profitable products are.
- 5. Automated Bidding: This tool allows you to use Google Ads' automated bidding options for your income level. It is recommended to start with manual bidding and a low CPC. You can also use the Google Ads experiments feature to compare the results of automated and manual bidding.
- 6. Automate a Google Sheets report for those who want to prepare a report on their organization's advertising campaign for a certain period of time, and customization is also available using Google Analytics. The Google Analytics Sheets add-on will display the specified metrics and dimensions, and then customize the data visualization using the Google Analytics Sheets add-on.
- 7. Automatic error checking. It is impossible to quickly manually search through large accounts and fix all the problems before they begin to affect the effectiveness of advertising. For detection, it is recommended to use Google scripts, such as Google Account Anomaly Detector. Common errors between accounts, as scripts automatically scan the account every hour and send quick reports to the email.
- 8. Automated testing. Of course, when introducing new products and services, it is important to conduct A / B testing using Google Ads, and the process of automating advertising will not only increase the effectiveness of campaigns, but constant testing will also help to better understand what suits the target audience of the organization [13].

Based on the above, it should be imagined that contextual advertising is a universal element of the organization's electronic marketing strategy in the modern business environment. Effective organization of an advertising campaign and its automation gives more time to solve the most important tasks, and here and there. this is an opportunity to focus on managing and expanding the business.

Media Advertising Strategy. It is difficult to adopt and develop a modern e-marketing strategy without resorting to the use of various types of innovative advertising, as it can be said that the annoying pop-ups and banners have disappeared in recent years and have been replaced by visual advertisements that are displayed on various digital platforms, providing opportunities for creativity and organizing a variety of marketing activities related to promotion and advertising.



Display advertising: is an online graphic advertisement using banners, text, images, video and audio, aimed at attracting a target audience, increasing brand awareness and promoting an organization's products and services, influencing the emotional perception of the audience. The goal may not be direct sales, but rather demonstration. The presence, recognition and communication of an organization or its products, as well as emphasizing the benefits and features of the products it offers. Visual advertising is usually interactive, allowing brands and advertisers to interact more deeply with users, as shown in the figure 19.



Fig. 19. Classification of forms of media advertising of organizations. *Source:* developed by the author based on data [14-15].

The main elements of these ads are images, accompanying texts and call to action buttons. In email marketing, the conversion of an organization's website depends primarily on two things: the right marketing strategy and the appropriate visual design of the website, since marketing.

Tools help move customers from the organization to the site, but if we are talking about an online store, they still need to be converted into buyers. At this stage, it is not enough to simply create attractive offers and beautifully place them on the site page. Many people may pass by the products but never buy them. This is because there is no clarity on what actions to take and where to click, even if the website has a top-notch attractive design and thousands of ads. products are placed without a call to action, the conversion to purchase will be minimal [15].

Audio advertising is less common on the Internet, but the format still exists, and audio clips are played between tracks. If the user does not have a paid subscription to the service, these ads can be disabled. Pop-up banners, which contain as in the case of other formats, you can set up targeting of audio ads and analyze the effectiveness of the campaign with the possibility of using this format as a tool for amplification, for example, to show targeted advertising to people who recently visited the site. website or searched for products on the Internet [16-17].

Media advertising is the most interesting and attractive type of advertising, as it is aimed at solving problems related to increasing brand awareness of the



organization, its promotion, as well as arousing the interest of consumers and customers in products specially adapted for the organization.

The task of media advertising is to attract attention and remember the organization's products and sell them through entertainment methods associated with watching animation or an exciting game, the main advantage of which is entertainment. People are accustomed to the fact that they are trying to impose something, so marketers have to monitor both new trends and check the effectiveness of known methods.

The author built the main tasks of media advertising within the framework of developing an electronic marketing strategy for an organization, as shown in the figure 20.

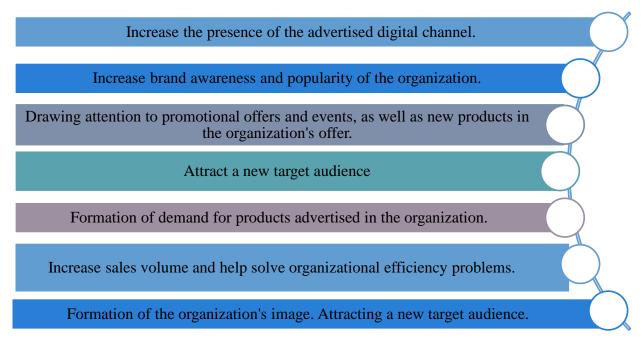


Fig. 20. Tasks of media advertising in developing an organization's electronic marketing strategy. *Source:* developed by the author based on data [18-19].

When developing a vision to describe the main tasks of advertising in the contextual media network, it is worth considering the main relationships between contextual and media advertising within the framework of forming an organization's electronic marketing strategy, as in the figure 21.



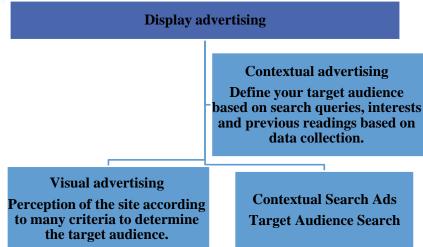


Fig. 21. The relationship between contextual and media advertising in the context of developing an electronic marketing strategy for organizations.

Source: developed by the author based on data [18-19].

The organization's e-marketing strategy cannot do without contextual and informational advertising, ensuring the effectiveness of marketing in achieving the organization's marketing goals. If the user is really interested or performs targeted actions on the organization's website, then in this case it is necessary, reproduce the type of advertising displayed. Informational advertising is a type of advertising that forms a brand image and is promoted using innovative demand generation tools. Informational advertising in international marketing practice is often compared with the use of model tools, but this is so, not opposite things, but complementary, so it is worth considering the basic rules for paying for an advertising campaign based on advertising in the media, as part of the formation of an organization's e-marketing strategy, as shown in the figure 22.

Enthusiastic audience

These are users who study the market, compare prices and delivery conditions in different stores in order to make a purchase.

Neutral Audience

Understood that the organization's product is useful and believes that it is worth trying to get it.

Unmotivated audience

People who know about the organization's product or brand. They don't plan to do anything yet, but they heard somewhere that there is an interesting product for the organization.

Fig. 22. Sales Funnel Characteristics Using Display Advertising. *Source:* developed by the author based on data [21-20].

Creating sales funnels using cross-media advertising as part of an e-marketing strategy so that buyers can take the necessary actions that lead to conversions and the achievement of the organization's business goals, when it comes to the effectiveness of cross-media advertising and the characteristics of the effectiveness



of promotions, since these ads are targeted at a wide audience and are focused on specific actions. For customers, for example, adding a product to the cart, contacting a seller, requesting a call back and much more, visual advertising should be shown even if all non-media and fulfillment channels are loaded at full capacity [21]. Given the considered features of creating an e-marketing strategy based on media advertising, it is necessary to take into account the main advantages and disadvantages identified by the author based on a critical analysis of scientific research in this area, as shown in the table 11.

Table 11 Advantages and Disadvantages of Media Advertising.

Advantages	Flaws
Reach a large audience: This helps to increase brand awareness and customer trust.	Due to the popularity of media
Helps solve productivity problems: Informational advertising can work at all levels of the sales funnel, including the decision level, and stimulate repeat purchases.	advertising, it can be difficult to stand out from the competition, and developing
Ability to customize detailed targeting: Reach the audience that is most likely to be interested in your products.	effective and innovative designs can take a long time.
Variety of formats. Media advertising is no longer limited to banners, video, audio, maps and search advertising. This is just a small list of available formats with the ability to combine them all to reach more sites and users. Analytics. Analytics tools make it easy to track the effectiveness of media advertising, allowing you to make timely adjustments and not exhaust your budget.	Lack of advertising due to banners. Users become less receptive to bright banners and ignore advertising more often.
Interaction: You can add a poll, slider, or mini-game to your ad, which will increase the ad's appeal and the likelihood that your audience will remember your brand.	In some cases, it is possible to block ads in browsers by installing ad blocking software
Price: In cases where competition in the context is high, advertising may be a good option.	that allows users to load banner ads and video ads through YouTube.

Source: developed by the author based on data [23-22].

Many advertising platforms - Google, Facebook Ads, etc. - have the ability to automatically select creative algorithms that allow you to more often select and display the most successful combinations of text, images and video. - a well-developed selling point in the organization's advertising, if it places advertising. When an organization announces a promotion or special offer, it is necessary to briefly indicate the information related to it (for example, the size of the discount and the time of the event). If this is a new product, it is necessary to highlight its main advantages [25]. Achieving the goals specified in the e-marketing strategy for organizations based on the use of media advertising largely depends on the promoted channels that are used in developing an e-marketing strategy. The author has formed the main groups of popular. digital platforms that allow organizations to advertise



the media as part of the formation of a strategy Electronic marketing in modern conditions, as shown in the figure 23.

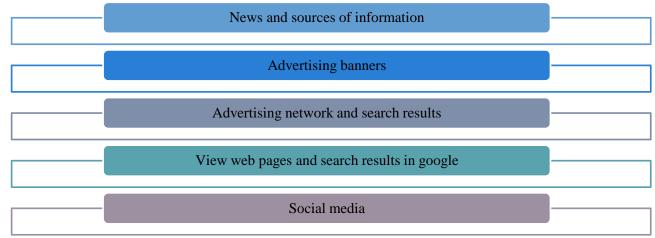


Fig. 23. Networks of popular digital platforms that allow organizations to advertise in the media. *Source:* developed by the author based on data [24-23].

By offering media advertising, many organizations have the opportunity to influence the choice of digital platforms for advertising placement and advertising campaigns. Media advertising may need constant updating to achieve maximum effectiveness in the early stages of a business to be as effective as possible. if the user sees the advertisement several times. Sometimes it depends on achieving the desired effect. When planning a media campaign for several months, it is necessary to prepare as many creative options as possible to attract as many customers as possible, and potential consumers of the organization's products and services. All provided digital platforms can also be used to place advertising in the media for organizations individually and collectively to achieve the maximum result, which is formed in the e-marketing strategy and on the basis of the presented. As part of the formation of the e-marketing strategy of the organization, it is worth considering the basic rules for paying for an advertising campaign based on advertising in the media.





CHAPTER 5

ADVERTISING ON WEBSITES

Online advertising is an important marketing strategy for reaching a wide audience. It is considered an effective means of promoting a brand and its products through a website. It is a direct representative of the organization's brand and the main means of influencing consumers. The success of marketing activities through digital channels and the Internet largely depends on the design of the website, since the Internet offers many marketing methods whose purpose is to increase sales in local and global markets by implementing customer-oriented marketing and improving the company's marketing activities. Organizations at the same time, regardless of the type of website that the organization needs to develop, whether it is a business card site or a full-fledged web resource for interacting with customers and visitors, the website becomes connected to the organization's information system, and is considered the center for implementing marketing activities for customers and employees of the organization. The mission of the website is to guide visitors and facilitate the buying process, since the mission of the website is not limited to the fact that the website is aimed not only at attracting and retaining consumers, but also at trying to make them regular customers of the organization, using resources. Created by the organization, conduct consumer market research, obtain statistical data on site visitors, collect information on their preferences, interests and habits, and make the site a unique tool for conducting marketing activities, know what customers want to achieve, and explain why a visitor leaves the site without making a purchase [1].

Website — is a website consisting of several interconnected web pages located on another computer called a server. The files on a website vary: documents, images, text, and other types of files. They all share a single domain name with the ability to access them through the website's home page. The Internet, in which an organization seeks to attract customers to a site and maximize the number of these visits through marketing activities. The more attractive a website is, the greater its ability to attract and retain visitors [2].

The Importance of a Website: Since an organization's website is the core of its online presence, its importance extends to every aspect of the marketing strategy. Therefore, a website should provide consumers with a clear picture of the brand and the types of products it offers. The importance of a website also lies in the fact that brands should consider it when building trust. An organization that does not have a website is less trustworthy because the valuable content you create and publish on a website can strengthen customer relationships and increase conversions. A website



not only gives you the opportunity to build trust and authority, but it also helps you stand out from the competition. [1].

Website design — It is the process of planning and organizing electronic content to create the overall appearance of a website. The elements of a website should be carefully planned during the designing process as it is a process that involves all the elements of a website in terms of structure. The colors used, font size, graphics, sitemap and graphic design as the user interface design, user experience, search engine optimization and aesthetic aspects of a website go beyond the overall functionality of a website and various elements that enhance the user experience of a website. While designing and creating a website, attention should be paid to adding the aesthetic visual aspect of a website so that visitors can stay on the website for as long as possible. While browsing a website, it is important to study the website before launching it online. Therefore, you need to do additional research to find out the technical aspects that make website visitors interact positively with the pages of a website [3]. Before starting to develop a website or create an organizational plan for advertising or SEO, the first and priority step should be to create a website based on a critical analysis of scientific works in the field of website development and implementation, where the author has formed the main directions of website design and development. The stages are built as shown in the figure 24.

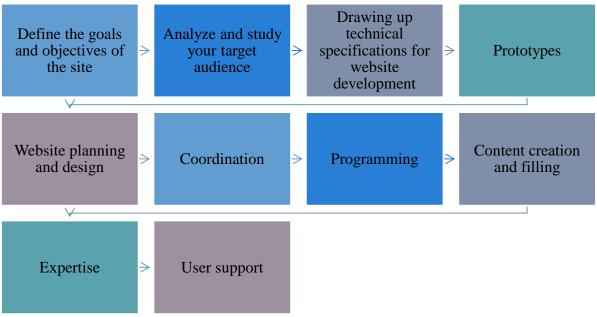


Fig. 24. Stages of website design and development. *Source:* developed by the author based on data [4-5].

To achieve a quality result that satisfies customers, to draw up plans and algorithms for each stage of work, it is necessary to plan the algorithms step by step in detail, to save time, according to many international studies, it is necessary to spend two thirds of the time on drawing up a plan for the implementation and



development of the organization's website. The remaining third is enough to solve specific business problems [4].

The importance of website design cannot be underestimated. In many cases, an attempt to save time leads to errors, the correction of which takes much more time than the time saved. Rational and competent design of the website creation process will save time, material and financial resources. It should also be said that developing a website on the Internet requires a lot of tedious and labor-intensive work. Even a small website can have a significant impact on the development of an organization's marketing. Therefore, when creating a website, you need to think about every detail and design it carefully. First of all, you should determine the most important business goals.

First: Defining the goals and objectives of the website: these are the goals that define the result that needs to be achieved in the future, and each goal contributes to the achievement of a part of the vision. At this stage, the working group must clearly define the goal. creating a website, because without specifying a clear mission, it will fail, as good planning and a clear goal are essential for the success of a website, especially since creating a website is a team effort, if you do not think about it from the beginning.

At the beginning, all plans will not be clear enough, for example, developing and implementing a complete website design without a clear goal, creating a website is insufficient, or on the contrary, it contains a lot of unnecessary information and functions, or enough information is included, but it does not correspond to the topic of the site, however, with careful planning of the sequence of works from start to finish. It is extremely important to have an organized, understandable and easy to navigate site.

Second: Stage of analysis and determination of the target audience. Building and developing a business in any industry is difficult without an effective and well-known strategy for determining the areas of activity and target audience. Attracting a target audience is also an important factor in attracting consumer behavior and related services from other sites, if the goods are not specifically targeted at the audience, then sales become rare, so before starting work through the site, it is necessary to study the advantages aimed at this business.

Target audience — is a group of people with similar needs and interests that an organization wants to serve and target marketing activities to, taking into account the relationship between them and their products.

By analyzing the target audience, resources can be used more effectively to market, and promote campaigns and attract more new customers by knowing the end users. You will be able to reach them more effectively. To do this, you need to gain insight into your customers.



Buyer image – this is a collective image of a person who wants to buy a certain product. In order to analyze, it is necessary to identify the people who will buy the product, know their age, place of work and interests, and also know why they need it. to buy products. In order for the buyer to choose the organization's website instead of the website of a competing site, the buyer must speak the same language with the buyer, identify problems and offer an effective solution to problems [6].

In the scientific REFERENCE on the development of Internet marketing activities, there is no clear understanding of the definition of a potential buyer, i.e. a list of various necessary buyers, and on its basis the author formed, based on the analysis of the existing approach and a scientific generalization of the main factors that determine the image of a potential buyer, as shown in the figure 25.

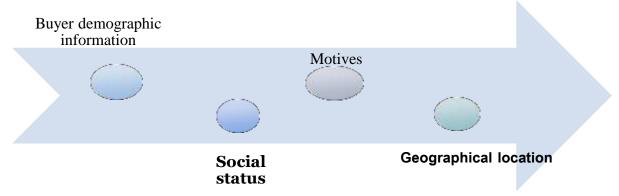


Fig. 25. Criteria for determining the image of a potential buyer. *Source:* developed by the author based on data [6-7].

1. Buyer demographic information:

- Define age: It is important to consider and focus on the age group the website is targeting.
- Define gender: It is important to define the main category of buyers, where women have cosmetics and men have haircuts.
- Define nationality: Sometimes national characteristics are important.

2. Social status of the buyer:

- Determine the marital status of the buyer.
- Determine the number of children: if the products are intended for children, the target group is families with children.
- Determine the cultural level: knowing educational information will help you learn more about the buyer and their preferences.
- Determine the income level: for luxury goods (branded clothing, cars, jewelry, etc.), you need to target customers with a certain income level.

3. Reasons for purchase:

- Positive motivators: these are factors that reflect the desires of customers and buyers.
- *Negative inhibitors: these are factors that customers try to avoid.*

4. Geographical location of buyers:

- Determine where potential buyers live.
- *Identify and study the population and climate conditions in the target area.*



Segmentation — is the division of the target audience into different groups that share the same interests. There are many ways to segment the audience by determining the consumer's geographic location, age, budget, lifestyle or motivation, thereby further segmenting the audience based on target actions. and purchases. Each segment consists of several participants, the costs of creating personalized product offers are high and cannot be implemented in all areas of business.

In the model presented above and in conditions of strong competition, this is possible. it is necessary to have an image of the ideal buyer for each aspect of the organization's activities, for which this image will allow you to set goals. Objectives, advertising and positioning tools will also shed light on the strengths and weaknesses of the developed strategy, based on the studied features of the formation and assessment of the target audience [7-8].

Third: Stage of preparation of technical specifications: Since this stage is one of the most important, errors that occur at this stage will have a negative impact on the timely implementation of the project. Preparation of technical specifications is one of the elements of successful design. and development of the site, and technical specifications are organized in accordance with the needs of the site, its capabilities, working methods and functions. When designing a site, it is advisable to carry out preparatory stages based on the technical specifications. tasks underlying the entire process. The process depends on the requirements collected by the author, as in the figure 26.

Specific requirements Detailed requirements describing the creation of Requirements for data for website development the website accessibility All website functionality The technical The technical task should and performance contain a detailed specifications for website characteristics must be development must be description of all expected identified and established functional and nonclear and accessible to all as part of the technical project participants. functional requirements for business processes. the website.

Fig. 26. Technical requirements for website development. *Source:* developed by the author based on data [9].

When defining the details and main terms of the contract, it is necessary to take into account the purposes for which the site was created and the information obtained for the analysis of the target audience. After the main business goals of the site



development are defined, the goal is determined. the audience and the necessary technical tasks are determined, and, as necessary, a prototype of the site is developed and created.

Fourth: Prototyping Stage: its purpose is to show the position of the components of the future website of the organization and to determine the navigation features, which should be simple, convenient and practical, so that the visitor does not have to think much about how to access the necessary information and find it on the website, and all other things being equal, people prefer websites that are easy to use.

Fifth: Planning and design stage: is a process of designing a website that needs to be implemented effectively to achieve the required increase in sales. The website should be accessible, not everyone will decide to make a purchase if you do. ignore this aspect, then this stage of the process Website design and development is responsible for the visualization and organization of the appearance of the website, which includes the development of colors, drawing of functional parts and designing individual implementation options if necessary. Only after indexing the website by search. robots become known to visitors and customers if changes have been made to the web design, and this is not the case. If the website looks good enough, it can lead to the failure of the entire web design. In practice, the concept of "good." design "includes not only a beautiful design, but also a convenient and simple user interface and experience, because this is where the success of the page elements begins, so that the visitor can immediately find them. This is especially important when designing, websites that should be as convenient, useful and informative as possible [11].

