STRATEGIES ELECTRONIC MARKETING



MAIN TASK AND KEY GOALS::

- argumentation of the main strategies of electronic marketing;
- emphasizing the need to use effective e-marketing tools based on innovation, technology and modern trends to achieve the strategic goals of the organization;
- the main strategies of electronic marketing, basic elements, tools and modern trends in their construction and implementation are considered; identified the need to improve the organization of electronic marketing of companies in order to increase conversion and increase the share of the target audience;
- The main methods, tools and practical recommendations for effectively organizing an electronic marketing strategy are presented.

The obtained scientific and methodological aspects can be practically applied as:

- tools for developing an electronic marketing strategy;
- analysis, evaluation and selection of innovative tools for the development of an organization's strategy in the field of electronic marketing.

CONTENT

CHAPTER 1. *MARKETING STRATEGY AND ITS ROLE IN DEVELOPMENT*

CHAPTER 2. *E-MARKETING AND MAIN STRATEGIES*

CHAPTER 3. *SEARCH ENGINE OPTIMIZATION STRATEGY*

CHAPTER 4. *CONTENT MARKETING STRATEGY*

CHAPTER 5. *E-MAIL - MARKETING STRATEGY*

CHAPTER 6. *SMM-MARKETING STRATEGY*

CHAPTER 7. *CONTEXT ADVERTISING STRATEGY*

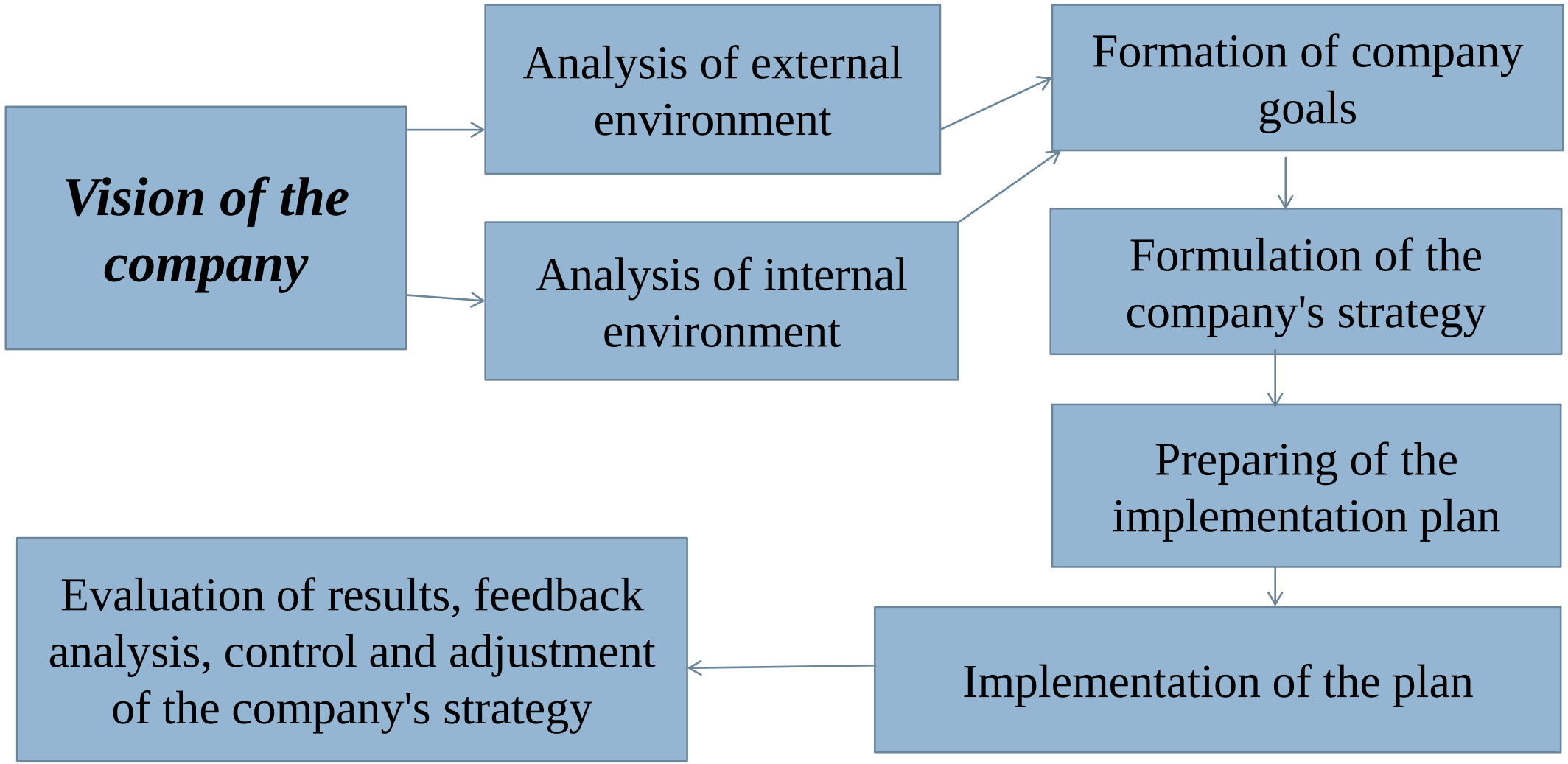
CHAPTER 8. *MEDIA ADVERTISING STRATEGY*

CHAPTER 9. *AFFILIATE - MARKETING STRATEGY*

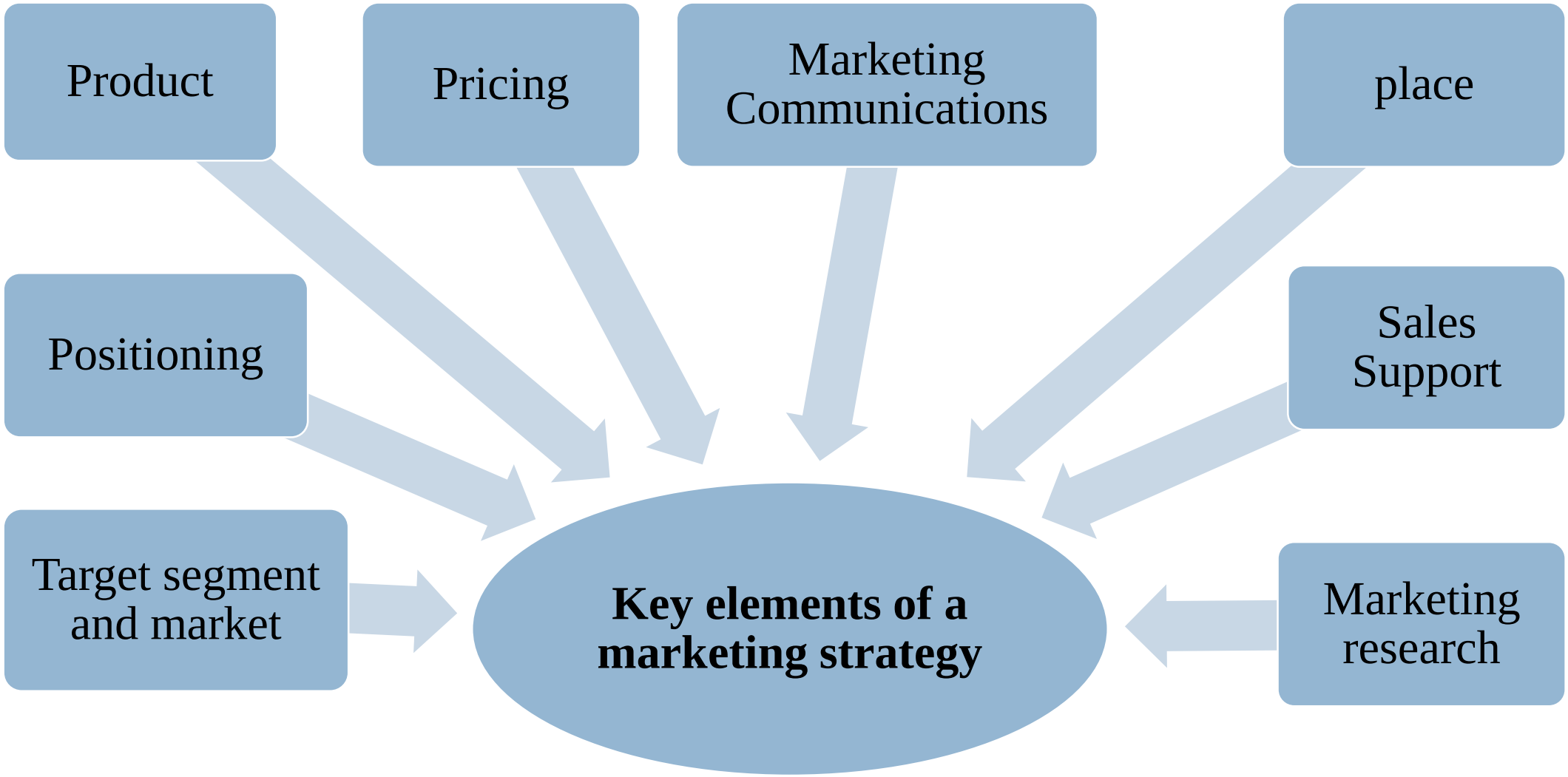
CHAPTER 10. *INFLUENCER MARKETING STRATEGY*