Sixth: Coordination stage: after the site planning and design process is completed, the designer agrees with the client on the site design, and only then does he proceed to adaptive approval, since this stage of design includes the development of the site and its accessories, as well as the configuration of graphic support using all types of tools and browsers [12].

This stage of site design and development is important, because it is much easier to make changes to the resources at once than to make corrections and changes several times. However, the more interactive you are, the more important the interaction with the client becomes that people have a website that meets their needs and the market requirements in a particular area [13].

Seventh: programming stage: this is the stage where the website comes to life to create the basic elements of the website. At this stage, the basic functions are programmed that will be implemented to provide resources and improve the business activities of the organization. with the possibility of combining the stages of coordination and programming into one stage, but this is only possible when



implementing small projects, if we are talking about a large online store or a site for a large organization, these two tasks should be divided into different ones. Stages after the design, coordination and programming of the basic functions of the site is completed, the next stage of content creation begins.

Eighth: Content Formation Stage: A website that does not contain complete and interesting content for customers cannot be considered. At this stage of designing, the content is translated into the required format and placed on the pages of the site, where the material is prepared. in advance, with the possibility of assigning authors to write articles. The website is subject to pre-defined conditions and specifications. In principle, anyone with language and writing skills can write effective, informative texts, which can be descriptions of products and their combinations. and information-rich texts. In addition, the content must be constantly updated, if there is no development, search engines will not be interested in the organization's website and the rating will steadily decline. The problem will be that the texts must be useful. informative, relevant and up-to-date to attract the interest of potential customers. After completing all the steps defined and organized by the author, an important technological moment in the design and development of a website comes: Checking, performance of the resulting function [14].

Ninth: Testing Stage. Website testing is carried out at every stage of its development. However, the testing process cannot be ignored, as this process helps to identify broken links or broken elements, taking into account the importance of removing them. all existing errors. In a timely manner before handing over the web resource to the client, after eliminating all errors, the web project is transferred to the hosting, which is the permanent location of the site. After the transfer, the site is tested again in order, remove all errors, even minor ones, as quickly as possible [15].

Tenth: User Support Stage: from creating the website to delivering it to the client and training on how to use the website, this is a good sign of a high-quality website with a management team capable of ongoing maintenance and further development.

Site functionality – this is a set of various options that solve some user problems for comfortable work with the site. Accordingly, the author, based on a comprehensive analysis of existing approaches in scientific REFERENCE, built the main elements that should be given much attention. when developing the functionality of the location, which can negatively affect the state of the organization's web resource, as can be seen in the figure 27.



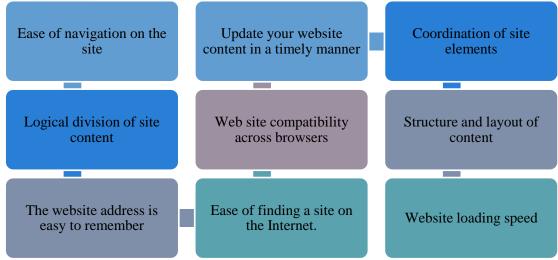


Fig. 27. Characteristics and functional components of the site. *Source:* developed by the author based on data [15-17].

- **1. Ease of website navigation.** This feature is important for the visitor because if he has difficulty moving from one web page to another to find the information he needs, he may feel anxious about the difficulties he is facing and will be frustrated by the difficulties he has encountered and will most likely leave the site because it is more difficult to re-engage visitors who have left your site than to attract new ones.
- **2. Logical division of site content:** The visitor should have a clear idea of what page of the organization's website he is on and how he got there, which will make navigation on the site much easier. Rational division of the site content by functions will allow the distribution of the content of the current site.
- **3. Easy to remember website address:** One of the most common mistakes in website design is choosing a domain name unwisely. A website's domain name should be easy to remember and easy to use for the organization's visitors and customers.
- **4. Ease of finding a website on the Internet:** The high level of competition between existing websites is due to the advanced technological structure, as there are millions of websites on the web and their number is increasing every day, they are developing with the help of digital marketing. It is necessary and important from a conceptual point of view to develop search engine optimization of the website on the Internet.
- 5. Web site compatibility across browsers: in the context of the intensive development of digital technologies and their application in all sectors of the global economy, this development and development has not bypassed websites, since various tools and programs, including web browsers, are being intensively developed. Today, there are many Internet browsers that individuals prefer to use, which is why it is necessary to download the organization's website in any browser,



regardless of whether you use Internet Explorer - Firefox - Safari - Google Chrome and others. This is an important requirement for the functionality of the website, ensuring the compatibility of the website with all browsers without compromising the functionality and design of the website. Therefore, when designing a website, it is necessary to take into account the requirements for its development from the very beginning.

- 6. Keep your website content up to date: The real success factor of a website is its content. If the content is not updated regularly, the interest of visitors to the website will decrease and the number of visits will decrease. on a regular basis becomes difficult if you do not know programming languages, although there are many innovative methods and tools for maintaining websites that require constant review, activation and updating of content, since the support and development of the organization's website is closely related to this. Content creation and its effective placement in a set of functions, which will provide relevant content and effective promotion of standard positions in search queries, making the organization's site more recognizable and in demand.
- 7. Consistency of website elements: The website should be compact, user-friendly and easy to use, allowing easy search of the site and the necessary information on the Internet. When developing a website, it is necessary to follow the structural requirements of all pages in a particular project for its maintenance. Foundation and uniformity, if the design of the website is inconsistent with each other, the website will look disorganized, which will affect the brand image of the organization on the Internet.
- **8. Structure and layout of content:** When implementing and designing websites in modern organizations, many people make common mistakes that include placing too much content on one web page. Good information design is important because it allows the website designer to place everything that is needed. fill the content correctly. On the site, by choosing a certain design template, you can place the necessary tools in an illustrated list, and then the organization will never have to worry about overloading the visitor with too much information on the site, since you can direct them to the necessary sections of information.
- **9. Website loading speed:** In today's digitalized world economy, customer waiting is a thing of the past as internet users want a website to load quickly and be able to view photos, articles and videos instantly when a website has a large number of images. Large images may take longer to load as visitors will not wait for an organization's website to load and will leave it entirely. When filling out a form, smaller files should be given priority. content unless these files are essential to attracting visitors' attention. In this regard, it is necessary to carefully prioritize [16-17].



Site evaluation criteria:

First - Technical standard: these are the technical elements and features of a website that affect the quality impression of the website. The most important elements are:

- Security.
- Ease of browsing the web pages.
- Presence of search engines on the websites.
- Availability of the website and ease of access.
- Ability to customize the service by the user (choice of color).
- Fast loading of web pages and ease of access to them at any time and from anywhere.

Second. General standard of content. What is meant by **characteristics related to the nature of the website:**

- Level of ease of use from the user's perspective.
- Clarity of web content and information.
- Accuracy and integrity of information.
- Update content regularly by setting a date of update.

The third is the criterion of special content: these are the alarming characteristics that the user is trying to find:

- The address of the institution and the user's means of contacting it.
- General information about the organization (location, date of establishment, capabilities).
- Detailed information about the services provided through the website and how to access them electronically.
 - User support and protection of rights and privacy of personal data.

Fourth: Design Quality Standard:

- High-quality and attractive design.
- Maintain a consistent design style across all pages of the site. Internet
- Avoid using unclear or incomprehensible images and symbols.
- Simplicity of presentation.
- Compatibility with various devices.
- Use meaningful icons.

Fifth: Text quality standard: Definition of the quality of information technology, which:

- Use consistent, easy-to-read fonts.
- Use fonts that are compatible with all browsers.
- Use appropriate text sizes.
- Color and highlight link lines.



• Contrast between text and background [18].

Advertising on the site: In the modern conditions of conducting marketing business and its digitalization, digital technologies have penetrated into all spheres of human activity, and their use in marketing has become an integral part, which requires the introduction of digital innovations and technologies and the transition of access to them. into the world of work via the Internet, since commercial digitalization of an organization is impossible without an organization's website. The main purpose of a website is to create a comprehensive, multidimensional mechanism for servicing the organization's activities, interacting with it. target audience of recipients and attracting new customers. The site displays the main aspects of the brand and products offered by the organization in order to ensure the effectiveness of the marketing organization [19].

Website advertising – This is a set of marketing activities aimed at strengthening the position of the organization's website, and therefore the brand in the market, increasing demand for goods and services, attracting new customers and ranking in search engines for certain combinations and parameters of the organization's website. The optimal promotion of the organization's website is determined by reaching the top positions of the site where services and goods are offered, and identifying elements of website promotion through a potential consumer who views the first. pages of the organization's website, if the site is at the end of the list of search queries, the consumer will definitely not find it. World statistics on search traffic show that 95% of visitors view only the first page of the desired source of information. In order for a website to get into the top 10 for search queries, it is necessary to use innovative tools and methods for website promotion, which, in turn, will ensure increased compliance of the organization with the target audience and potential buyers [20]. The main feature of online advertising is to increase the interaction of consumers interested in the product without interfering with the purchase process. In most cases, consumers visiting an organization's website become regular customers because they themselves are looking for resources and, therefore, are interested in the organization's brand and. Particular attention should be paid to the organization of the organization's activities. It is necessary not only to effectively create a website, but also to regularly promote and develop it in order to attract potential customers to the offered goods and services, taking into account all the features. strategic tasks and marketing goals of modern organizations [21].

Online advertising is the lifeblood of any business organization, since it is used to increase sales and motivate the public to choose a brand among hundreds or thousands of other brands. To better understand why this happens, the author of the book relies on an integrated approach. analysis of existing approaches and research



in the field of advertising, organization of the main functions of online advertising for modern enterprises, which are presented in the table 12.

Table 12 Content of advertisements on the website for marketing purposes

Web Ad Contents	Features and specifications	
med Au Contents		
Creating an image of the organization	Website advertising helps to create a desired brand image in the minds of consumers. This allows organizations to stand out from competitors and attract the target audience.	
Deliver a message to potential buyers	Through advertising on the website, the organization talks about its advantages, useful features of its products, auction offers, loyalty programs and all the advantages that are worth paying attention to.	
Promotion of the organization, its products and services.	Advertising on a website encourages audience interaction and helps spread word of mouth. The more an organization advertises its products, the more potential customers and clients will talk about them.	
Increase loyalty	This is the degree to which a customer is willing to contact you and buy from you again compared to your competitors. Loyalty is a by-product of a positive customer experience and it creates trust. By promoting websites, organizations increase trust, increase customer retention, and increase brand awareness of the organization, which significantly impacts the competitive position of the store organization.	
Dealing with objections	A well-designed e-marketing and website promotion strategy helps overcome the hesitations of potential buyers by increasing awareness of the organization and its products.	
Information support	Website promotion and organization positioning shows potential customers points of sale and provides answers to frequently asked questions, information about sales, etc.	

Source: developed by the author based on data [22-23].

It is necessary to think through a communication strategy through the site, develop advertising and interaction channels through the site, and create step-by-step action plans to convince the target audience to purchase the organization's goods or services. It is necessary to focus on the main tasks of promoting the organization on the site, presented in the figure 28.



Media

Website advertising helps to create online marketing communications with potential customers, spread the organization's news, deliver the right message to the target audience and increase awareness.

Persuasion

With the help of website advertising, organizations increase their sales and convert potential customers into actual customers. To convince the target audience to choose certain products, brands face objections from potential buyers through content, social proof, and brand advocates.

Reminder

Organizations use various marketing tools to remind about themselves, their products and their brand. Increased attention to the organization's brand increases competitiveness and does not allow the target audience to forget it.

Fig. 28. Advertising tasks for a business organization website. *Source:* developed by the author based on data [22-23].

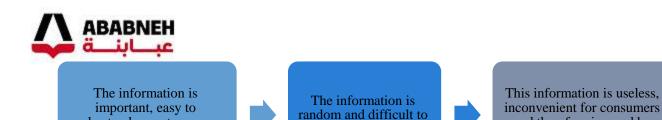
Advertising is a tool for promoting e-commerce activities. Advertising is necessary in most cases to inform customers about the organization's activities, the development of its brand and the characteristics of the consumption of goods and services offered by the organization on the world market. It should be taken into account that regardless of the type of advertising used, if advertising is expensive and has a high reputation, it will not help sell goods when their importance and consumer demand are low [25]. The effectiveness of advertising depends on the prices of the organization's goods and services, as well as on the competitive positioning of the organization's brand and advertisers.

In practice, there are two main themes in advertising:

•**Target:** logically reveals the features of the product that the company advertises, for example, advertising for "DIROL" or "Coca-Cola" chewing gum.

•Subjective: evoke some associations and emotions in the consumer when purchasing the organization's goods or services (for example, advertising soft drinks at sea or amusement parks associated with recreation on beautiful islands, etc.). It should be emphasized that advertising products through a website depends on the content and focus of the advertising message, as well as on the veracity of the information contained in it.

The advertising message must be unique ("Buy our products and get a specific benefit." etc.). In addition, the advertising offers that you offer must be different from the offers of competing organizations in the market. Advertising in this sector is most effective when it attracts the attention of the majority of consumers and visitors to the organization's website. (Informative and valuable). Accordingly, the author, based on scientific generalization, formed the main types of advertising perception in the marketing activities of organizations, as shown in the figure 29.



understand, easy to access,

and easy to remember.

Fig. 29. Advertising implementation tools in the marketing activities of organizations. *Source:* developed by the author based on data [24-25].

remember.

It should be noted that a website user or consumer is ready to make a purchase when they realize their need for the advertised product. This is the main way to promote products and services on the Internet through various media, however, what do all types of advertising have in common, whether a brand or marketer pays for the presentation of a specific message (ad) on a specific platform, in general, the more, moreover, the more audiences want to access the platform, the more brands/marketers can expect to pay for advertising (for example, the cost of buying a quarter-page ad in a regional trade magazine is much lower than buying a one-page ad in a national magazine), organizations are willing to pay more for a two-minute ad on a popular prime-time TV show than for a 30-second ad on a local news channel [25].

Advertising — it is just an important tool of e-marketing strategy, but there are many different types of advertising that can be used to achieve the company's marketing goals and attract customers, whether online or offline, it should be said, based on what has been presented. that there are many types and methods of regulating advertising.

Advertising is a driving tool for promoting organizations' websites, which has many methods and tools that can be used depending on the nature and characteristics of the organization's activities. Without advertising for sales, advertising will not have the desired effect [26].

The author, based on scientific generalization, formed the main types of advertising, presented in the table. 13.

and therefore ignored by

them.



Types of advertising that organizations use to promote websites

_ / 1	bes of advertising that organizations use to promote websites		
Types of advertising	Functions		
for website			
promotion			
	It is a form of online advertising that is displayed on websites based on keywords,		
	content or topic of the website. It is a method of targeted advertising that is		
Contextual advertising	commonly used in advertising on blogs, websites and other online media. is		
	popular, Excellent and highly effective contextual advertising is impossible to		
	ignore as it is difficult to remove without the use of special services designed to		
	block it.		
4.7 (4.4)	An image containing animation or graphics that, when clicked, redirects the		
Advertising banners	visitor to the advertiser's website.		
	This is an advertisement that is used as an introduction to an advertising campaign		
	and reveals little information about the product, which creates widespread interest		
Teasers	and mass curiosity among the audience and leads to an entire campaign around a		
	new product or an important event. The purpose of this advertising is to create		
	excitement around the products and raise customer expectations through curiosity.		
Targeted	Social media advertising is a way to display advertisements or sponsored		
advertising in social			
<u> </u>	marketing messages on popular social media platforms and target a specific subaudience.		
networks			
Pop-up messages	SMS messages that are sent to users' devices even when the browser is turned off.		
	The notification contains a small text, an image, and a link.		
Advertising in	An online advertising method that works on Android and iPhone. Most adults		
mobile applications	have devices with Internet access (mostly young people aged 15-35).		
Advertising in	Advertising in YouTube videos		
YouTube videos			
Pop-up windows	This ad is aggressive. Sometimes after closing the advertiser's pop-up, the ad		
Top up windows	continues to open in a new tab.		
Advertising in email newsletters	Mailing lists have long been used as a marketing tool, allowing this type of		
	advertising to establish direct, trusting relationships between consumers and		
Hewsietters	organizations.		
Adventising on	Users visit forums and communities with specific goals: to find business		
Advertising on thematic sites	information and communicate with like-minded people. Business content on such		
	resources is strictly targeted and narrowly focused.		
Display advertising	These are online ads that use text and visual elements, such as images or		
	animation, and can appear on websites, apps, and devices. They appear within or		
	next to website content.		

Source: developed by the author based on data [26-27].

It should be noted that website promotion cannot be carried out using only one tool. It is important to be aware of this fact and use all possible resources. Initially, it is necessary to rely on the target audience in order to formulate a website promotion strategy in accordance with your needs. All types of website promotion, as well as methods, tools and techniques developed and developed by the author, are only a conceptual basis from which to start when developing a website promotion strategy for an organization. As stated in previous chapters of this book, there is no single strategy, method or rule that allows you to make online promotion effective and reliable. This requires organizations to constantly search for innovative tools, improve them and implement them in practice.





CHAPTER 6

ADVERTISING IN SEARCH ENGINES

Modern conditions of business systems require the development of innovative technologies and tools that increase the efficiency of marketing processes. Search engine can be attributed to a variety of these technologies and tools, since the new search model is not limited to documents only. the information you are interested in can be read and focus on the final facts and new knowledge that is relevant. The value for a person or an organization can be of different types, for example, preliminary information intended for further analysis and processing of certain facts (such as). such as data on a person's age or place of work and even taking into account the technical capabilities of the Internet (such as a part of speech, image or video). The main purpose of a search engine is to extract the desired information from a huge database. resources available on the Internet. Conceptually, a search engine has become an important daily tool to find the information we need without knowing where it is stored, which has greatly expanded the use of the Internet with the advent of easy-to-use search engines such as (Google-Bing-Yahoo) [1].

Search engine: is a computer program designed to search documents stored on the Internet. It helps users search for specific content by prompting the user to enter keywords for the content or topic of interest on the Internet. The search engine then displays a group of websites containing that content. The keywords entered by the user and the search results are usually presented in the form of a list of results, commonly called "search engine results pages". The results can be images, video clips, audio clips, articles, etc. One of the main functions of a search engine is to ensure optimal search performance, full coverage of network information, equal access to all resources, these tasks are solved on the basis of statistical processing of information [1]. All search engines are unique. All methods used to index and systematize documents are confidential, but the basic principles of search engines are similar. The general structure of a search engine is shown in the figure 30.

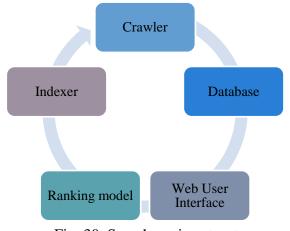


Fig. 30. Search engine structure *Source:* developed by the author based on data [2].



1. Crawler. Sometimes called a spider or spiderbot, often shortened to "crawl". It is a computer program that systematically, automatically, and in an organized manner crawls the Internet to discover new content added to the Internet. It is usually performed by search engines for the purpose of indexing the Internet. Search engine crawling scans online documents to identify new documents to include in the index and database. In search engines, the process of entering information is called indexing. Search engines have a registration mechanism. It allows website owners to manually add their pages to the indexing queue.

Search Scanning Functions:

- Research web pages using a list of web addresses or web site links obtained from a previous web crawl.
- Extract links from other pages on a site.
- Check addresses entered manually by webmasters (registration in a search engine).
- **2. Indexer.** This is where the pages found during the crawling process are stored. The search engine analyzes the page content, stores all the information in its index and organizes it so that it is displayed on the search results page. A list of document words is compiled that are potential keywords for Internet users' search queries, each search engine has its own indexing algorithms and file indexing formats.
- **3. Database:** is a collection of information or data organized and stored in electronic form or in a computer system so that it can be easily accessed, modified, and managed. Databases are used by organizations to store, retrieve, and manage and manage information. With the development of databases, a new tool has been invented to facilitate database management using special software called database management systems. It is the process of creating a database and calculating the internal and external characteristics of pages. to determine their suitability and rank them in future search engine results for specific queries.
- **4. Ranking model.** This is the stage where content is retrieved from the search engine index and displayed to the user on the search results page, and is also ordered according to its relevance to a specific Internet search query. The server contacts the index server and searches for pages containing keywords that match the query.
- **5. Web User Interface.** The database is searched for the required pages and sorted to select pages from the search engine database that match the user's search query and arrange them in descending order according to their relevance to the search query, as well as parts. Are created from (excerpts, clips or paragraphs) for placement in search engine results [3-5]. Since there is no unified approach to classifying search engine types in the scientific REFERENCE, based on analysis and generalizations, a classification of search engine types can be presented, as shown in Figure 31.





Fig. 31. Types of Search Engines in the Modern World *Source:* developed by the author based on data [6-7].

The classified types of search engines play an important role in obtaining the final search result, as global search engines are designed to search for information on the Internet without specifying a specific topic or specific search criteria. However, local search engines act exactly the opposite, they are search engines. In local networks or specific resources.

- 1. General Search Engines: they allow users to search all types of content such as text, graphics, audio and video. The search is carried out across all Internet resources. The most famous search engine in the world is Google. relies on intelligent algorithms that help display results that are more accurate and relevant to what the user was looking for.
- **2. Private search engines:** This type of system is located in a private institution, library or research laboratory and includes the institution's database for the sole purpose of facilitating the process of searching for information within that institution. Examples of such systems are: search engines used in universities, as this is where their confidentiality lies when searching for information structured or formatted in a certain way.
- **3. Specialized search engines:** Their goal is to find information that is of interest to specific social groups (religious, professional, and others). In modern conditions, commercial targeted search engines are practically non-existent. They have been replaced by global search engines. systems that provide effective search results in any direction [6-7].

Search engine functions:

- 1. Providing the correct and expected response to the user's request: this satisfies the user's need to search for information, ensures loyalty to the search engine and will not give a reason to use another search engine, and to ensure this result, it is necessary to obtain the top ten search queries that are more relevant to the user's request.
- **2. Ensuring website traffic conversion:** initially it is necessary to achieve a result that will contribute to the financial reward for website owners and entrepreneurs in the form of profits provided through standard marketing elements such as



positioning, advertising and public relations [8]. In order for a site to be in the top three or ten search engine rankings, it is necessary to study, analyze or know all the main criteria of search engines and try to improve them, since these criteria can be divided into two main groups: text and non-text.

•Text criteria for search engines. This criterion is characterized by the fact that the website rating depends on the assessment of the quality of the text content of the pages, that is, the correspondence of the page content to the keyword that the user is looking for in search engines. They work with them at the stage of creating the semantic core of the site and filling it with text content. It is known that the search engine gives the results on the first page of the search that are most relevant to the search engine. user request, that is, its content corresponds to the required criteria as much as possible and must correspond to them. At the same time, attention is paid to the correctness of filling in the title phrase, page description, the presence of the main request in the headings.

•Non-text criteria for search engines. This criterion is implemented after the publication and indexing of the site, since the rules for determining the classification of Internet resources by non-text criteria do not depend on the assessment of the quality of their content, since it has a slightly different website classification coefficient, which is the result of an external cookie. The system operates on the principle of taking into account the number of links to the web source, assessing the reliability of the referring resources and checking the registration in the website directories [9].

Search Engine Advertising — is an advertising strategy that improves the visibility of a website through paid methods that allow ads to be displayed directly in search results and even in the first results of various search engines. Advertisers display their ads to people who are searching for something, using keywords, and are charged. Once the ad link is clicked, the keywords that the target audience is searching for are used in the ad to reach the segments most interested in the activity you are advertising. Since search engine advertising is one of the most popular. Convenient and effective ways to advertise and promote products online, the method of using them is simple. Directly consumers often use a search engine to select and compare purchase options before making a purchase decision. Search engine advertising provides relevant search results based on the specific needs of the consumer. Paid search advertising reduces the cost of searching on the Internet for users and increases access to useful information. In a limited time, search engine advertising is an alternative to SEO and SEM [10-11].

Search engine advertising (also known as paid search)) — is a form of online advertising where organizations pay to have their ads displayed on search engines. It provides access to a wider audience than they can reach through organic search. It



also provides immediate search. A way for organizations to measure how well their marketing campaigns are performing by tracking how many people visit their website after seeing search engine ads, search engine advertising can be expensive, but it is often worth it as it provides high click-through rates and a long-term ROI.

Search Engine Advertising — is a form of paid online advertising that allows organizations to reach potential customers searching for products similar to their own by placing targeted advertisements on search engines that send these advertisements to individuals who have shown an interest in the advertised products.

Methods of displaying advertisements

- Text Ads
- Image Ads
- Video Ads

Each type of advertising has its own strengths and weaknesses that need to be considered when choosing the most effective ways to reach your target audience. One of the benefits of using them is that they are highly targeted, meaning you can target your advertising campaign specifically to the people who are likely to be interested in what they offer, which is ideal for organizations with limited resources or marketing budget constraints, is that they are cost-effective, meaning you can spend less money per click compared to other online advertising. They also allow organizations to reach a wide range of potential customers, including people browsing the internet on their mobile devices or desktop computers.

Search Engine Advertising Elements:

- **1. Ad Title:** This is the most visible part of the ad. For this reason, it should contain targeted and relevant keywords and phrases, as well as descriptive language that explains the products or information that can be found on the page. Be attractive because it is the first thing the user sees.
- **2.** Advertising Link Title: This is the title of the search engine ad that users want to click on. Display titles appear in green or blue directly below the title.
- **3. Target words:** Target words are selected for advertising because Google provides detailed results about the search volume and cost of each word individually.
- **4. Text:** Text description is used in search engines to highlight important details about products and convince users why they chose the ad to click on the site and visit it, so you should pay close attention to the choice of words in this description to attract users to click and the words should be truthful and reflect the content of the ad so that it does not cost the wrong user a single click.. [11].

Search Engine Properties. When we talk about search engine optimization, we mean personalization and gradual optimization of the website. These actions can have a noticeable impact on the ranking of the website pages in the natural search results. In combination with them, you should optimize the website. Satisfy the



needs of users, and one of them is "Users" is a search engine that helps other users find content.

Forms of Search Engine Optimization

- 1. Search Engine Advertising: Search engine advertising refers to the use of ads placed on Google, Bing, Yahoo! and other major search engines. It is a time-tested method of attracting potential customers through targeted advertising campaigns, which can then be converted into paying customers through SEM campaigns.
- **2. Search Engine Marketing (SEM)):** it uses paid or free methods to promote a website or web page in a search engine with the possibility of using them to increase click-through rates by targeting potential customers with relevant ads.
- **3. Search Engine Optimization (SEO):** is the process of improving the visibility and ranking of a website or web page in search engines through organic methods. Search engine optimization helps a website rank higher in search engine results pages, which increases the likelihood of. People finding content and clicking on it, when properly combined, increases growth, however, if the site is not optimized properly or you use advertising incorrectly, you can lose traffic and profits entirely. [12].

Benefits of Search Engine Advertising:

- 1. Speed of implementation: Search engine advertising is a quick and easy way to improve the appearance and ranking of a website in search engines as it allows you to advertise on the main search engine with the ability to create ads that are relevant to your target audience and a quick budget, as well as track the effectiveness of your advertising campaigns so you can know which keywords are attracting the most clicks, which is ideal for small organizations and businessmen who want to increase the visibility of their website.
- **2. Appears before normal results:** If you want instant ranking results and have enough budget to run a search engine advertising campaign, do it.
- **3. Ease of analysis of results:** Search engine advertising is a form of online marketing that allows organizations to advertise on search engines, as these ads are often displayed next to a user's search results and can be targeted to a specific demographic or interest. For example: All search engine platforms provide users with comprehensive data analysis and probability tracking.

Advertisers can get detailed infographics of their campaigns:

- Impression.
- Click-through rate.
- *CTR*.
- Conversion rate.
- Value received vs. money spent.
- Average time spent on page.



- User geographic data.
- **4. Increasing business brand awareness:** One of the main benefits is helping businesses increase their brand awareness by appearing in the top organic search results for relevant keywords. This increased visibility can improve website traffic and conversions, as customers searching for products or services are more likely to find you there.
- **5. High user engagement:** When you reach out to your audience using keywords, you reach relevant target people who can convert into buyers.
- 6. **Целевой отбор**. Search engine advertising allows businesses to target ads specifically to people who have already shown interest in their products. This type of targeting is often more effective than traditional advertising campaigns because it takes into account the unique preferences of the target audience. [13].

Types of Search Ads:

- 1. Organic Search Advertising: This is the most effective form of online marketing because it is free and based on user behavior rather than tracking or cookie targeting. Campaigns should be targeted at keywords that are relevant to the website's content and audience.
- **2. Paid advertising in search engines:** is a more targeted form of organic search engine advertising that uses pay-per-click bidding strategies to generate leads from advertisers. Campaigns can be targeted to specific demographics or interests through keyword research.
- **3. Display advertising** are advertisements that are displayed on websites in a format that can be viewed without clicking through to another page. They can be placed before articles, videos, etc., and are also commonly found in the sidebar area and footer links. They have a shorter lifespan than other forms of online marketing, as they are often replaced by new ads after a certain period of time.
- **4. Behavioral advertising:** a general term for all forms of digital marketing that use data tracking and analysis to understand consumer behavior and preferences. This includes things like cookies, social media tracking, and web analytics. [14].

Cost of advertising in search engines:

1. Cost per action: is the total cost spent on obtaining the actions requested by customers. Typically, this action is a purchase, registration, subscription, or many other operations. You can calculate the cost of one procedure by following the following equation:

$$CPA = MC/a.$$
 (1)

CPA: Cost per action. For example, \$10 per action.

MC: means marketing costs.

a: means the number of procedures.



- CPA This is a figure used to calculate the cost of advertising because it refers to the amount a company pays for each completed sale as a result of an advertising campaign.
- 2. Cost per click: this is the amount you get each time a user clicks on an ad. The advertiser determines the cost per click for each ad, as some advertisers may be willing to pay more than others pay for each click, and it depends on the nature of the click. What is being advertised, the cost per click is determined by two factors: the bid (how much advertisers are willing to pay) and the quality of the ad, the higher the bid, the more expensive the ad. There is advertising, and the lower the quality of the ad, the cheaper it is.
- **3. Price per view:** Cost per view is a metric that measures how much money an advertiser spends on each person who sees their ad on a search engine. Cost per view is calculated by taking into account the total number of clicks, impressions, and conversions. all ads presented to users who may be interested in the advertised products. The higher the cost per view, the more money the advertiser spends per view. This metric can help determine whether an advertising campaign is profitable or not.
- **4. Price per thousand cost per thousand:** This unit is used in marketing as a benchmark measure to calculate the relative cost of one advertising campaign or one message on a particular medium. It is also used to compare different prices for advertising campaigns in multimedia using the formula:

Cost per thousand impressions = Cost * 1000 / target audience. [15].

Benefits of Search Engine Advertising:

- 1. Perfect targeting: Advertising depends on keyword search. It offers ads that are precisely targeted to the target audience. Therefore, paid ads are considered less intrusive than other types of advertising, so they significantly help in increasing the conversion rate and achieving a clear return on investment.
- **2. Lightness, flexibility and speed:** Quick and easy preparation, as it can be prepared in just a few hours. The ability to make changes to the ad, as the content and budget can be changed depending on the user behavior target audience.
- **3. Budget control:** Google Ads gives you complete control over your ad spend, with no minimum. You decide how much you spend monthly, daily, or per ad, and only pay for ad clicks. Change ad properties and targeting to adjust your CTR appear.
- **4.** A convenient way to display information and manage your campaign: Google Ads offers a variety of tools to manage and track your accounts.
- **5. Increase brand awareness:** This helps to increase brand awareness as appearing in the top search results increases the value and trust of the audience.



- **6.** Relatively low cost of attracting the target audience and ease of use: the ability to place an ad in a matter of seconds and make a quick payment by credit card or electronic money.
- **7. Fast results:** When you pay for search engine advertising, the results appear on the first page and are tailored to your search parameters, meaning you can get results immediately after launching your campaign.
- **8. Accurate reports:** Search engines provide advertisers with accurate data and analysis of advertising campaigns through the search engine, allowing them to track the effectiveness of the campaign and easily measure its results, such as the total number of impressions the audience received from the campaign, the number of click-through rates, conversion rate, cost per conversion, and the geographic location of the impression, the type, what device the visitor is using, and what is the average time spent on the page [16].

Search Advertising Best Practices:

- 1. Define your business goal: The goal of search engine advertising is to increase traffic to your website from Google and other major search engines. Common goals include increasing web traffic, generating leads, and generating sales. When setting goals, it is important to consider your target market and the type of content on your website. For example, if you sell clothing online, you may want to focus your push ads on clicks on fashion-related keywords, periodically assessing the success of your campaigns and making adjustments as needed. By tracking your key performance indicators, you can determine whether your investments are achieving results and identify areas where you can improve your campaigns overall.
- 2. Choose the right keywords for your products: When choosing keywords for products, choose words that are relevant and valuable to your target audience. Identifying the right keywords can be difficult. Look for keywords that are related to the products. For example, if you sell clothing, you might include terms like "women's clothing," "men's clothing," "children's clothing," and "fashion." Think about words that people might use when searching for product information online. When searching online, look for long-tail keywords (keywords that are not typically related to a specific topic). These keywords tend to have high click-through rates because they are more likely to be searched for by people who want or need the information included in the article/video/post/etc. Long-tail keywords cover specific product names, product name variations, and synonyms for your target market. Use our keyword research tool to find new, compelling keywords that match the needs of your target market. These tools can help you find keywords you wouldn't have thought of yourself. And increase the visibility of organic search results [17].
- **3. Set up search engine marketing campaigns:** Setting up search engine marketing ads means targeting specific users based on their behavior and interests.



This way, you can reach those who are interested in your products. Setting up search engine advertising campaigns increases your chances of reaching the right people. Yes, by tracking how people use your website and understanding their interests, you can target ads accordingly. This way, you can improve your CTR and brand awareness. There are several different ways to set up search engine ads. You can target keywords, demographics, or even websites that users have visited in the past. By following these steps, you can create customized campaigns that will help you reach your target audience more effectively.

- **4. Geotargeting:** Geotargeting of advertising is a form of digital marketing that allows you to target ads based on geographic location. Advertisers aim to reach audiences in their region who are interested in the products. You can target users based on different criteria. Criteria such as countries. Large companies can choose this option. Since it has enough resources to implement a country and city targeting strategy, it is a smart option for smaller brands that only operate in one area of the country.
- **5. Advertisement content:** Remember, you will be at the top of the site if you pay money, but to move visitors down the marketing funnel, you must create content that resonates with them. In this highly competitive environment, you must stand out from the competition, provide unique content, and explain the benefits of your products.
- **6. Content Optimization:** When visitors land on your site, they should see that you care about their experience. First, optimize your pages for each device. Today, people use multiple devices such as smartphones, tablets, and computers. Page response times are slow, they will leave, and you may lose potential customers.
- **7. Test and optimize:** Test and optimize your SEO efforts to ensure the best possible results. There are methods you can use to test your website's SEO, each with its own benefits and limitations. For example, conversion rate optimization, which is the practice of making changes to a landing page after a click to improve conversion rates. While best practices can be helpful, they should not be relied upon as a replacement for A/B testing. two versions of a landing page and then compare their conversion rates. Testing involves different combinations of elements on a web page to see which one performs better. For example, you might test two intros with different images to see which one converts more people into customers. Multivariate testing also allows you to test changes and interactions between multiple elements. For example, test two images and two copies to see how well they work together. [18].



Search Advertising Tools:

•Google Adwords.

Google Ads – is a paid search engine advertising platform that allows businesses to advertise on google.com, offering a variety of different ad formats and targeting options, making it an effective way for businesses to reach potential customers online. Google AdWords also allows businesses to track their performance metrics in real time, making it easy to evaluate the effectiveness of their campaigns. For example, you can use it, which can be especially useful for brands that want to target specific demographics or interests. To promote products to people interested in health and fitness products, or you can target parents with ads related to safe online parenting. As the world's dominant search engine, Google has the ability to drive traffic back to your site from all over the web. With Google Ads, you can capitalize on this valuable source of traffic and increase your overall online visibility.

•Semrash

It is a tool that allows users to track the effectiveness of Google advertising on their website as well as other online marketing campaigns as it provides users with detailed reports on the advertising performance and search engine optimization of their website as well as information on other online marketing campaigns. This data can help organizations improve the visibility of their websites in search engines.

• Advertising in Bing/Yahoo.

Bing Ads — is a search engine advertising platform that allows organizations to target ads to users searching on Yahoo Ads. Search engine advertising is a way to reach potential customers searching for their products by targeting ads specifically to people using specific search engines. organizations can expand their presence and reach, so organizations need to choose the platform that best suits their needs.

•Trend Google

This is a great tool that identifies the volume of searches for specific words and phrases and which countries are leading in, as well as the ability to perform comparisons between multiple words, and is a standout for local organizations. from Google for free. It is also a useful tool for geographic programs in general. It provides search volumes for users who are popular in the most popular segments within 24 hours by region, and also shows seasonal fluctuations in keywords and will therefore provide an attractive advantage when conducting research. [19].



Comparison of Search Engine Optimization and Search Engine Advertising.

	Search Engine Optimization	Search Engine Advertising
	- The cost of delivery does not directly	-You can work with a limited budget.
Positives	depend on the number of orders.	-You can quickly start, stop, or make changes
	- Money is invested in the	to your campaign.
	development of the site, not the search	-No special search engine knowledge
	engine.	required.
	- We feel the result for a long time.	-You get paid per result - click or impression.
	- The site is optimized for all search	-Get results fast.
	engines at once.	-Increases website traffic.
	- Control of the place from where	-Target a specific area and control where your
	visitors come	visitors are coming from.
		-Traffic is measurable, so you can know if
		you're going to make a profit.
Sa	- Low efficiency.	-If the topic is competitive and popular, the
	- Results take a long time - within one	budget may be too big.
	to three months.	-Traffic stops as soon as the money runs out
	- It is not profitable if orders are	on the account.
	infrequent.	-It is necessary to conduct a separate
tiv	- Often driven by recommendations,	campaign in all search engines.
ga	not results.	-There is a risk of increase from competitors
Negatives	- There is no guarantee.	
	- Since the rules are not clear, there is	
	a risk of being excluded from the	
	search engine index.	
	- Need for search engine optimization	
	specialists.	

Source: developed by the author based on data [20-23].

Search Engine Optimization.

In today's business environment, every organization strives to develop and expand its business using the resources and tools available on the Internet. However, an organization's online resources, especially websites, require regular support, maintenance, and development across multiple channels to ensure smooth operation. efficiency of the marketing business, since the efficiency of a modern website is ensured by various combinations of the most important elements and tools of search engine optimization.

Website search engine optimization is also a type of online promotion, unlike other channels. since it is aimed at increasing the percentage of free traffic from the search engine to the desired site and achieving the main goal of promotion, which is to increase target activity (purchases) and traffic. Creating a website for any organization is a rational solution for business promotion, which will ensure the presence of an attractive design or products that will interest a large number of customers. However, in addition to an attractive design and the need for products, convenience is necessary. Simplicity and navigation of the site's web pages are



important for users. It should be noted that there are many studies in the scientific REFERENCE on the main areas of search engine optimization, but there is no single approach to identifying the main elements and tools, which requires a more detailed study. Based on this, as well as on the structuring of opinions and a scientific approach, the author highlights the advantages of promoting search engine optimization of websites [24]. Certainly, in modern conditions, the effectiveness of marketing directly depends on the effectiveness of promotion and brand positioning of companies, which cannot be imagined without SEO tools. The author has structured and presented in Fig. 32.



Fig. 32. Benefits of Website Promotion for SEO. *Source:* developed by the author based on data [25-26].

- 1. Increased trust in a product or organization's brand: In today's environment, many users are not interested in advertising, so unlike SEO research, there is discomfort, since their tools can be supported in the same language as the viewing audience. Analyze and customize products according to mood and preferences.
- **2.** Guarantee of long-term results in search engine optimization: This trend does not require constant payment of money, since the advertising results provide a long-term result within several months after preparation and good implementation, which cannot be achieved by other advertising methods.
- **3. Increasing the reach of the target audience:** The user pays maximum attention to almost the first 15 websites that appear as a result of a search query. If a website ranks as high as possible, it obviously has a much better chance of attracting new potential customers, as well as increasing target activity (purchases) from existing customers.



- **4. Optimal cost of search engine optimization services:** unlike other channels, financial investments in search engine optimization of advertising are much cheaper for website owners. For example, if you compare financial investments in context and search engine optimization, the latter will. Lead to significant profits.
- 5. Increasing target actions and traffic to the organization's website: Search engine optimization not only directs the user to the site, but also makes it possible to activate this user to perform an action to increase the frequency of target actions (purchases) [26].