1. MARKETING STRATEGY AND ITS ROLE IN DEVELOPMENT

Stages of the strategic planning process for the organization's marketing activities



BASIC ELEMENTS OF AN ORGANIZATION'S MARKETING STRATEGY



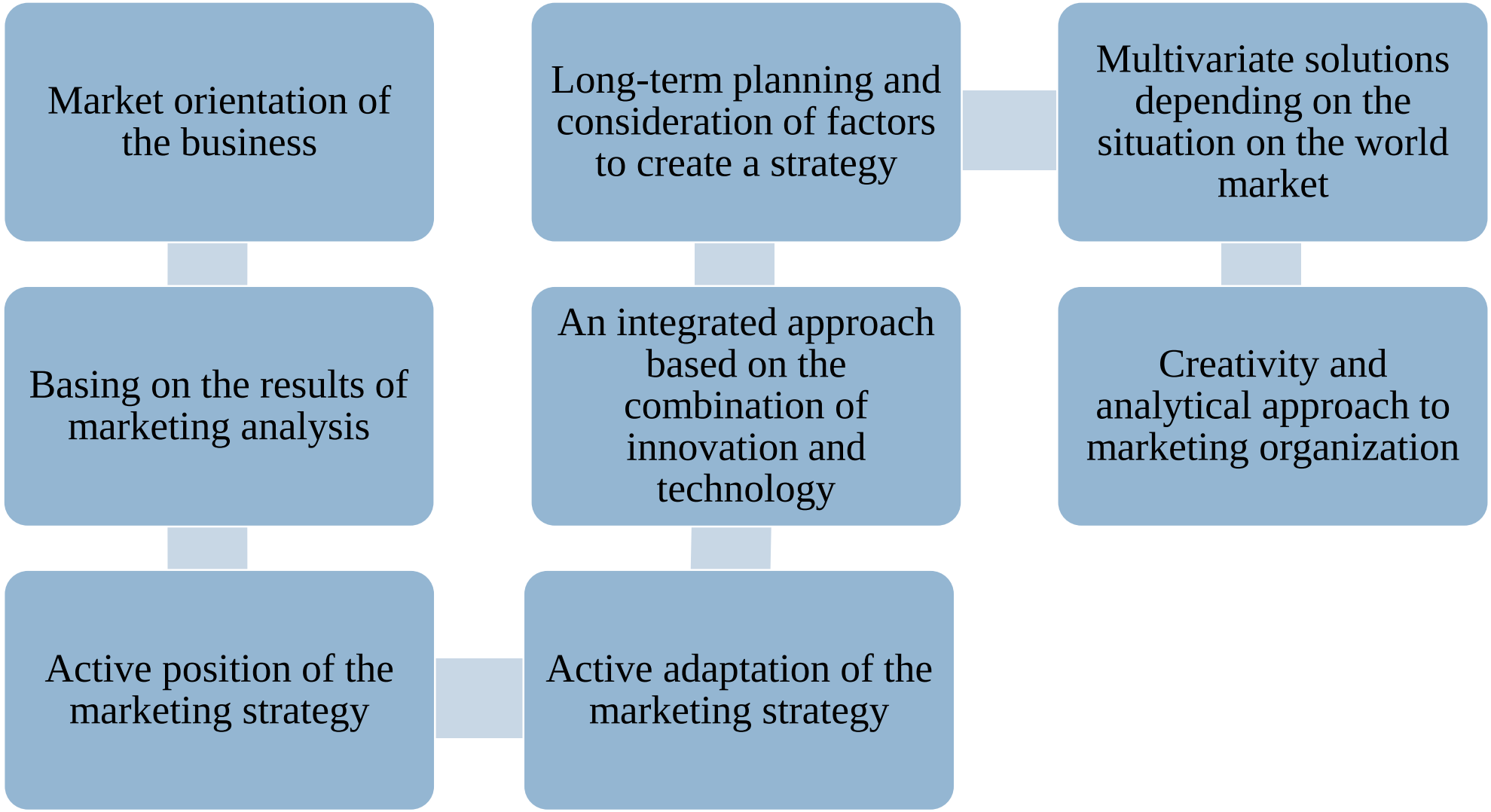
ALGORITHMIC STAGES OF FORMATION OF THE ORGANIZATION'S MARKETING STRATEGY

Formation of elements of economic strategy for the implementation of business goals