CHAPTER 7

ADVERTISING THROUGH SOCIAL NETWORKS

The world is witnessing rapid economic, social and technological development that affects humanity through the emergence of new means of communication and the emergence of new forms of relationships between people, organizations and countries. The constant growth in the number of social media users and countries. wide coverage of regions makes them an excellent marketing platform due to the ease of use and growing popularity in social media marketing, which is currently one of the most powerful communication tools to communicate with the audience to build a brand. Increase sales and increase traffic through websites, including publishing attractive content, listening to subscribers, engaging them and analyzing the results, as this allows personal communication with the target audience to obtain accurate data on interests [1]

The term "social networks" appeared long before the Internet and has nothing to do with it, since it was first introduced by sociologist James Barnes in 1954. The concept in a simplified form meant a certain group of knowledge, the center of one of which was, and the rest were its branches, and it was on this basis that all modern networks were created [2].

Social media — These are sites where individuals, groups or organizations come together and have the opportunity to communicate with each other and exchange information about various interests, whether they are related to values, visions, ideas, financial exchange, friendship, affinity, kinship, hatred, etc.

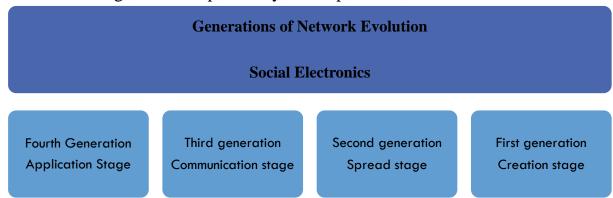


Fig. 33. Generations of development of social electronic networks. *Source:* developed by the author based on data [3-5].

1. First generation: foundation stage: this generation appeared in the nineties with the beginning of the emergence of websites on the Internet (web1). Despite its weak capabilities compared to current developments, it represents more of a foundational stage than an initial stage, as all attempts to create networks failed and this generation was not destined to survive due to the weak capabilities that these sites offered to visitors, as well as the limited spread of the Internet in the world [3].



- 2. Second generation: Spread stage: this generation appeared in response to the development of Internet sites with the beginning of the emergence of (web2), which is characterized by the development of electronic means of communication, whether through instant chat, images or video clips, such as Yahoo! Messenger and Hotmail began to appear again, as well as social networking sites, and the American site (my space) is considered the beginning of the second phase of social networks. Many networking sites followed, but strong competition between social networks led to the emergence of successful models, primarily YouTube, Twitter and Facebook, which were able to use the characteristics of (Web2) to include individual elements such as video and photo features, instant chats, and the exchange of ideas and social situations. This generation, social networks have achieved many successes at the level of dating, data collection and marketing [4].
- 3. Third Generation: Communication Stage: this generation was born out of the development of hardware and software components of the Internet infrastructure. It witnessed the beginning of the emergence of the third generation of the Internet (Web 3.0). Which featured artificial intelligence and the ability to tabulate and classify information, as well as the development of physical components through the provision of third generation (3G) services on a large scale and the increase in Internet speed in homes, as well as the spread of Internet use through mobile phones, which allowed social media networks to capitalize on their features and work on developing communication tools between their users and expanding their markets, as it is a media information tool to obtain information in the shortest possible time and distribute it to as many people as possible in the simplest ways.
- **4. Fourth generation: the application stage:** social networks and websites are no longer limited to web systems, but rather are turning to a new, promising and powerful market, which is mobile phone applications. The spread of the fourth generation of Internet (4G) among users has made it possible to access the Internet through phones, computers, smart TVs and other modern devices. This generation is characterized by application dependence, and each website has its own application with the ability to access it in a way characterized by simplicity, speed and specialization in the transmission of information. The rapid development of electronic devices means that people connect to the Internet at any time and in any place and thus have an Internet connection. Social networks, which have greatly benefited from this rapid technological development [5].

Advertising in social networks — is a marketing strategy that uses social media platforms such as Facebook, Instagram, Twitter, LinkedIn and others to display advertisements and marketing messages to the target audience. These ads aim to increase brand awareness, increase engagement with content. Increase sales and increase customer demand.



Social Media Advertising Concept: is a way to display advertisements or sponsored marketing messages on popular social media platforms and target a specific sub-audience. Pay-per-click advertising, branded content, influencers or display advertising are all examples of social media advertising. With the ability to know if an advertisement is paid by seeing a sponsored or promoted sign next to a post, as each channel on social media sites differs from the other depending on the campaign and audience, like Twitter. offers short-form content while Instagram mainly focuses on visual content. While Facebook has its own marketplace for shopaholics, LinkedIn is home to business professionals.

The Importance of Using Social Media Advertising social media including advertising is an integral part of our daily lives, but have you ever thought about how to use it to improve your business or increase awareness of the brand that represents you? Marketing through social media platforms like Facebook, Twitter, Instagram, LinkedIn and more is a strategy that depends on engaging your audience through these platforms. This type of marketing allows you to directly interact with your target audience and establish a permanent connection and fruitful relationship with them, just like social media advertising does. [6].

Important Marketing Tools in the Modern Era Which Are Considered Very Important for Several Reasons:

- 1. Wide and targeted coverage: Social media advertising provides a broad and targeted reach to the public as these advertisements can be targeted based on personal data, interests and previous behavior of users on social platforms. This step increases the chances of reaching the relevant audience and thus increasing the effectiveness of marketing campaigns.
- **2. Presence of a target audience:** social media is a space where people spend most of their daily time, and therefore, ads appearing on these platforms provide an effective opportunity to reach the target audience at the right time and can appear during browsing. Users receive news and social content, which enhances their viewing and interaction opportunities.
- **3.** The ability to interact and share: Social media advertising allows users to instantly interact and engage with brands. Audiences can express their ad excitement, comment on it, and share it with others, which improves brand engagement and helps increase awareness and reach.
- **4. Continuously evaluate and improve performance:** Social media advertising provides powerful analytics tools that allow advertisers to measure the effectiveness of their marketing campaigns, allowing them to track the number of views, clicks, and interactions with their ads. This data helps evaluate the effectiveness of their campaigns and identify strengths, weaknesses, and areas for improvement. This



analysis allows you to make informed strategic decisions and adjust your campaigns to achieve the best results.

5. Reduce costs and achieve effective return on investment: Social media advertising is a cost-effective method compared to traditional marketing methods. Small and medium-sized organizations can benefit from this tool to promote their products at a reasonable cost for precise audience targeting and continuous performance analysis. High ROI can be achieved, leading to increased sales and revenue. [6].

Benefits of Social Media Advertising:

- 1. Knowing customer information: this gives customers more opportunities to communicate and express their opinions about the products provided to them, which opens the way to communicate with them and know their social and cultural environment, which will subsequently help in developing marketing plans for them.
- **2. Reaching a large number of target audiences:** Social networking sites provide the opportunity to reach as many customers as possible through free or paid content using so-called advertising.
- 3. Lower cost compared to traditional advertising methods: Traditional marketing methods are represented by advertising on TV, radio, newspapers or famous magazines. Of course, the cost of advertising on these platforms will be much higher than advertising on social media. On social media sites, you can only reach target customers, unlike traditional advertising, which is seen by all people, not just the target group, and it is useless at the stage of measuring the success of your goals.
- **4. Gaining customer trust and loyalty:** Customers become more loyal to a brand if you provide them with an easy way to communicate, which allows social media sites to build ongoing and long-term relationships with their target audience if they have questions or complaints and find an answer that takes into account their complaints and opinions.
- 5. Increasing the number of website visitors: through social media sites, you can post links to the products that you offer to customers. Accordingly, the customer can go to the website directly by opening the links that you have attached to the content through social media pages, which leads to an increase in the number of visitors to the site. The number of visits to the site increases, which converts these visits into purchases. Using marketing through social media sites does not require an academic degree, as it can be done by business owners themselves. However, it is better to rely on a specialized and more experienced marketer to ensure faster access [7].



Types of advertising in social networks:

The areas of advertising in social networks are experiencing rapid development, as the advertising market is growing at a significant rate, and the number of different types of advertising through social networks is rapidly increasing. Every year, marketers and advertisers are developing more and more advertising tools and much more. different types of communication channels with customers arise. If you compare. Such advertising in traditional media can very quickly attract new customers due to its high efficiency. Many project owners, from small businesses to large organizations, do not know about this using this method, you can not only effectively promote products, but also save significantly. This is essential in an advertising campaign, and this is most likely due to the lack of ordinary knowledge about how to advertise through social networks, where a wide range of types are offered that meet the needs of brands and effectively target the audience [8].

- 1. Text advertising: This type of advertising uses texts to convey the message as they are full of simplicity and clarity, making them effective in stimulating quick engagement.
- **2. Display advertising:** images and graphics are used to convey the message. They are attractive and are used to highlight the brand and attract attention. This type of advertising is suitable for increasing brand awareness as it contains all the visual details of the logo, fonts and colors.
- **3. Video advertising:** Video is considered a powerful means of communication. Attractive and interesting stories can be included that immediately engage with viewers. It is recommended that the video length be less than a minute, as the longer it is, the fewer views it will receive.
- **4. Interactive advertising:** These ads allow the audience to directly participate and interact, which improves user engagement and creates a stronger connection.
- **5.** Advertising exchange: encourages the sharing of information on social networks, where users can publish content and express their opinions.
- **6. Story-based advertising:** This type is used to tell stories that reflect brand values and stimulate emotional interaction, as it allows images and videos to be displayed interactively and remain there for 24 hours and then disappear. It is also possible to link them to a website or store to get visits, as the variety of these types allows brands to significantly interact with the audience and shows the importance of defining the goal and choosing the right type to get the most out of advertising campaigns. [9].

How to Create a Successful Social Media Advertising Campaign

If you want to improve your online presence and achieve positive results through social media, launching an effective advertising campaign may be the right move. [10].



A Quick Guide to Creating a Successful Campaign:

- 1. Clearly defining the goals. Defining the campaign goals is the first step to success. Are you looking to increase brand awareness, generate leads, increase website traffic or boost sales? Having clear goals will guide your campaign strategy.
- **2. Define your target audience:** Conduct comprehensive audience research, understand their demographics (age, gender, location), interests and online behavior. This information will help you create content that resonates with your target audience.
- **3. Select the appropriate platforms:** Choose platforms where your target audience is primarily located. Each platform has its own style and audience. For example, if you are targeting professionals, LinkedIn may be more effective than Tiktok.
- **4. Content differentiation:** Create promotional content that grabs attention, communicates your message effectively, and stands out from the competition. Whether it's using eye-catching images, engaging copy, or compelling videos, make sure your content is aligned with your campaign goals.
- **5. Set a budget and schedule:** Determine how much you want to spend on your campaign and when you want your ads to run. Think about daily budgets and ad scheduling to maximize their effectiveness.
- **6. Aim effectively:** Using the advanced targeting options provided by social media platforms, refine your audience based on factors such as demographics, interests, behavior, and even by retargeting previous website visitors.
- **7. Optimize your ad formats:** Choose ads that best fit your campaign goals, such as using video ads to tell stories or carousel ads to showcase multiple products.
- **8. Monitor and adjust:** Monitor your ad performance closely, such as clickthrough rate, conversion rate, and return on ad spend. Make adjustments throughout the cycle to improve results.
- **9. Ads for A/B testing:** Experiment with different ad elements, such as headlines, visuals, or calls to action, to determine which ones work best.
- 10. Track conversions: Implement conversion tracking to measure the success of your campaign. Track actions like signups, purchases, or form submissions to accurately measure your ROI.
- 11. Communicate with users: actively engage with users who interact with ads, respond to comments, answer questions, and help build a sense of community around the brand [11].

Popular Types of Social Media Campaigns:

1. Brand awareness campaigns: These campaigns aim to increase brand awareness and attract more viewers to the brand's content on social media platforms.



- **2. Engagement Campaigns:** designed to increase engagement with content, such as likes, comments and shares, in order to create an active community around the brand.
- **3. Sales promotion campaigns:** they are aimed at directly increasing sales by offering special offers or discounts to attract more customers.
- **4. Conversion Campaigns:** are used to convert audiences into real customers by encouraging actions such as making a purchase or downloading a specific app.
- **5. Product/service promotion campaigns:** Focus on marketing specific products and highlighting their features and benefits.
- **6. Interactive campaigns:** aimed at attracting active public participation through competitions, surveys, questions and other interactive activities.
- 7. Event Promotion Campaigns: are used to promote specific events such as conferences, seminars and grand openings.
- **8. Paid Content Promotion Campaigns:** Increase the reach of your social media content through paid promotion.
- **9. Direct response campaigns:** Encourage immediate action, such as filling out a form or signing up for a newsletter.
- **10. Content Marketing Campaigns:** publishing valuable, information-rich content that addresses the audience's problems or needs [12].

TikTok Pinterest Facebook Twitter Social Media Platforms Instagram Platforms LinkedIn

Fig. 34. Social media platforms where advertising is possible. *Source:* developed by the author based on data [13-14-15].

Most social media sites today offer tools and options designed to advertise and promote products that vary depending on the target audience, targeting parameters, and the content you post on them. Some platforms focus on text content, others on



visual content, and others. Here are a few platforms that allow you to advertise on them:

1. Facebook: It is one of the largest social networks in the world with over 1.9 billion daily users and growing, indicating a great opportunity to advertise products to a large and diverse audience. audience with different interests and demographics, with different types of ads. Text and video ads to achieve the set goals, and ads need to be tested constantly, as not all ads will work effectively at once, and some will not even lead to a result. one purchase! Therefore, you must display ads and continue to modify them so that the modification process includes: the images used and the target audience, so that these ads begin to convert customers into buyers. Do not repeat the same ads for all audience categories. Each targeted ad you create must be unique in some way, as you must create a specific ad for each specific audience category. Do not expect that a specific ad for a specific audience category will give the same results when you direct it to a completely different audience. [16].

Types of Facebook Advertising:

- Image and video ads: These are some of the simplest ad formats Facebook offers, and some of the most straightforward in terms of design. With a high-quality image or video, advertisers can highlight new products and brands and use them at any stage of the sales funnel.
- Story ads: These are image, video, or full-screen carousel ads that run across Facebook, Messenger, or Instagram. Unlike regular Stories, Stories ads don't disappear after 24 hours, giving them greater breadth and freedom of expression.
- Carousel ads: Carousel ads allow advertisers to display two or more images or videos in a single ad. Each ad can be presented with a headline, description, link, or call to action.
- Slideshow ads: These are video-like ads that use up to ten images or one video clip and run as a slideshow. They differ from video ads in that they load quickly and are easy to create.
- Collection ads Collection ads make it easier for people to discover, browse, and buy products from their phones. Each ad features a main video or image with multiple supporting images in a grid layout, creating an immersive experience.
- Messenger Ads: Messenger ads appear in the Chats tab of the Messenger app. If a customer clicks on the ad, they will be sent a detailed description of the products with a call to action to visit the site or start a conversation with an agent.
- their app through a demo-like process. By allowing users to test out your app before downloading or purchasing it, you can engage them without being intrusive.
- 2. Instagram: is a social media platform associated with Meta, the company that owns Facebook, but it focuses more on visual content of photos and videos, relying



on the advantage of visual content in providing information and data compared to text content. Instagram advertising can be used to achieve advertising goals related to increasing awareness, as well as brand representation and increasing sales and profits. The power of a hashtag should not be underestimated, as this method is used on other social platforms as well. When it comes to Instagram, it is considered an influential force. Instagram does a wonderful and useful job as it provides an analysis of the number of users who interact with a particular hashtag. Also, avoid using generic display images (stock images). Such images are of no use on Instagram. Instead, you should use specific, realistic images that are specific to the promotion process. Use attractive images as Instagram relies on stimulation and visual influence through images. Your efforts to publish quality images attract attention and attract the attention of the audience [17].

Types of advertising on Instagram:

- Photo and Video Ads: Since Instagram advertising relies heavily on photos and videos, photo and video ads are the most common ad type. Among the posts of friends and their followers, users may see ads that direct them to a business's Page, website, or store.
- Instant Ads: Formerly known as Canvas Ads, these are an immersive, full-screen format designed primarily for mobile devices. They can be supported in both Instagram Stories and Feeds.
- Collection Ads: Like Facebook, Collection Ads are designed to help users discover, browse, and purchase products using their mobile devices, with each ad featuring a collection of videos or images with smaller images of the product added in.
- Explore Feed Ads: Explore Feed ads are located on Instagram's Explore page, where users go to discover new content, watch new videos, and have new shopping experiences. With these ads, businesses can find responsive customers where they want to be found. Poll Ads: Poll Ads are an interactive format used on Instagram Stories to increase engagement and find what customers are looking for. These ads, while simple, can be very effective, giving audiences a chance to interact with a business.
- Instagram Shopping Ads: Instagram Shopping Ads allow shoppers to click on a product tag to learn more about the item and how to purchase it. These ads are used in the Instagram Shop to maximize product reach and promote shoppable posts.

Instagram should be your first choice if the brand is known for visually appealing products. Compelling visual content and clear brand messaging are key to the success of advertising here.

3. LinkedIn: it is aimed at marketing to organizations or individuals interested in business. It is a suitable and most effective social media platform compared to other

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social media platforms. In this aspect, it helps a lot in promoting and presenting the brand by sharing content. with the target audience, which requires continuous monitoring of the effectiveness. Advertise constantly, regardless of the social media platform used, but when it comes to LinkedIn, you should stop any ad that has a click-through rate of less than 0.1%. to achieve 1% and above click-through rate, set a higher budget. Therefore, advertising is targeted at the problems and challenges facing professionals. Considering that a large number of LinkedIn users are professionals, the focus should be on solving the problems they face. These professionals also target LinkedIn groups to achieve better results and greater returns on advertising, as these groups are a powerful tool as it is a place where business owners, entrepreneurs and professionals come together to discuss ideas and share information [18].

LinkedIn Advertising Types:

- Tailored Image & Video Ads: Tailored image and video ads allow brands to engage professional audiences with original image or video content at every stage of the buyer's journey, all delivered through the native LinkedIn feed.
- Carousel Ads: Carousel ads allow brands to tell an interactive story through a series of scrolling cards, images, or videos in the LinkedIn feed. These brands are highly customizable, from the content to the headline.
- Event Ads: Event Ads allow businesses to promote events or webinars on LinkedIn to maximize attendance.
- Document Ads: Document Ads help brands and businesses generate leads and increase customer engagement by sharing documents in the LinkedIn feed.
- Conversational Ads: Conversational Ads draw prospects into LinkedIn messaging to drive professional conversations and promote products.
- Sponsored Messages Sponsored messages allow businesses to send direct messages to potential customers to drive immediate action and start a conversation.
- Lead Forms: Lead generation forms make it easy for brands to collect high-quality leads from LinkedIn ads using pre-filled forms or documents.
- Text Ads: Text ads can attract new customers to your business using elements like memorable headlines, short descriptions, or additional images.
- Spotlight Ads: Spotlight ads showcase a brand's products or events and drive traffic to a website, landing page, or store.
- Follower Ads: Follower ads leverage existing connections to promote your LinkedIn page and attract additional followers.

LinkedIn — It is a powerful B2B advertising tool, making it an essential platform for businesses targeting professionals and decision makers. [19].



4. YouTube. Many people ignore YouTube advertising, but at the same time, it is one of the advertising options that Google provides in its advertising network, since most of its users are between the ages of 18 and 49. The aspects of YouTube are that it relies on videos to deliver advertising messages. Today, it is one of the most powerful types of content that influences the audience's purchasing decisions, and at the same time, you will get a lot of opportunities through free promotion by creating content and sharing it with the audience. [20].

Types of YouTube Advertising:

- Skippable Ads: This is considered one of the best types of ads in terms of pricing and viewing control. This type of ad allows the viewer to skip the ad after five seconds. The ad can appear in three places: before the video starts, while it is playing, or after it ends.
- Non-Skippable Ads: This method can be used if you want to convey a complete message to viewers as the ad is not skippable, provided that it is not longer than 15 seconds and can appear before the start, while it is playing, or after it ends. In this type, you force viewers to watch the ad until the end. This type of YouTube video promotion is not desirable for viewers.
- In-Feed Ads: These consist of a thumbnail image of the video with text describing the products and come in different sizes depending on the location where they are added or the device used. They appear in different places. They can be present in tooltips. areas next to relevant YouTube clips or as a feature in YouTube search results, on the YouTube homepage or on mobile phones, and the cost of these ads is based on the count when the user clicks to view the ad.
- Bumper ads: Bumper ads appear at the beginning, during or after a video, lasting no more than 6 seconds and not skippable. They also appear on Google partner sites and apps, so they are best suited to introduce a brand and products or even promote a specific event or drive traffic to a website.
- Off-video ads: These are off-video ads that are only for mobile phones. They only appear on Google partner websites and apps where they are placed in a banner or on the side and are initially displayed without sound, but when users click on them the sound plays, they are not counted. The cost of the ad if a person does not see two or more seconds of the ad, which is called the viewable CPM.
- Header Ads: This ad type can only be used as a header when booking with Google Sales Representatives, as it appears at the top of the YouTube homepage or YouTube app, and also displays elements from the YouTube channel on the side. The calculation method for this ad type is CPM [21].
- **5. Snapchat:** It is one of the popular social media platforms in the Gulf countries and the United States of America. If the audience is in one of these geographic locations, it provides various advertising options. Its users are mainly young people

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between the ages of 12 and 17 who are interested in visual content and it is generally considered effective for advertising products and brands, and internet users continue to be interested in videos and encourage younger users for future growth, it is an attractive platform [22].

Advertising Types: Snapchat

- Single Image and Video Ads: Single Image and Video ads are full-screen ads that are easy to create and can be used for any business purpose, from awareness to purchase.
- Collection Ads: Collection Ads display a range of products across four clickable tiles, giving users a seamless path to browse, browse, and purchase.
- Story Ads: Story Ads make it easy to reach users with a series of 3-20 individual image or video ads placed either on a content page or in a branded block under Discover.
- Lens Ads: Allow brands to create interactive moments using augmented reality that users can play or share with friends.
- Video Ads: These are non-skippable ads that appear for six seconds to three minutes and are used within tailored Snapchat content to engage with audiences and build brand awareness.
- Filter Ads: Filter ads use various Snapchat artistic overlays to stimulate conversations when visiting different areas or engaging in viral interactions [22].
- **6. Twitter:** if you are thinking about advertising on social media sites, it is necessary that Twitter should be on your list of options, providing unique advertising opportunities that target text content as well as visual content such as photos, videos.

At the same time, it allows you to get constant website visits or downloads on a regular basis, as it helps brands and businesses, big and small, achieve good results and ensure their growth over time. it is not about advertising, but about the ability to grow on its own. This is in contrast to Facebook pages, which usually need money to grow quickly [23].

Types of Twitter Advertising:

- Image and Video Ads: Image and video ads on Twitter allow businesses to highlight products and grab the attention of potential customers. They are easy to create and use, and can drive people to your website or drive campaigns through viral engagement.
- Carousel Ads: Carousel ads let you tell a story and drive users to your website or app. Using up to six images or videos that scroll horizontally, you can display multiple products or promotions.



- Instant Ads: Instant Ads allow users to create a series of tweets that tell a compelling story that goes beyond the usual characters, can feature multiple points of view, and promote unique stories.
- Text Ads: Twitter text ads resemble a standard tweet, including likes, replies, favorites, and retweets. These native ads look like regular Twitter content, allowing users to organically expand their business's reach.
- Follower Ads Follower ads promote your target audience's account, build awareness and attract new followers, appear as promoted tweets on your target audience's timeline, look organic and drive organic discovery.
- Twitter Boost Ads: Pre-roll ads that pair brands with premium content that customers are watching, from featured footage to viral clips. By reaching out to the customer, you can expand your existing audience.
- Twitter Takeover Ads: Place your brand ad at the top of the conversation as the first ad of the day. When your target audience refreshes their Twitter feed, this ad will be the first ad they see, leading to greater engagement.
- **7. Tiktok:** Tiktok has recently become one of the social networks with a large user base, competing even with major social networks such as Facebook and Instagram. Since you are interested in advertising and generating sales and profits, this is a real opportunity to achieve this. Focus mainly on videos, especially short ones [24].

Types of Tiktok Advertising:

- Image and Video Ads: Despite being a video platform, it supports both image and video ad formats. Brands can place both types of ads within the News Feed apps or between videos in a user's feed.
- In-Feed Ads: In-Feed Ads allow brands to easily and flexibly achieve their marketing goals. These ads appear in a user's feed for you and are designed to grab attention and drive engagement.
- Hashtag Ads: Branded hashtag ads are changing the way brands engage with their audiences by driving cultural trends and movements through viral challenges or hashtags.

Tiktok has evolved from being an "emerging platform" to a well-established one and shows tremendous potential for creative and engaging ads. If you're targeting a Gen Z audience, you need to be on the platform.

8. Pinterest: While TikTok focuses on video, we found that Pinterest is mostly about images, and as all marketers know, 71% of Pinterest users are women. If you want to promote women's accessories and products, this is a real opportunity for growth, while also providing you with a search engine that will help users access products. It's important to focus on trends because the idea of Pinterest is to be at the top of the trending list.



Keep an eye on what your competitors are doing. Look at the latest trending posts. Find out about the most important products. etc. Be creative. Don't forget that Pinterest users often see dozens, if not hundreds, of pinned images or videos every day.

Think about what you can do to make pinned images or videos stand out. It's all about grabbing their attention and keeping them there. Pinterest ads also use a highly targeted search engine, allowing brands to advertise [25].

Pinterest Ad Types:

- Standard and Video Ads: These are the primary choice of advertisers, allowing brands to deliver high-quality content that stands out in people's feeds. With these ads, you can grab people's attention and engage them.
- Carousel Ads: These are the standard icon but with multiple images. They are a great way to showcase different product features and capabilities, or even advertise multiple products at once.
- Idea Ads: These are multi-page spreads that can share ideas, showcase your brand's personality, and direct people to your store with unique content.

Social media marketing is a full-fledged marketing, not just promotion through various social platforms. Maintaining social media accounts is part of a marketing and communication strategy.

Taking into account the above, the author has stated the main advantages and disadvantages of organizing advertising campaigns through social networks, which are presented in the table 15.

Table 15
Advantages and Disadvantages of Advertising Through Social Networks

ε	\mathcal{E}
Advantages	Flaws
1. Expanding your social circle. This is a useful and effective tool for making new friends and making it easier to communicate with friends who have lost contact or with people who are impossible to meet in person, eliminating the need	1. Risks of fraud or identity theft. Private information published online can be accessed by anyone, as all it takes is a small amount of information to impact a person's life. For example, a person's personal identity can be accessed. Be stolen, which will cause great harm to them, as this risk
to contact them.	includes hacking and breaching of personal information.
2. Reduce barriers to communication: Social networking sites can be used to easily communicate ideas and opinions on a particular topic to a large number of people from any place and time. The accessible feature of sharing opinions also helps to open doors, exchange opinions and expand opportunities for participation in expressing opinions.	2. Waste of people's time: Social media, especially Facebook and other widely used sites are the most widely used thing on the internet, which in turn will increase the number of hours a person spends on social media and this may conflict with their responsibilities at work and others.
3. A means of forming effective public opinion. Social networks with their wide interaction between groups are a means of forming public opinion supporting certain issues, which leads to positive changes in certain aspects of life.	3. Penetrating into the privacy of individuals allows large companies targeting individuals to look for keywords a person uses while browsing, in addition to other data, to provide them with advertising that is tailored to their needs.



4. Effective Promotion Tool: Commercial companies use social media as a good tool to promote their products as there are many applications that specialize in promoting a specific service or product at a lower price, which leads to increased profits and reduced costs.	4. Committing crimes against users: Using social media can expose people to harassment in all its forms, and this can be especially prevalent among teenagers and young children in particular, so parents should pay attention to their web content to ensure that children are not exposed to any inappropriate content.
5. Following world news. The development of social networks has led to the fact that people do not wait for the eight o'clock news on television or the appearance of a newspaper, so they can learn the latest news and information through social networks. 6. Help for businessmen and organizations. Social networks allow businessmen and various organizations to communicate with clients, sell their products and expand the scope of their services. Many businessmen and organizations thrive entirely on social networks and cannot	5. Impact on family relationships. Social networking sites play a negative role in the quality and strength of family relationships, as the long hours a person spends browsing these sites and his preoccupation with his virtual relationships there lead to distance from his family members and weakening of the relationships he has with them. 6. Disruption of the system of customs and traditions: Social networks affect the system of customs, which in turn affects society as a whole. The increased openness that these sites provide can lead to the spread of new values that are contrary to customs and traditions. Traditions that society is accustomed to, which shape its identity.
operate without them. 7. Trust. People don't treat social media promotion as advertising, so they trust this information more than outright advertising.	7. Isolation: The use of social networking sites has become an alternative to real social interaction between people represented by family visits and attending social events, in addition to the long hours that people spend on these sites, which has led to their isolation and withdrawal.
8. Targeting: a clear function that allows you to select your audience as precisely as possible.	8. Reputation: The possibility of damaging your reputation is the possibility of being criticized harshly enough to make a mistake or receive bad reviews from users, as this will lead to a bad reputation and significantly affect sales.
9. Low Cost: This advertising is much cheaper than print, television and radio advertising because of its greater reach.	9. Addiction: Many people, especially teenagers, between the ages of 13 and 18 spend around 9 hours a day on social media. This is more than the hours spent sleeping, eating, drinking, and doing other activities! Some people even go so far as to say that they cannot go an entire hour without checking social media. This has a significant and negative
10. Feedback. The ability to quickly communicate with users, allowing you to immediately respond to audience comments.	impact on other aspects of life, as time is unconsciously spent using the internet at the expense of family, work, and school. Addiction to using these platforms also affects our overall

Source: developed by the author based on data [24-26].

concentration and causes scattered thinking.

Every marketer has an idea of how to attract customers. Some do advertising on social networks, SEO for the site, writing articles. And some work on the process of paid traffic attraction to the site, work with potential clients, interact with the target audience and use other marketing moves to conclude deals, the choice is always large and this is the main advantage of advertising.





CHAPTER 8

ADVERTISING BY EMAIL

E-mail — One of the most widely used developments on the Internet and an essential means of successful advertising, especially when it comes to influencing consumers. It is a means of transmitting electronic messages between organizations and individuals, since these messages are characterized by complete confidentiality. In all correspondence and individual privacy of individuals is preserved when sending electronic messages. It is an electronic service that allows users to exchange messages and documents without the use of paper, with the possibility of sending the same message to a large number of users. It reaches the desired party simultaneously, in a period not exceeding a few seconds, and for a small fee, with the possibility of sending messages in the form of text, images, videos or computer programs or files, etc. [1].

Usually, as soon as people connect to the Internet, they consult their e-mail, which is characterized by its informal nature and is an example of timely advertising, since the message can be sent at a time convenient for the interested person and received and viewed at a time convenient for the user, which increases the effectiveness of presence, since it is an important element of advertising. Email means having a large address base as many organizations prefer to create their own address list which is collected from their transaction files. Some organizations like (Yahoo-Hotmail) provide their users with a free email service in exchange for the organizations using this email to display their paid advertisements, their users data, when used skillfully and rationally this mechanism makes electronic advertising a powerful and effective means of online promotion [2].

Classification key advantages of electronic advertising are conceptualized and presented by the author in the figure 35.



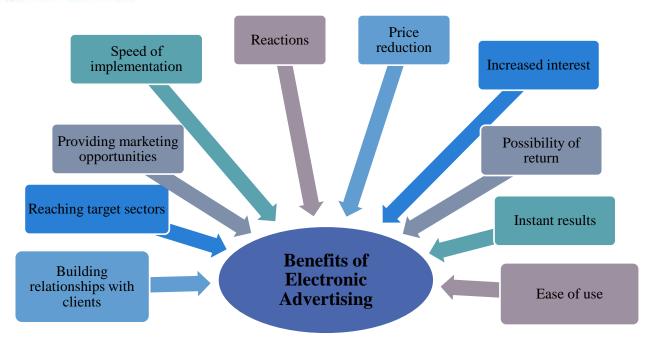


Fig. 35. Benefits of Electronic Advertising. *Source:* developed by the author based on data [3].

- **1. Build relationships with customers:** An email list provides a great opportunity to build relationships with people interested in your business.
 - **2. Coverage of target sectors:** by maintaining confidentiality and privacy.
- **3. Providing marketing options:** more flexible, which increases the effectiveness of other types of marketing and advertising.
- **4. Speed of implementation:** reaches the recipient within a few seconds, since frequent communication of Internet users with their emails guarantees a kind of real reception of the advertising message by email.
- **5. Feedback:** it is an effective way to find out the target audience's opinion about the advertised product or even the organization itself through the reaction of consumers, whether by sending them response messages on the advertiser's website or based on the number of comments or through the number of visits to the advertiser's website after informing them about the content of the advertisement.
- **6. Cost reduction:** The cost of distributing a message is virtually zero compared to other means of electronic advertising.
- 7. Increase interest: from the recipient's point of view, you can post interesting offers or send them to friends, colleagues and acquaintances with just one click.
 - **8. Possibility of return:** to the message at any time and from anywhere.
- **9. Immediate results:** the speed of response to purchases after sending a marketing email compared to other forms of marketing (such as print marketing) where you may have to wait days or even weeks to assess the success of the campaign.
 - **10. Ease of use:** the form can be reused several times [3].



Email messages:

- 1. Registration: A consent letter states that you will not be added to a mailing list unless you are given the opportunity to join. This is usually a mailing list, newsletter, or email subscription announcement. This is a web marketing term for an email that has asked for recipients in advance. By signing up on a website or in an advertising banner, web users are usually asked to sign up to receive promotional information about one or more product categories and therefore those who have signed up have given their consent in this case, as the individual to whom the email is sent, the message is not perceived as unwanted spam. Since many organizations collect subscriptions on their own sites or through specially designed advertising banners and then sell the mailing lists to marketers who have signed up for categories with different interests. A marketer sending an opt-in email may remind the recipient that he or she has previously expressed an interest in receiving such an email, which is not considered spam, giving the recipient the opportunity to be removed from the mailing list if they so choose. The email distribution model is sometimes called junk spam (spam) and allows the recipient to request removal as an unsubscribe [1-2].
- 2. Refusal to participate. Refusal these are various ways in which people can avoid receiving information about unwanted products after receiving the first messages. The list of those who have opted out of receiving information is called the "Robinson" list. must do in which some action (clicking on a link) to avoid further mailings to his address since this is based on the principle of passive consent, in this scenario no action is required since advertisers can interpret this as permission to add the address to mailing lists [3-4].

Due to the clear thematic separation of mailing lists and discussion lists, it becomes possible to influence the target audience with an interesting message from the recipient's point of view, which can be distributed among colleagues and acquaintances. Many experts agree that the response is placed correctly. Advertising in e-mail exceeds the response to banners. E-mail does not pose a financial burden to businesses compared to regular mail, and there are a number of effective and ethical methods (etiquette) of using e-mail as a means of communication. advertising tool [5].

Individual messages: Sending individual messages is an effective task, but it is time-consuming and involves painstaking work to collect addresses. At the same time, the messages reach people interested in the advertised products. A sales representative can find the address, postal addresses of people interested in the topic through their web pages, through their letters, business cards, advertising brochures of their organization, at conferences, in discussion lists, in relevant databases, etc.



How to get users email addresses:

- **1.** Using Free Email Sites. There are many websites on the internet that provide free email services and the most famous free email websites are (Yahoo Hotmail).
- **2. Organizing competitions or lotteries:** or providing discounts to registered users (during registration, an email address is provided and you may be asked whether you agree to receive news from the organization?
- **3. Registration on a closed site:** For regular users, when filling out a form, in addition to the login and password, the user specifies an email address.
- **4. Offered to free software users:** Access to advertising is included in the interface. To block advertising, the user must register and enter their email address.
- **5. Offers to provide an email address:** to obtain information from consumers or additional services.
- **6. Obtaining names, addresses and interests of new clients:** through some promotional activities via the organization's website page.
- **7. Sending messages to customers via existing customers:** This is one of the special methods in which the organization targets the current customers who have visited the website and are satisfied with their products by sending a message to their friends and acquaintances to inform them and introduce them to this website and its products. [3].

Rules for writing letters:

- 1. Address the person by name at the beginning of the message.
- 2. Clarify the purpose of the message to the recipient of the message.
- 3. Clarity and brevity of the message text.
- 4. It should not be in the form of direct advertising, but in the form of an offer that is useful to the recipient.
- 5. There is only one address in the recipient line, which means that each message is sent separately.
 - 6. Do not use an email address obtained from free mail servers as a return address.
- 7. Signing the message and indicating contact information: if the distribution of advertising messages is not welcomed by Internet users, the seller can express himself, the organization, or even the product in several lines of the signature.
- 8. Use short words that reflect the essence of the message, and avoid fraud and distortion in the advertising message. The message should express the essence of the topic in an attractive and non-misleading way, as this ensures honesty and positive interaction of the consumer with the advertiser.
 - 9. Politely conclude the message [6].

Requirements for electronic signature:

1. A horizontal dividing line separates the signature from the message itself and draws attention to it.



- 2. A clickable link to the active URL and email address of the organization's website.
- 3. The name of the author of the message, rather than just the name of the organization, since users prefer to receive emails from a human sender rather than from a mail bot.
- 4. It is advisable to include a small text or logo that gives an idea of the website, organization, or services. For commercial websites, it is recommended to include a mobile phone number, fax number, and mailing address.
- 5. It is recommended to limit the signature size to 5 lines, since a large signature with an announcement will be perceived negatively by the recipient and may be considered intrusive. The Conference Director may delete long signatures, since the Provider is limited by the small size of the signature. It is useful to have different signature options and uses depending on the situation [3-6].

Mailing lists: a list containing a set of email addresses and other information such as first and last names, as well as classification by gender, age, and interests. This information may relate to a group of people who may have subscribed to a particular mailing list. Website or newsletter or may be customers of the organization. Collecting their data (e-mail addresses and other information) through a website or directly, since mailing lists are characterized by being a means that allows individuals and organizations to communicate with customers and facilitates the process of delivering advertising messages to a large number of people with one click, without the hassle of sending a message to each one separately. This mechanism, gives only the organizer of the mailing list the right to send information that determines. organizer of the mailing list moderator (moderator) the rights of participants who can read the mailing list, allows by e-mail to create messages on a specific topic and send them to the entire list of users, from users with the ability to use to organize a discussion through which various people can discuss topics of interest to them and the possibilities of carrying out these and other actions using the Internet mailing list service [6].

Using mailing lists:

- 1. Information.
- 2. Articles, blog posts or educational materials.
- 3. Discounts and offers.
- 4. News and updates.
- 5. Tips and suggestions.

Types of mailing lists:

1. One-way mailing list: all members of the list receive the message sent only by the list manager and no member can forward the message to other subscribers of the list and he cannot even know the name or email address of any member. and it is not interactive as it depends on one direction - receiving messages addressed to



individuals as this classification is intended for website owners, organizations, research centers, information centers and organizations who want to deliver a message with a specific purpose, an update on the website or new news or information to a subscribed member.

- **2. Two-way mailing list:** sending and receiving information, instructions and discussions not only from the list manager but also from its members.
 - **3. Free list:** It is not subject to any censorship and is called unmodified lists.
- **4. Controlled list.** The supervisor monitors the messages and subjects them to conditions that have been predetermined, and these are called modified lists. [7].

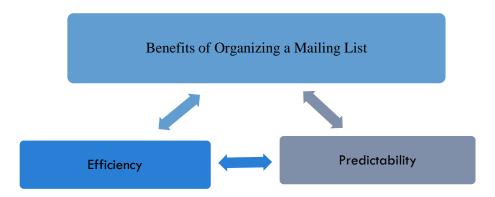


Fig. 36. Benefits of Organizing a Mailing List. *Source:* developed by the author based on data [1-6].

- **1. Efficiency.** It is an effective way to remind visitors about the website (email helps visitors return to the website).
- **2. Predictability:** High sensitivity to the influence of the mailing list (after some effort, you can easily determine how many users the mailing list brings to the site and how many new purchases it attracts [4-5].

How you place ads in the mailing list depends on the list management policy:

- 1. Place for paid advertising.
- 2. Free placement (if you convince the administrator of the benefit of this event for the subscriber list).
- 3. You can write useful resources that you send by e-mail, and then advertise them indirectly (mentioning your organization, author, etc.).
- 4. In addition to banner advertising, there are other forms of advertising that use the principle of payment depending on the size of the group of recipients, such as advertising in mailing lists.

The ability to subscribe to press releases, articles and other information is an important part of Internet marketing of content projects. Mailing lists are successfully used in many Internet business projects, where the material for letters can be not only specially written articles, but also statements. As for the receipt of new products and news about ongoing marketing campaigns, it is recommended that the online store limit itself to a weekly schedule of dissemination of information

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about new products, since frequent publications can irritate subscribers and it is logical that there is a link on the organization's website. organization news newsletter [8-9].

Ways to Build an Email List:

- **1. Provide users with clear information:** about the topic, format and frequency of the mailing.
- **2. Providing a convenient and clear subscription mechanism:** Anyone can unsubscribe from the mailing list.
- **3. Motivate the user to subscribe to the newsletter:** People are usually reluctant to give out their personal information such as names and email addresses, but if you give them something in return (prizes), they will be more willing to share their personal information and sign up for your mailing list.
- **4.** Confirm your registration directly from the recipient's address: it may happen that an active user adds his friends (or enemies) to the mailing list without their knowledge.
- **5.** Use pop-up windows: Have you ever visited a website and when you left it a window popped up asking you to take action or sign up for a newsletter.
- **6.** Use A/B testing: There are many factors that determine the success of an email collection strategy, such as the content and invitation to sign up, the design of the sign up form, the position of the pop-up that appears, etc.
- **7.** Use social media to target specific audiences. Social media platforms like Facebook and LinkedIn offer a unique way for brands to create marketing campaigns with the ability to target marketing campaigns to a specific audience that is more likely to purchase a product or become a customer.
- **8. Focus on traffic sources:** By focusing on the best traffic sources, the marketer can customize the messages according to the interests of the users and visitors if the main source of traffic comes from social media, and then provide suitable and creative models. which also needs to be taken into account. Creating a mailing list for interested customers is done by voluntarily subscribing them and providing them with what interests them.
- 9. Make every touchpoint between you and your customer an opportunity to get their email.: This point is related to using the opportunity to talk to the customer, communicate with them through social networking sites or contact you to get price quotes or any other means of communication to get their email because this is a great opportunity to add another person to your mailing list to run a powerful email marketing campaign.
- 10. Add value to your email list: One of the best approaches to building a list is to offer something in exchange for an email address. Create a white paper or a short training course and let people sign up, which will result in a significant increase in



users. The speed of signup. Another advantage of mailing lists is that based on the personal data of subscribers, a picture of the recipients of messages is created, which can be useful as a source of information for an advertiser, investor or auditor. [10].

Reasons to Create an Email List on Your Website:

- 1. Direct communication with clients: Creating an email list gives you the ability to reach out to consumers and products without any restrictions as you can send direct messages to customers with no limit on the number of times or amount of information that can be sent to them and a mailing list allows you to customize messages to suit the needs of the users with the ability to send feedback on the customer's preferred services.
- 2. More efficient organization and management: It is difficult to plan online marketing campaigns without having an idea of the groups you will be communicating with and the means of communicating with them. How, when and with whom you communicate can be controlled if you have control of your mailing list, which means you can separate individual contacts, sort or categorize them based on interests, location or use other demographic factors.
- **3. Focus more on potential customers.** By subscribing to a mailing list, you can identify and isolate users who have already shown interest in products. Using this knowledge, you can focus more on user preferences and pursue them with different strategies.
- **4. Increase the number of returning visitors.** Every website visitor adds value and importance to an organization, but unfortunately, over 70% of people who leave websites never return unless you implement strategies to attract repeat visitors, including using If you regularly contact them from your email list, people are more likely to return to your site when you send them an email inviting them to take advantage of a special offer or new service.
- **5. Increase sales.** The ability to create an email list will help you communicate directly with your website visitors and turn each of them into a potential customer. All you need to do is create a subscription to a mailing list on a website that will ask you for your contact details so that you can contact them. This is equivalent to subscribing to a mailing list through a website and becoming buyers who are actually interested in the products.

SPAM.





Spam — These are unwanted messages that often promote specific sales. They try to get personal information by posing as genuine news from a trusted source. They redirect you to fraudulent websites, filling in information that can be used for identity theft or outright theft. email without the recipients' consent, hiding the identity of the distributor of unauthorized advertising, many of which are anonymous because the messages are sent to various email users regardless of their interest in the subject or consent to receive them, that these messages are products of an illegal nature and are genuine. Messages cause many problems for Internet users and marketers. Such messages usually do not contain a personal appeal, but contain deliberately intriguing headlines, such as: "Earn money without leaving home." "Urgent special offer" or "How to lose weight in a short period" are repeated boringly and annoyingly. This phenomenon may seem harmless, but in reality, spam is a real thief, stealing time [10]. Mailboxes and social networks have become the main source of spam. These messages can not only distract, but also lead to the loss of important messages or documents if you delete them by mistake. Spam messages are often used to obtain confidential information or contacts. infect A computer infected with malware [5]. The word "spam" in the modern sense appeared more than half a century after the end of World War II, when large stocks of canned meat were discovered in the United States that the army no longer needed. This product had a sonorous name: spam. which was used. In the annoying and widespread advertising promoting these canned goods, their name became synonymous with aggressive marketing. With the spread of the Internet, this word was not only forgotten, but also came into widespread use, that SPAM is a large part of the distribution of unnecessary letters associated with useless or even dangerous content. Email is not the only source of online spam that users of instant messengers, social networks and other resources or services receive. Unwanted messages are often sent to mobile devices that spammers access via a mobile phone. [10].

Where spam is distributed:

- **1. Incoming email:** it is a gold mine for spammers. It helps mass mailings quickly spread information, sell products, infect user devices and simply deceive ordinary people, while spammers can independently collect databases of email addresses., but most often it is simply bought.
- **2.** Telegram, Messenger u Skype: If you don't care about data protection controls, you may also receive a lot of spam here.
- **3. Forums, chats and blogs:** if these resources do not have automatic link restrictions, spam is often published here, which does not pose a threat to users and is not of an advertising nature, this is how SEO optimizers place free links for website promotion on the Internet.



- **4. Dating sites and social networks:** Users of these sites often receive messages from completely unknown people, who are usually robots. This spam can be either advertising or fraud. Social networks and dating sites can benefit from creating a "blacklist." function that allows you to forget about spam from certain senders.
- **5. Search results:** With the development of search engine algorithms, this phenomenon has almost disappeared, but a few years ago, search results could contain links to sites unrelated to the search query. All these spam messages and online spam are spam, but they should not be confused with notifications that you agreed to receive by subscribing. The main difference in the latter case is that you can easily unsubscribe from the mailing list. Most common spam can be considered relatively harmless. Rather, it is annoying and difficult to sort through messages. But it does not pose a direct threat to the user, but there are types of spam that pose a serious threat to your computer and your money, so it is important to understand the types of malicious messages. [5-13].

Types of security spam:

- 1. Official advertisement: This is one of the online marketing tools that still works well for product marketing. Newsletters are convenient, fast, and reach an impressive audience. This channel is used to attract customers without consent to receive emails, as spam is discouraged. When buying, there is usually a risk of further mail rejection in the form of this type of advertising, as legitimate businesses are not inclined to annoy customers.
- 2. Unofficial advertising: when marketing illegal products, email marketing is the only available promotion tool, since illegal products cannot be promoted online using contextual advertising or search engine promotion. Illegal advertising usually does not refer to the marketing of weapons and drugs, but to marketing in this way are promoted copies of expensive watches, generics, copies of branded smartphones... etc. Vague advertising messages from competitors fall into the category of illegal advertising [8].
- **3. Manipulation of public opinion:** These spam messages are usually sent on behalf of a specific person or organization. For example, provocative or defamatory messages have an impact on the public and are often used as a blackmail tool for political activities.
- **4. Requests for sending messages:** are called happiness messages because the method is designed to get the recipient to send copies of the message to as many contacts as possible. It is used by spammers to collect or expand their database of malicious emails. Even if you answer such calls, your personal safety will not be at risk. [12].



Unsafe spam:

Now that you have a basic understanding of safe spam, let's look at unsafe spam as shown in the image 37.

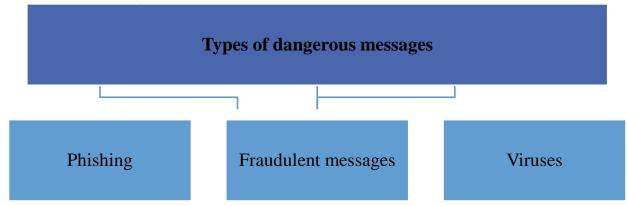


Fig. 37. Types of dangerous messages. *Source:* developed by the author based on data [12-13].

- 1. Phishing: This is an effective method of online fraud using messages, as it can especially affect the inattentive and ordinary people. You receive a message sent by an employee of a bank or electronic payment system. The message tries to divert attention, the recipient's attention from the balance due to an unexpected problem. For example, senders can report spam, they are trying to hack your bank account, to protect it, you need to log in to the site (prepared fake resource) or send your bank card. Details, if you do this, the attackers will immediately use the data received to reset the balance [14].
- 2. Fraudulent emails: This is a very common and old scam method, which consists of a letter in the mail that your distant relative from an African country wants to transfer a large amount of money or leave a million inheritance, but in order to receive funding you need to make a relatively small money transfer to pay for the services of a Justice clerk or other expenses, if you follow this offer with 100% probability that spam from this address will no longer come and your money will not be returned [15-16].
- **3. Viruses:** Email is used to distribute malware. These spam messages may contain an attached file. When you try to unzip or open it, programs containing viruses are installed and run automatically, causing problems on your computer. by collecting passwords, sending spam, and monitoring user activity, with the ability to detect the presence of such a program by slowing down the computer and causing the computer to overheat.

How to update email databases:

- 1. Spammers do not hesitate to obtain email addresses from any source. You regularly search forums, blog comments, review sites and other resources, since valuable information may be in the public domain.
 - 2. Some databases fall into the hands of hackers who hack large servers or commercial projects.



- 3. Spammers actively use special programs that automatically scan the Internet, extracting email addresses from them. Databases obtained in this way can always be purchased from specialists who have built a business in this area.
- 4. There are software tools that search for active addresses by simply selecting groups. There are billions of mailboxes and it is not difficult to get a good result using special algorithms.
- 5. Databases can be filled with malware that automatically finds the address book of an infected device and transfers addresses to its owner [8].

Remove dead addresses from spam database:

Sending out a large number of spam messages requires significant technical resources and often leads to additional financial costs. For this reason, spammers want to clear the database of non-existent or unused mailboxes.

- **1.** The easiest way add an image downloaded from the spammer's server to the email. When you open the email, the image is small or transparent and not visible. If the server displays a response, the spammer knows the address is working.
 - **2. Some users of e-mail** mails send an automatic confirmation of receipt to the sender.
- **3. Links can be placed in the message** openly or disguised, and whoever clicks on them sends a signal to the mail server. Stories of winning a large sum of money are used as motivation. The disguised link can often resemble an image, as these links take. The form of the standard delete button, which leads to activation, leads to the opposite result [8-16].

Table 16

Preventative methods to combat spam.

No	Preventative methods to combat spam
1	Create multiple email accounts: You should only connect to trusted websites and services
	to interact with dubious resources, after which you can safely use additional addresses.
2	Avoid clicking on links in messages you receive from an unknown sender.
3	It is recommended to disable automatic download of content: attachments in the settings
	of your mail service. Such actions create a good imitation of a disabled mailbox and can
	prevent spammers from accessing the database.
4	Register a new email address: You should try to use complex and illogical combinations
	for entering. This is an effective defense against programs that collect contact databases
	by blindly selecting combinations.
5	When you register on a website or forum, you agree not to send or transmit commercial
	messages to spammers.
6	Use email filters to reject unwanted messages, filter incoming messages and block spam,
	or simply don't open that message and delete it immediately.

Source: developed by the author based on data [17].

Reasons not to use spam as an advertising method:

- 1. Violates online ethics.
- 2. It can cause a wave of negative criticism or complaints to the service provider.
- 3. The spammer gets a bad reputation.
- 4. The sender's address is blacklisted by service providers, so even his normal message may not reach the recipient. [17].



How to protect yourself from spam:

If your email has ended up in the database of annoying spammers, then you need to take steps to get out of this unpleasant situation. Although spam is difficult to avoid, you can significantly reduce its amount and even remove it from your inbox by using appropriate anti. Anti-spam software. Thanks to advances in intelligent software, many anti-spam filters can automatically distinguish legitimate messages from email with minimal user intervention. If the spam filter misses one of these messages, the user can simply mark the message in question as spam. Filters to adapt to the new threat [18].





CHAPTER 9

MOBILE ADVERTISING

Mobile phone advertising is one of the latest advertising methods in the field of marketing. The rapid development of the mobile phone industry has prompted many organizations to use this method to effectively communicate with customers and influence their purchasing behavior. Mobile phones have changed the shape of the market and have radically affected human life. Its use has not been limited to personal calls only, it has become equipped with many advanced technologies such as constant internet connection, sending text and picture messages, listening to music, entertainment and games. Access to bank accounts, transferring money, paying for purchases and many other technological applications that were not planned at that time. The invention of this amazing means of communication is also considered an independent means. A mobile phone usually has one user. makes it a precisely targeted communication channel. When developing an advertising campaign, a mobile phone provides a reliable and immediate route to response [1].

Mobile advertising: is a form of digital advertising that targets users through mobile devices such as smartphones and tablets, which is one of the most effective ways of advertising in today's digital era. This type of advertising aims to reach consumers wherever they are while taking advantage of nature. The immediacy and personalization of the mobile experience as mobile advertising comes in a variety of formats including display advertising, video advertising, native advertising, in-app advertising, etc., with the ability to display these ads through a variety of platforms and networks including social media channels and mobile apps. The mobile revolution took place worldwide between 2006 and 2007 and no one doubts that it transformed the online advertising markets, if at the beginning of 2006 about \$1 billion was spent on mobile advertising, and in 2015 - \$64 billion, but in 2015 the bills increased almost fivefold, as the organization estimated the potential market size in 2016 at \$101 billion, and the market in 2018 at \$167 billion and expected it to exceed \$300 billion in 2025. [2-3].

Mobile Advertising Sections:

- 1. Personalized advertising: Mobile phone advertising differs from traditional advertising in that the advertising is directed to a consumer who has consented to receive advertising messages via a mobile phone, since the amount of data transmitted via mobile phones increases when the advertising organization receives the consumer's consent.
- 2. Incentive advertising: Providing financial rewards to individuals who express an interest in receiving promotions and advertising campaigns sent through their



mobile phones. For example, mobile phone service providers reward consumers with free minutes when calling to listen to audio advertising.

3. Location Advertising: The advertising message is sent via mobile phone based on the current location or destination of the consumer as mobile phone technology and wireless networks allow the consumer to determine the location, which allows the advertiser to provide information services at the right time and place [4].

Characteristics of mobile advertising that distinguish it from traditional advertising media:

- 1. Easy access to the consumer anywhere: Mobile phones, laptops and personal digital devices have now become technological tools that do not leave their users either at night or during the day. This may be especially true for the segment of young people who use drugs. Mobile phones to stay in touch with other friends via short text messages, which highlights the importance of this function when the consumer is in airport, train and bus waiting rooms, as marketers consider travel time as an opportune time to receive information. Advertising messages and entertainment services, since the consumer is not doing anything at this time.
- 2. User's personal information. Mobile advertising campaigns use detailed personal data about each consumer, such as age, gender, social class, geographic region of the consumer's presence, etc. This information helps to personalize marketing offers and launch media campaigns for specific products based on the personal preferences of the end consumer. [5].
- **3. Integrated response channel:** The mobile phone is an advanced medium to directly interact with the user and receive a response through the same medium. The mobile phone has the ability to interact and be present with the consumer wherever he is, which facilitates the possibility of transforming traditional advertising media (such as television and radio) into interactive media, allowing organizations to reach consumers through television and continue to communicate with them through mobile phones. The integrated response channel also allows mobile marketing organizations to measure the impact of media campaigns so that they can choose the appropriate strategy, which is not possible through traditional advertising media.
- **4. Having a personal channel:** Unlike traditional media such as television, radio and outdoor advertising, the mobile phone has many personal characteristics. With the development of the global communication revolution, each person can own their own mobile device, which attracts more attention to them compared to mass advertising, as the personal nature of the mobile phone is becoming increasingly important to young people, as it provides them with a unique opportunity to control and monitor their own communications, away from the restrictions of landlines or computers that are constantly monitored by parents [6].



Benefits of Mobile Advertising:

- **1. Large audience:** The number of smartphone users worldwide is estimated at more than 2 billion users.
- **2. Low cost:** Mobile marketing is one of the most cost effective methods as the message can reach a large audience at a lower cost than traditional advertising methods.
- **3. Always in touch:** Unlike desktop computers, most people always have their mobile phones with them, which means that an advertiser using mobile advertising has a better chance of showing ads to their target audience.
- **4.** Advanced targeting capabilities: Using mobile device information, an advertiser can reach an audience based on various criteria such as current location, device type, etc. This allows the advertiser to develop personalized ads tailored to their needs. For example, you as an advertiser can go further than targeting a country or city and target only people who are near your store at the moment.
- **5. Screen characteristics and resolution:** Mobile phones are characterized by many different factors, each of which makes it difficult to optimally display content and advertising. [7].

Types of Mobile Advertising:

- **1. Banner. Banner advertising** is a special type of online advertising resource that often appears at the top or side of a web page. It redirects the user to the advertiser's website when they click on it.
- **2. Video:** similar to a banner ad, except that a video is displayed instead of a still image.
- **3. Interstitial advertising**: It takes up the entire screen of a mobile device and can appear before, after, or during navigation between different pages of an app, helping to encourage the user to interact with the app.
- **4. Embedded advertising:** this is an advertisement whose form corresponds to the content of the application advertised in it, and, thus, is presented to the visitor as part of the content, and not as a separate advertisement.
- **5. In-app advertising:** The most important benefit that in-app advertising provides to advertisers and app developers is the amount of time users spend using apps.
- **6. In-game advertising:** is the process of integrating advertising into video games to promote products, organizations, or points of view, whereby in-game advertising displays advertisements to the player during gameplay [8-9].
- **7. Native advertising:** It appears on mobile devices in different sizes and formats. As the name suggests, native ads are user-focused and essentially match the context of the location where they appear. Accordingly, this format is considered useful and relevant information in Flow, which increases the likelihood of an ad being clicked.



- **8. Interstitial advertising.** These are full-screen ads that can be interactive and appear at transition points, such as when loading or closing an app, as well as between game levels during a pause or when the user tries to switch sections in the app.
- **9. Multimedia advertising:** is a widely used term that refers to the use and integration of several different media such as (text, audio, graphics, animation, video and interactive applications) to present content interactively and achieve an informational goal [10].

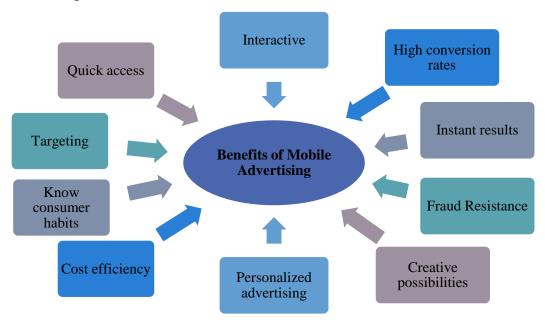


Fig. 38. Benefits of Mobile Advertising *Source:* developed by the author based on data [11-12].

- 1. Fast coverage: Social media platforms and mobile apps are the best way to achieve this goal. By reaching consumers through mobile devices, advertising campaigns are instantaneous and can be easily accessed by users.
- **2. Targeting:** Since people hold their mobile phones while traveling, marketers and advertisers can use this knowledge to deliver location-based advertising, which is an attractive way to analyze consumer preferences and habits.
- **3. Knowledge of consumer habits:** Mobile devices have a unique identity as the habits of target consumers can be easily studied through online and offline identifiers, which helps in developing a strong marketing campaign.
- **4. Price:** Mobile advertising is one of the most cost-effective ways to reach target customers, meaning marketers can increase the frequency of their messages and even repeatedly engage new customers.
- **5. Personalized advertising:** Mobile advertising has a unique advantage: it adapts to the preferences of the mobile user's marketing campaign. Customers have the ability to follow, like and even send their own offers to their favorite brands on social media platforms.



- **6. Creative possibilities:** Since mobile advertising integrates well with social media channels, websites and apps, the level of advertising creativity can be enhanced through visual appeal and instant communication, which helps mobile advertising to make a better impression on the target audience.
- **7. Fraud Resistance:** Compared to desktop ads, fraud is easier to detect on mobile devices.
- **8. Instant results:** Mobile users use devices wherever they are. This means that the chances of seeing ads on a mobile device are higher than on a desktop or other traditional advertising methods, with the ability to easily track user reactions and respond to them instantly.
- **9. High conversion rates:** Smartphone ads, clicks, spend and conversions are growing faster than desktop ads.
- 10. Interactivity. People enjoy participating in advertisements that include contests and games as mobile advertising becomes more interactive through the use of games and other features.

Factors Affecting Mobile Advertising:

- 1. Consumer Privacy: Mobile phones are personal property and anonymous advertising SMS messages can cause negative reactions from individuals because they are afraid of hackers.
- 2. Consumer goal: The consumer wants to receive information that interests him. We need three main types of information: knowledge, experience and useful information. Entertaining news that allows you to stay in touch with family, friends and the world. Satisfying the information needs of consumers and adapting advertising messages to these needs has a positive impact on mobile devices [12].
- **3. Purpose of advertising:** Advertising is an important and influential tool in various commercial activities. It is a means of communication that involves influencing one or more individuals using one of the available advertising methods in order to create a connection between consumers and products. It is also a method by which a seller influences a buyer using... Various non-personal means and methods of communication to convey ideas and promote products.
- **4. Consumer activity:** Mobile advertising should not be annoying or distracting, as this can have serious negative consequences.
- **5. Message content:** The message should be as short and logical as possible, contain an interesting idea, and the text of the message should be written in a language understandable to the target group, because it is very difficult to read it on a phone screen. more difficult than reading it on a computer screen.
- **6. Reliability of the message:** The mobile advertising industry is still young, so it is important to gain the trust of the consumer, who is influenced by the level of his trust in the advertising organization.



- **7. Sending messages directly to the consumer:** the relevance of the message to the interests, location, needs and hobbies of the consumer. The more personalized the message sent to the consumer, the greater the positive impact on the effectiveness of mobile advertising.
- **8. Mobile device interface:** Mobile phones define advertisers by the size, clarity and appearance of messages, so the messages need to look right. It would be nice to adapt the messages to different phone models and be compatible with their interface.
- **9. Cross-interaction opportunities:** Interactive features of mobile advertising can have the potential for two-way interaction. In this regard, it is important to consider the capabilities of mobile devices.
- 10. Development of mobile devices: Mobile advertising faces major challenges due to the variety of mobile phone models with different screen sizes and different transmission and playback formats. The more modern the phone, the more advanced the methods of information transmission that can be used for advertising.
- 11. Advertising expenses: Many consumers agree to receive marketing communications if they know they will benefit from them. This could include completing the customer's account or providing them with information they need or discounts.
- 12. Advertising process: Using an advertising medium requires knowledge of the multi-stage process of creating advertising, stimulating sales, interacting with and motivating consumers, which can be modified within the advertising campaign.
- 13. Advertising policy: The advertising campaign should be carried out in accordance with certain rules, for example, a kind of mobile advertising code can be launched that describes the rules of interaction with consumers and organizations must follow fair, honest and clean policies that will attract consumers.

14. Laws and regulations [12-13].

Obstacles to Mobile Marketing Activities:

- 1. Small screen size of mobile phone.
- 2. Difficulty in writing and reading emails.
- 3. High cost of mobile phone calls.
- 4. Mobile phone battery drains quickly.
- 5. Technical skills of mobile phone users may be poor.
- 6. Adhering to traditional shopping culture.
- 7. Perceive some risks in purchasing operations and do not fully trust the mobile phone [14].

Mobile Advertising Technologies: The existence of mobile advertising markets directly depends on the technologies and opportunities available in the modern world. Innovative tools and services replace each other very quickly, so technical aspects can be positive and powerful. Experts in the global industry talk about problems. For example, a high level of accidental clicks on mobile advertising: according to a study conducted by the American geolocation platform for mobile



marketing Retale, almost 60% of users mistakenly click on advertising banners on mobile devices due to a small screen and finger slippage.

How accidental pressing occurs?

- 1. Appears on a banner when scrolling through news or events on social networks.
- 2. When using gaming applications, when the user does not expect to see an ad [14].

The Problem of Click Fraud:

- 1. Relevant for the mobile advertising market and, in particular, the contextual advertising sector, when unscrupulous competitors arrange a mass promotion of incorrect clicks on ads so that the advertiser quickly spends his advertising budget, and this happens when the owner of the site on which the advertisement is advertised clicks on banners and links himself in order to increase his income from advertising.
- 2. Clicks can be faked automatically using bots that imitate user behavior, or manually. An important role in this context is also played by organizations that deal with technical aspects of mobile communications, as well as manufacturers and developers of devices.

One of Google's initiatives in 2012, which provided the opportunity to avoid involuntary clicks on online advertising links for mobile phones, when the user confirms the action by clicking on the links (in this case, he does not waste time viewing and does not click on the link). he is not interested in this, but the advertiser does not pay, unlike an accidental click). In 2015, Google introduced a series of innovations in the field of contextual advertising with Google Ad Words, which is an option to prevent clicks near the borders of the display ad image and, interestingly, a function to delay the clickability of the ad. so that it can be clicked only after a certain period of time. Certainly, which allows users to carefully study the content of the ad and thus prevent unintentional clicks from those who did not expect to see the ad. All these innovations are aimed at reducing the costs of advertisers and increasing traffic to other sites [14-15]. Most major social networks Facebook and Twitter have a mobile advertising system, users can define the target audience using different types of targeting, as well as implement different ad formats (standard, floating or full-screen).

When you press the button, it happens:

- 1. Go to the client's website.
- 2. Open the landing page.
- 3. Make a call.
- 4. Show a static banner on the whole screen.
- 5. Video clip.
- 6. Redirect the user to the mobile store interface and mini-game.

An example of how advertising formats are changing as they strive to fit into an unobtrusive environment without taking up too much space to attract users. These formats are more creative and effective as they provide higher click-through rates in



terms of the idea of a harmonious combination of content, advertising and user interaction [16].

SMS is the process of creating and sending electronic messages, usually consisting of alphanumeric characters, between two or more users of mobile devices, desktop computers, laptops or other types of compatible computers. On the other hand, such correspondence is almost less intrusive. Everyone at least briefly reads the incoming messages during the first call before deleting them. If the information is useful to the subscriber, he will save it in the phone memory so that he can access it at any time.

There are special sites where a person agrees to receive advertising via SMS, for which he receives a small fee for viewing. In Europe, there are private telecommunications organizations that provide communication services at relatively low prices, but these subscribers have to constantly receive advertising. SMS advertising is the process of using text messages that are received by the consumer without prior permission via a mobile phone and which may contain words, images, graphics or video clips for which a fee is charged, with the purpose of promoting a product, service, or idea to persuade them to buy or learn about a brand, for example, bulk SMS advertising is a marketing message that attempts to attract and influence the recipient [17].



Fig. 39. Advertising Message Functions *Source*: developed by the author based on data [18].

- 1. Advertising communications: Business promotion refers to any communication that is aimed at persuading people to buy products. Companies typically promote their brand and products by identifying their target audience and finding ways to get their message across.
- **2. Marketing:** Making the task of choosing between products easier as the consumer has many options to choose from in the market and advertising provides the public with information that helps them choose the right products.



- **3. Entertainment:** Marketing products through the use of songs and ringtones, the enjoyment of which for some becomes an end in itself.
- **4. Educational:** The advertising message tells the public a lot about the products in terms of their characteristics and how to obtain them. It also teaches new ways to improve the lifestyle. This is achieved through the power of a persuasive advertising message.
- **5. Social:** Advertising messages touch upon social aspects, which are reflected in their ability to improve living conditions by offering types of products and ideas.
- **6. Raising awareness:** Advertisements help make information available to the public at large by providing advice, guidance and knowledge on a wide range of issues and topics.
- **7. Economic:** Advertising messages are aimed at increasing production and sales volumes, which improves trade and supports the trade and industrial activities of the organization, which increases the level of international trade.

SMS Marketing Helps:

- 1. Increase brand awareness.
- 2. Improve customer interaction.
- 3. Get more sales.
- 4. It is an opportunity to build long-term relationships with customers..

The organization can send a large number of SMS messages simultaneously and at a certain time, with the possibility of integrating the SMS notification service with the institutional structure of the client, since the service is transparent in terms of payment for the recipient client, since he pays only for SMS messages and no hidden costs [12]. The advantages of organizing marketing by implementing text message tools are presented by the author in the table 17.

Table 17

Benefits of Text Message Marketing.

	Benefits of Text Message Marketing		
	Continuous,	Compared to email, where the subscriber expects to find time to	
	immediate and	open and process the email, the engagement rate of messages is	
.1	direct	high as 90% of SMS messages are read within 3 minutes of	
	communication	receiving them, which is useful for effectively communicating	
	with customers	important information.	
.2 Messages a	Magaagag and shout	Be to the point. You no longer need to write long articles full of	
		SEO keywords to rank and appear in search engines. You can	
	wiessages are snort	easily purchase special subscriptions to have immediate access	
		to customers interested in the products you offer.	
	.3 Does not require internet connection	Unlike other email marketing methods, SMS marketing does not	
		require an internet connection. Once you have the information,	
	internet connection	you can easily and quickly view it wherever you are.	
.4	Budget	Compared to traditional marketing methods such as television,	
		banner advertising, radio or print media, SMS marketing is cost	
		effective and produces many valuable results.	



		Once a message is sent and received by the user, it remains stored
.5	Maggagag ava	· · · · · · · · · · · · · · · · · · ·
	Messages are	on the phone in case the user needs to remember the details of
	always saved	the message and return to it, such as the number, organization
		name, or offer. It does this.
.6	Brand promotion	Text messages can be sent to mobile phones on behalf of the
		organization, increasing the brand's presence in the minds of
	_	customers and on their mobile phones.
.7	Precise customer targeting	Unlike email, SMS marketing ensures that the message is sent to
		only one inbox, so your SMS will not contain spam. This ensures
		that the mobile data you use is accurate and that customers are
		accurately targeted, so customers have no reason not to respond
		to your message in a distinctive and attractive way.
.8	A quick, easy and practical marketing method	You can send short text messages to a large number of users at
		the same time with just one click, with the ability to track who is
		interested in the messages and who opened them or who clicked
		on them and the attached links, as well as knowing who was not
		interested in the messages. These statistics will greatly help you
		to direct offers and choose Content next time.

Source: developed by the author based on data [19].

Organizations using SMS in their marketing strategy:

- **1. Online stores:** Whether you're sending promotions or order/shipment confirmations, SMS is a great tool for online stores.
- **2. Tourism business:** SMS is crucial for the travel industry because customers need real-time information, including flight schedule updates, gate changes, cancellations, weather alerts and more. With SMS, you can tell customers exactly what they need to know without them having to worry about whether they'll see it in time.
- **3. Service organizations that require meetings:** Make sure your clients don't forget about their appointments by sending them SMS reminders. This will save you a lot of time and money when it comes to no-shows and late arrivals to appointments.
- **4. Large organizations with more than 100 employees.** Internal communication is important, but in a large organization it is difficult to communicate with each employee. To get urgent information, email does not respond immediately, so the best way is to use SMS for internal communication. ensure that everyone receives [19]. The employee receives the information he wants to send in a timely manner. The author presents the types of mailings in Fig. 40.



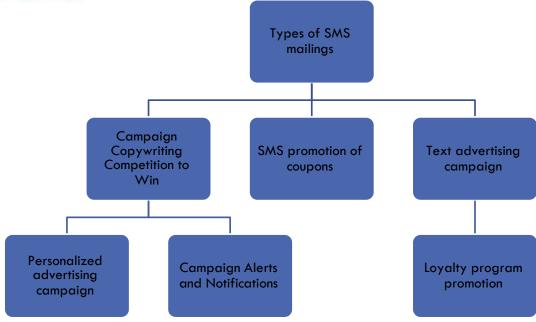


Fig. 40. Types of SMS mailings. *Source:* developed by the author based on data [19].

- **1. Text advertising campaign:** One of the most common types of SMS advertising involves sending customers special offers or discounts on products. SMS advertising messages are usually urgent in order to create a sense of urgency.
- **2. Promotion of coupons via SMS:** Make SMS coupons visually appealing using special graphics to increase store traffic or online shopping.
- **3. SMS Contest Winning Campaign:** SMS campaigns allow winning customers to enter a contest by simply replying to your SMS. Once the contest is over, a random number generator will select the winners in a simple and effective way to attract customers to your business.
- **4. Loyalty program campaign:** did you know that 75% of consumers would actively participate in loyalty programs if rewards were available on mobile devices? loyalty programs build long-term relationships with customers and make them feel special, which leads to more and larger customer base? the importance of customer age.
- **5. Alerts and Notifications Campaign:** You can use SMS alerts to send customers all kinds of marketing messages, such as updated business hours, closings, new products, or emergency alerts.
- 7. Personalized advertising campaign: Text messaging can feel impersonal and unenthusiastic. Custom SMS campaigns allow you to send text messages that change based on each contact's name, purchase history, birthday, etc. They allow you to segment your audience into lists with the ability to send content and offers tailored to people with different interests.



Benefits of SMS Marketing:

- **1. Fast delivery:** Marketing by sending messages to mobile phones is fast: once sent, the message is delivered instantly, so urgent messages such as promotions can be sent during a specific event.
- **2. Higher view rate:** When users receive a marketing email, they should check their inbox, and with so many incoming emails and social media notifications, users are likely to ignore many incoming emails.
- **3. High response rate:** SMS message open rates are the highest, as is the response rate, as the response rate for marketing text messages is 45%. This percentage increases if the SMS messages are effective, for example if there is a specific message with a low response rate with the ability to modify the message and resend it.

Create Successful SMS Marketing Campaigns:

- 1. Offers and discounts: One of the easiest ways to add value to your SMS marketing messages is to offer exclusive discounts or coupons to customers who receive your SMS marketing messages.
- **2. Personalization:** When customers receive messages that are personalized to them, they become more engaged and motivated to take action.
- **3.** If the message is short: The format is not suitable for sending long texts to users. The length of the message cannot exceed 160 characters. So try to make text messages short and simple. Start with something attractive and add an offer. At the beginning of the message, for example, about a special offer, at the beginning of the message to attract attention. Users are encouraged to continue reading.
- **4. Obtaining consent:** It is important to obtain explicit consent from customers for SMS marketing, and this is a simple procedure: you can enter a phone number in the message subscription field [19].

Mistakes to Avoid When Using SMS Marketing:

- **1. Dispatch time:** The appropriateness or inappropriateness of the sending time. It is not advisable to send promotional text messages late at night, early in the morning or at the beginning of holidays. Send messages at appropriate times, i.e. between 10:30 and 11:30 a.m. or between 2:30 and 3:30 p.m..
- **2.** Use of colloquial words and abbreviations: Since the number of characters allowed in SMS messages is 160, in order to save space, you should avoid using colloquial words or abbreviations in your message to fit into the limited space.
- **3. Performance:** if a customer receives a text message without knowing the sender, they will most likely classify it as spam and will assume it is an unimportant message anyway and that it was sent to the number by mistake



CHAPTER 10

METHODS OF ANALYSIS AND EVALUATION OF THE EFFECTIVENESS OF ELECTRONIC ADVERTISING

The volume and popularity of online advertising is growing every year in many areas of business, as many organizations are constantly increasing their advertising budgets, using different types of online advertising individually and collectively. Therefore, tracking the effectiveness of online advertising and conversions has become risky for most organizations. Since conversion reflects the effectiveness of a specific advertising channel, where did the customer come from? What is the price? How much did the purchase cost? These metrics allow you to determine the effectiveness of the money invested in advertising, since each type of advertising includes its own analysis system containing all the necessary tools. In general, an organization is not limited to one type of online advertising and uses many advertising channels at the same time. One of them, in addition to offline tools at the same time, is the impossibility of getting a real picture of the performance of all online channels and organizing them on one platform [1]. Advertising effectiveness is an assessment of the degree to which an advertisement or advertising campaign meets the client's goals. There are many methods of assessment, including measuring brand preferences, survey testing, recall testing, and market testing. Measurement approaches include ad recall, ad topics, etc. attitudes toward advertising and the impact on actual sales. Key performance indicators of online advertising are improving, and monitoring the effectiveness of online channels can be considered an indirect indicator that does not affect the business performance of the website or the entire organization. Obviously, organizations do not only need website visitors, they need users who perform certain actions on websites, such as placing an order, studying content, requesting a price list, or making an online purchase [2]. It should be noted that the main organizations involved in advertising placement are Yahoo and Google. They not only provide web services, but also provide the necessary support for all accounts (including performance indicators), and provide all kinds of support and assistance for each advertisement. campaign work. A large number of performance indicators. Various methods expand our understanding of online advertising, for its correct calculation it is necessary not only to correctly formulate an advertising message, but also to actively monitor the entire advertising market, since this market exists. unstable for marketing, quality is becoming increasingly unstable and mobile in an environment such as the Internet, as shown in the figure 41.



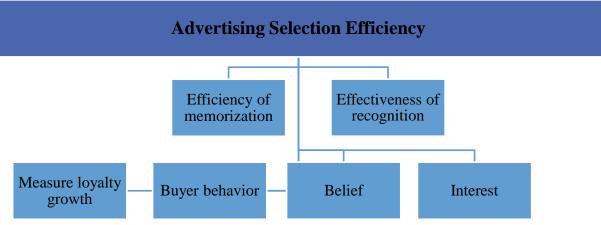


Fig. 41. Advertising Selection Efficiency. *Source:* developed by the author based on data [3-4].

- 1. Confession: it is useful to think of popularity or recall as a measure of advertising effectiveness because these measures provide information about the number of people the ad has reached. Unlike measures of persuasion or ad purchase, intent can be thought of as a measure of the depth of an ad's impact on people. condition A fundamental determinant of effectiveness is the ability to recognize which ads have been seen. If an ad does not undergo minimal testing, it is unlikely to be effective. Some researchers believe that advertising should be tested in advance. using methods more sensitive than recognition, such as sentence completion, spoken ad copy, or image selection.
- 2. Memorization: The criterion of advertising recall refers to measuring the proportion of a randomly selected audience that can remember an advertisement. There are two types of recall: immediate recall and subjective recall. The respondent's response is stimulated by showing an illustration from the advertisement in which the advertiser's name or brand is hidden. If you unsubscribe without asking for a number, you will only be able to indicate the name of the product or service. The most popular method of determining recall on television is a survey of viewers 24-30 hours after the ad was shown. The method of remembering the next day is called dar (remembering the next day). Viewers are asked whether they can remember any of the previous day's advertisements, for example, one of the product categories (for example, soap). If they cannot identify the correct brand, they will be given the product category and brand name of the product and asked again if they can remember the ad, then asked if they can remember anything about the ad, what it said, what was shown, and the main message of the ad dar is the percentage of commercial viewers (those who watched the show before and after the ad) who remembered something specific from the ad, such as the sales pitch. This is called the confirmed recall percentage.
- **3. Belief:** is the change in brand preference as a result of viewing an advertisement. A randomly selected group of 450 people from different sites is used.



An important element of the test is the use of two ad impressions. It is not true that it is especially important to test emotional advertising on repeated impressions because, compared to rational advertising, these advertisements work slower when repeated, and the advertising action tested once will not accurately measure the responses that will occur. will be obtained when shown again in the market.

- **4. Buyer behavior:** is an actual brand choice in a store in a real environment. These tests aim to study the impact of impressions on bias in a real purchase situation. Two common tests are used: the use of coupons. to encourage purchases and to attract satellite TV viewers.
- 5. Measuring growth in brand loyalty and repeat consumption: In recent years, more and more advertisers have started to create ads that are aimed not only at creating brand preference or positive attitudes, but also at reinforcing pre-existing attitudes of support in most product categories, with users choosing more from a single brand. Since consumption is distributed across several attractive brands, the goal of brand advertising is to increase the "share of need" of these users, so each significant action on the site is set up as a "share of need" of these users "goal" in the web analytics system. Once this is implemented, the organization can track how many site users have achieved these goals and, if necessary, adjust the advertising campaign accordingly. This channel can be assessed qualitatively and quantitatively:

The main traffic sources used for advertising are direct, search, links and social networks, through which paid advertising traffic is distributed [4].

Indicators of qualitative and quantitative assessment of the effectiveness of electronic advertising:

- **1. hit:** it is an alternative to the words "click" or "visit", it expresses the number of visits to a site and is often called "visits"».
- **2. Hosting:** this is the storage space that the website owner rents to upload the website files and it is rented annually.
- **3. Click Through Rate (CTR)** The online advertising performance metric, which is measured by the click-through rate at which users click on an ad after viewing it, can be used to measure the effectiveness of keywords, ads, and free product data:

CTR = Ad CTR = Number of clicks / Number of ad impressions

For example, if your ad received 10 clicks and 100 impressions, then your CTR would be 10%.

- **4. Click to buy (CTB):** An indicator of the effectiveness of online advertising. It is measured by the ratio of the number of visitors to the site attracted by the advertisement and making a purchase to the total number of visitors. This indicator reflects the conversion of visitors and is sometimes called the conversion rate.
- **5. Click to Interest (CTI):** An indicator of the effectiveness of online advertising, measured by the ratio of the number of site visitors attracted by advertising,



interested in the server (visited many of its pages) and the total number of visitors attracted by advertising.

The CTR indicator depends on the advertisement (banner) and viewing conditions, since CTB and CTI depend on the advertiser's server. Despite their meaning, the above coefficients do not provide an online advertising specialist with comprehensive information about the economic efficiency of online advertising and its effectiveness. the degree of return on investment in advertising.

All these values determine the "payback" of advertising in the form of conditional coefficients, but this is not enough for the management of the organization to make a decision on financing an advertising campaign, then the indicators should be presented in monetary units [2-3].

- **6. Fixed advertising costs**: This is the simplest method of pricing advertising, in which you pay for the placement of advertising by time, without taking into account views or viewer ratings, since the actual cost of such advertising depends on the site traffic, the server subject and the position of the ad on the site, in fact, the pricing method. This is very close to CPM, since the determination of the package amount usually occurs on the basis of traffic on the pages where the ad is placed, that is, the frequency of displaying the banner to users is taken into account.
- 7. Cost per mille (CPM) Cost per thousand impressions: the cost for every 1000 views of an ad. This is a common method of paying for visits, which is a fixed number for every 1000 visits when specifying a specific geographic location for visitors, but it varies from one ad network to another, as you can use cost per thousand impressions as a measure of the effectiveness of the ad [5-6].
- **8. Return On Investment (ROI)** Return on investment: This is the most widely used economic metric to determine the profitability or loss of any marketing operation and is considered the most financial measurement tool in the investment world, the profitability of a particular investment option or the comparison of several investment options. It expresses... The percentage increase or decrease in an investment over a period of time. The higher the percentage return on investment, the higher the return on investment compared to its cost [2]. An online advertising performance metric such as ROI is calculated using the formula:

(Income - Cost price) / Investment amount x 100%.

Investment amount – is the amount invested in advertising. For example, you sell a certain brand of watch online, and the price of the watch is 50 dinars, with the possibility of adding additional costs and selling the product at a price of 50 dinars. 130 per piece. To increase sales, the seller launched a campaign with a budget of 250 dinars per month, thanks to which you were able to sell 25 pieces of your product. Find out what the costs were:



$$(130 - 50) \times 25/250 \times 100\% = 8\%$$

This means that you have earned eight times more than you spent on promoting the product. The higher the ROI, the better for your company (profit) [6].

- **9.** The cost an advertiser pays for each action (CPC) Cost Per Click: is a term that defines a method of pricing for the advertising process on websites. In this case, the advertiser pays only when the visitor performs the required interaction, i.e. clicks on the ad to go to the page that the advertiser requested. This method is mainly used by search engines to increase traffic to the sites used by advertisers.
- 10. Cost per visitor (CPV): This is the cost per visitor. It is a model for assessing the financial costs of online advertising, as the advertiser does not pay unless they manage to attract a visitor to their website. An organization can choose this option if they wish. When promoting products on large popular websites that attract thousands of visitors daily, CPM ads are a realistic option if the advertiser does not necessarily require a website visitor to click on the ad to purchase the product, as it is similar to cost per click (CPC) but has a more complex calculation of the number of visitors and can only be paid for by the advertiser. The difference between CPV and CPC (cost per view, cost per click) is that the number of clicks on an advertising banner recorded by the server that displays the ad is usually different from the actual number of users who visited the advertised site, as some visitors may be lost along the way to the site due to a connection failure or forced termination of the web page loading.
- 11. Cost per action (CPA) Cost Per Action: An indicator of the effectiveness of online advertising, as it is measured by the ratio of advertising costs to the number of actions of interest to the advertiser and performed by visitors attracted by advertising, with the possibility of using the cost-per-action calculation method as a pricing method in affiliate programs if the advertiser pays the webmaster who placed the ad for specific actions of the attracted visitors, for example, the calculation can be made based on the number of completed questionnaires for a subscription to certain services for placing orders. etc.

12. Internet Advertising Performance Indicator (CPB):

What method of calculating the efficiency indicator of online advertising can be used as a pricing method in affiliate programs, as the ratio of advertising costs to the number of buyers and visitors attracted by advertising who selected the product and placed an order or reservation? and in cases of agreement between the advertiser and the publisher who placed the advertisement, based on the number of orders placed before attracting visitors, the presence of a buyer does not mean that the transaction will be completed automatically will not take place.

13. Selling price Cost Per Sale (CPS): the cost that an advertiser pays the website where they place their ads for each sale, as it is considered a measure of the



effectiveness of online advertising. It is measured by the ratio between. advertising costs and the number of purchases they make. Once you have attracted customers, the visitor can buy anything through your referral link (the meaning of a referral link is a link that the organization provides you with), then you get paid for it and in the case of cost-per-sale offers, you only get a commission for each purchase made through your referral link. The cost per sale method can be used as a pricing method in commission programs if the advertiser makes payments to the publisher who placed the ad. Depending on the number or volume of sales to visitors attracted by the publisher, the difference between CPS as a pricing method from CPA and CPB takes into account not only the fact of making a purchase, but also the amount of the purchase, respectively, the payment can This is not a fixed price for a specific action, but can be a percentage of sales [7].

- 14. Cost per view (CPV) of the ad: This is a model for assessing the financial costs of online advertising, since the advertiser pays only when a visitor sees his ad.
- 15. The rate at which an ad is viewed each time it is shown Cost Per View (VTR)). View Percentage: If an ad was shown 1000 times and the actual number of views was 100 times, it means the VTR is 10% 100, that is more than a thousand.
- 16. An advertiser adding a Call To Action (CTA) incentive to a web page: is any incentive that an advertiser adds to a website to encourage a reader or visitor to respond positively to the advertisement, such as signing up for the site's mailing list, downloading an e-book, or inviting a friend to visit the site [7].
- **17.** Эффективная частота Effective Frequency. This is the number of times a person must see an ad before they respond to it. On average, the number of impressions per user is enough to make a decision about using the service or product provided (usually) from 3 to 5 views [5-6].

Auxiliary indicators used to perform intermediate calculations View Ads AD Reach: The number of Ad Repetition unique users who viewed AD Frequency: AD Impression: an ad banner in a given Identifies the total number Determines the average period of time (excluding of impressions of a number of times a user .repeat ad views)) specific banner created by sees a banner ad, a website or publisher calculated as the total (advertising materials number of impressions downloaded from users' divided by the number of unique users: Ad computers and recorded in server log files) over a Frequency = Ad

Fig. 42. Auxiliary indicators used to perform calculations. *Source:* developed by the author based on data [6].



In order to determine the most effective channel for attracting customers, it is necessary to consider not only quantitative metrics of online advertising and location, but also deeper qualitative indicators (time spent on the Internet resource, viewing depth, bounce rate, take into account the devices with which the actions were performed). In addition to other indirect measures that are important for achieving a specific business goal of the organization [8].

Basic tools for monitoring web traffic: This is the process of collecting and interpreting information to identify problems and analyze systems for all components to conduct information systems analysis. It is also considered a method of analyzing a project to understand and study systems in all their parts and determine. Thus, it is one of the methods for identifying and analyzing projects, as well as solving all problems and work. To improve the quality of systems and ensure efficient and high-quality operation of all parts of information systems. the real and main goal of information systems. Currently, each advertising platform has its own analysis system, but to obtain a comprehensive assessment of the effectiveness of advertising campaigns, this can be achieved using the most popular and accessible web analytics platforms that offer a more complete set of functions and paid versions. Web analytics systems allow you to use all types of tracking methods and provide advanced tools for obtaining reliable data. It is recommended to use these platforms together, as each of them has its own business characteristics. in accordance with the specific goals of the organization. Google Analytics allows you to track and compare all website visitors from organic search, paid advertising, social networks, email newsletters, affiliate campaigns, links to digital documents such as PDF files, and any other mechanism. In addition, you can get information about offline marketing campaigns [9]. It is used to evaluate the performance indicators of websites and advertising, such as traffic, behavioral characteristics and ad clicks. One of the important distinctive features is the setting of a targeted call and a web advisor, the first function allows you to track the statistics of incoming calls to the organization's office for a paid service, as it was created. The second option is to display the user's path on the page in a new format before the mouse movement [10]. Google Analytics has recently developed an offline marketing rating system, but this mechanism is still in test mode and does not have full reliability of the data received, despite all the advantages of such systems described above for obtaining complete reliable data on the progress of advertising campaigns and general analysis. For website traffic, it is necessary to properly configure web analytics platforms and integrate them with the organization's internal services in order to track the connection between each visit to one channel and the subsequent transition to other channels before converting to Google. Analytics generates special reports on the multi-channel conversion path and supported conversions [11]. But in addition to



these standard reports, it is necessary to take into account other important standard settings, such as user standardization, in order to avoid inaccuracies in calculating KPIs for advertising campaigns, including those coming from different devices. One of these settings is the user ID and. The client identification feature: this feature allows you to tell Google Analytics that two results point to the same user and to link actions that occur on different devices to each other (for example, when a user sees an ad on one device and converts on another). This allows you to more accurately count unique users and attribute conversions to these ad campaigns as they occur. [12].

Quantitative characteristics of website traffic indicators:

- 1. Maximum Audience: Website visitors who had at least one visit during the study period.
- 2. Infrequent Audience: Website visitors excluding those who had only one visit during the study period.
- 3. Continuous Reach: Weekly and monthly reach defined for website users who regularly visit the site with a certain frequency during a certain period of time, for example, a weekly audience is anyone who visits the site at least once a week.
- 4. Active Audience: Website visitors who visit the site regularly and spend at least one hour a week on the site.
- 5. Primary Target Audience: Website visitors who visit the site regularly and spend at least three hours a week on the site [13].

In order for the information published online within the framework of a specific project to be available not only to those who visited the site, but also through personal messages from those who did not visit the site but could be included in the target audience, this is how the concept of the zone of influence of a web project arises. The peak audience metric allows you to estimate the number of people who viewed the site, which represents the maximum audience size attracted during the advertising campaign.

One of the main indicators. — full coverage of the advertising campaign. Based on this data, several cost indicators are calculated (CPM - indicators of return on investment, reflecting the rate of return on investment) and others.

Evaluation of electronic advertising Entrepreneurs spend large sums of money annually on business development and marketing systems, and these investments can be made in completely different areas of projects, depending on the specifics of the organization and the required investments, but the amount of money invested is not always equal to the result we get from these investments. To avoid this situation, economists introduce such a concept as ensuring a certain result that corresponds to the purpose of the activity. Each branch of the economy contains relevant indicators. This applies to marketing and, in particular, to online advertising. To improve



advertising and make it as effective as possible, it is necessary to evaluate the return on investment. This assessment regularly helps brands adjust their budgets, identifying strong and weak channels of attraction and knowing what ROI for specific campaigns. The main indicators of the effectiveness of online advertising, including contextual advertising, which marketers are guided by in their work. The higher the indicators below, the higher the effectiveness of a particular advertising campaign. Let's move on to a specific indicator of effectiveness. Internet advertising The simplest indicators of the effect of Internet advertising are visits and hosts, since the total number of visits to the site is taken into account as an indicator of the popularity of the site, and the host is the number of users who visited it and viewed the advertised advertisement, and in this case these two indicators are not taken into account at all, they are recorded by special counters of the site. These indicators may poorly record the effectiveness of advertising, but on their basis, it is possible to draw some conclusions about the effectiveness of advertising image and popularity of the advertised site.

Internet Advertising Effectiveness:

1. Click ability: CTR (click through rate)) – This is the ratio of users who clicked on the link to the total number of ad views. This indicator is known in many sources as the main indicator, and from practice. From this point of view, it is difficult to talk about any average click-through rate (CTR). As a guide, we present the wellknown marketing model (AIDA) (attention, interest, desire, action). If the consumer goes through all four stages, then the advertiser's goal can be considered fully achieved and even if the user pauses at the first step, he will be able to remember the advertisement, thus retaining information about the organization [14-15]. It is important to know that the value of this indicator is not the only value of advertising effectiveness, and in each individual case it is necessary to take into account both the details of what we are advertising and the immediate goal of our advertising. Advertising is aimed at improving the image of the organization, then this indicator is less important for us than the number of total views, our view of this indicator differs significantly from the opinion of most researchers, since this indicator cannot be called basic, since it does not reflect the costs spent on advertising and the profit received through direct advertising, it shows only the reliability and media coverage of some advertisements for potential clients. In this case, this does not mean that this indicator is devoid of any important value, but it should be compared with the return on investment in electronic advertising and, based on this comparison, draw appropriate conclusions [15]. However, each advertiser wants to increase click ability, because this indicator is inversely proportional to the cost of one click, because the more correctly and effectively the advertisements are created, the more



often they appear in search engines and on individual pages of the site on the side - Figure 43. We have created tools that will help you increase CTR.

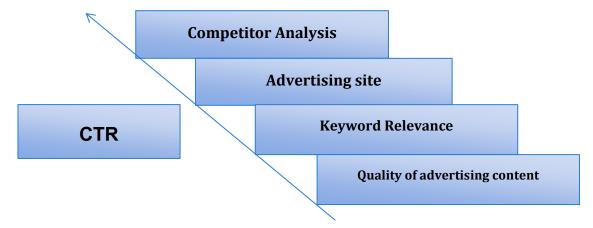


Fig. 43. Tools to improve CTR. *Source:* developed by the author based on data [14-16].

- 1. Quality of advertising content: This means that the advertising text is composed correctly and according to the correct rules. This text should clearly reflect the main idea of the product and be understandable.
- 2. Keyword Suitability: You should think as carefully as possible about all the types of phrases that will be associated with the ad and avoid adding unnecessary phrases, as you will be paying money for every click on the ad, and also for every click on the ad until the error in the key phrases, this can lead to a decrease in the effectiveness of the ad.
- **3.** Ad location: To increase click ability, it is important to consider the place that the ad occupies in search and on different sites, because this directly affects how strong the interest of potential customers in the ad will be.
- **4. Competitor Analysis:** it is necessary to monitor the advertising of direct competitors, since, being in the same environment and having relatively equal financial opportunities for the development of online advertising, the winner is often the one who attracts customers in different ways (discounts, promotions, bonuses, offers and other methods of attraction) [17-18].

Following the steps of this model, an advertising campaign can significantly increase the click-through rate and, as a result, to a certain extent increase its effectiveness.

1. Click-To Buy Ratio (CTB). This is an indicator of the effectiveness of online advertising, since it indicates the ratio of the number of buyers to the total number of visitors. This indicator is used in organizations that have a well-established system of market position, with the help of this coefficient, you can track and analyze the dynamics of sales, since this coefficient is derived from the conversion rate, since it shows the conversion of advertisers into direct buyers. However, there is no need to



talk about this. about the absolute synonym of these concepts, because the conversion rate shows us not only what we sell, but also that we perform any actions, such as registering on the site, filling out a questionnaire, watching a video, etc., this indicator is the most important in terms of performance, since we can not only track how many people clicked on our advertising banner, but also directly track those who performed the actions we need on the site. Profit can already be calculated based on user data, with the ability to draw a conclusion about the effectiveness of advertising.

- 2. Click to Interest (CTI): This is an indicator of the effectiveness of online advertising, and it is measured as the ratio of the number of interested visitors to their total number, and interested in this case are those who viewed several pages of the site and returned to this page several times or added it to favorites [19-20]. This indicator is used to control the online image of the organization and attract new recipients to the advertiser's site. As we can see, unlike CTR, CTB and CTI depend not only on incorrect targeting and viewing conditions, but also on the depth of views on the site. advertiser's websites. And returning or new customers, with the ability to use the three above-mentioned indicators in a comprehensive and completely independent manner, when changing an advertising campaign on the Internet, after a certain period of time we can evaluate the effectiveness of the changes and make the necessary decisions [21-22].
- **3. View-through rate (VTR):** An indicator indicating the internal attractiveness of an advertising message, assessed based on the ratio of the number of views and the number of views of the advertising message. It is also used to assess. the number of advertising contacts made, unlike CTR and CTI, in this case, opinions depend on the attractiveness of the advertising message, a rather controversial indicator, but thanks to it, you can evaluate the image of an organization on the Internet. To systematize the above performance indicators, we will present a system for using the performance indicators we have compiled depending on advertising goals.



The goal of the advertising campaign	The effectiveness of online advertising	
Increased availability of information	Visitor and host CTR-VTR	
Attract new clients	CTI	ROI - Online advertising
Sales growth	СТВ	
Creating a positive image of the organization and its products	CTI-VTR-CTR	
Do specific work	CR	

Fig 44. Internet Advertising Performance Indicators Percentage *Source*: developed by the author based on data [21-22].

Determining the effectiveness is a necessary condition for the correct organization and planning of the organization's advertising activities, as well as the rational use of labor and material resources spent on advertising. Research on the effectiveness of advertising should be aimed at obtaining specific information about the nature and interrelations of factors that work to achieve advertising goals with the least and maximum costs. Return by eliminating inactive advertising and determining the conditions necessary for its optimal effect.

Table 18 Indicators of economic efficiency of advertising.

Indicator	Calculation formula	
1. Advertising return on	P = (R/Z) *100	
investment:	Γ = additional income.	p = advertising profitability. %
	Z = ZR + PD	z = общие расходы на
		рекламу
2. Additional calculation	TD = TC * P * D / 100	
of turnover:	Tc - Average daily turnover before	Td - Additional turnover
	announcement.	factor.
	d = number of days taking into	r = Relative increase in
	account the turnover of staff in the	average daily yield over the
	advertising process.	announcement period.%,



(E = TD * HT / 100 - (ZR + PD))		
	E – economic effect of advertising.	
Zr- advertising expenses.	HT - trade margin per unit of goods relative to the	
	selling price	
PD- additional costs for sales g	rowth	
E = T (IP - I) * B * H / 100 - ZR		
IP = advertising index, as the	E = economic effect of	
	advertising.	
_		
-		
, ,	I = trade products.	
	D A 1 1 C	
ZR = advertising expenses.	B = Average annual value for	
	the period preceding the advertisement.	
	H = trade markup on the	
	advertised product for two	
	periods, as a percentage of the	
	selling price.	
ER = PR - ZR		
	er = advertising effect	
campaign.		
zr :	= cost	
	TD - additional turnover factor. Zr- advertising expenses. PD- additional costs for sales g E = T (IP - I) * I IP = advertising index, as the ratio of the turnover index of the advertised product to the turnover index of a commercial product that does not advertise its product. (IP - I) = increase in average annual sales index due to advertising. ZR = advertising expenses. ER = P πp = increasing sales of a product during an advertising campaign.	

Source: developed by the author based on data [23].

The difficulty of accurately assessing the effectiveness of advertising is due to the fact that the consumer is affected by many objective and subjective factors during the advertising campaign, as well as instability of the marketing environment associated with changes in the political and monetary environment, interest rates, exchange rates, tariffs, competitive activity and seasonality of demand, despite the above-mentioned problems, advertisers need to assess the effectiveness of advertising, and even an approximate assessment provides information on the feasibility of using funds for advertising and advertising the effectiveness of some of its methods [24].





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REFERENCE FOR THE CHAPTER 1

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Epilogue,

In the Name of Allah—the Most Compassionate, Most Merciful.

"Say, "Work. Allah will see your work, and so will His Messenger, and the believers. Then you will be returned to the Knower of secrets and declarations, and He will inform you of what you used to do." Surat At–Tawaba verse 105.

Praise be to God Almighty, who has enabled us to introduce this book. We have presented in this book E-Advertising Technology, and we have made every effort to bring this book out in this form. We hope that we made contributions to knowledge and we wish it will be beneficial for every reader and learner. We have made our best efforts to review the most important ideas for this topic as much as we can and we do not claim perfection because perfection belongs to God Almighty only. If we succeed, then it is from God Almighty. If we fail, it is from ourselves, and the honor of trying is sufficient for us. Finally, we hope to that you will like this book.

may the blessings and peace of Allah be upon him our teacher, beloved and master Muhammad.

Peace, God's mercy and blessings be upon you







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