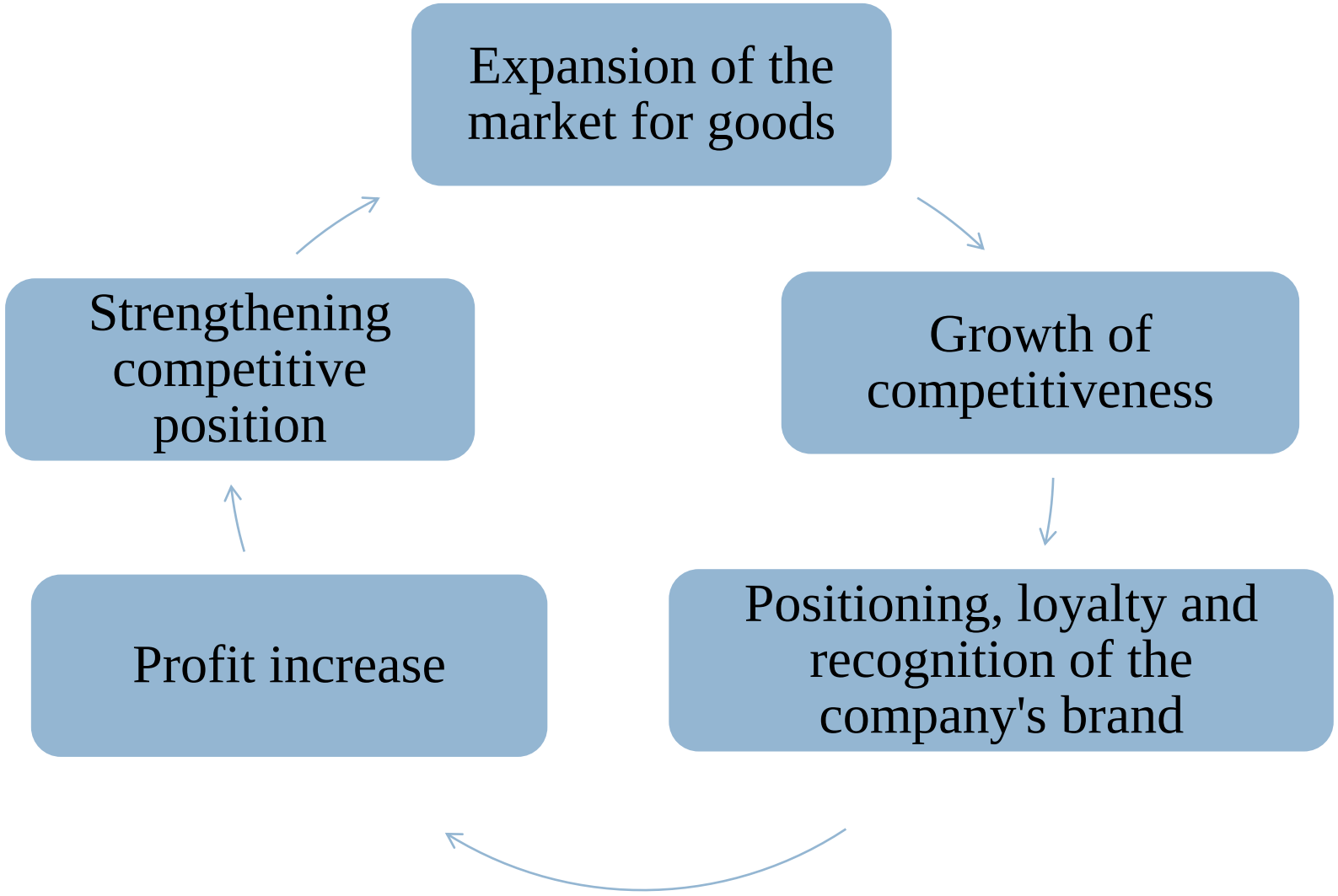
Business analysis of the life cycle of a company, forecasting the development of strategies and assessing possible consequences.

Identification of key areas of development of the company, identification of business goals

THE BASIC PRINCIPLES OF FORMING AN ORGANIZATION'S MARKETING STRATEGY



MARKETING OBJECTIVES OF ORGANIZATIONS WITH THE HELP OF MARKETING STRATEGY



STRUCTURING THE KEY TYPES OF MARKETING STRATEGIES OF COMPANIES IN MODERN CONDITIONS

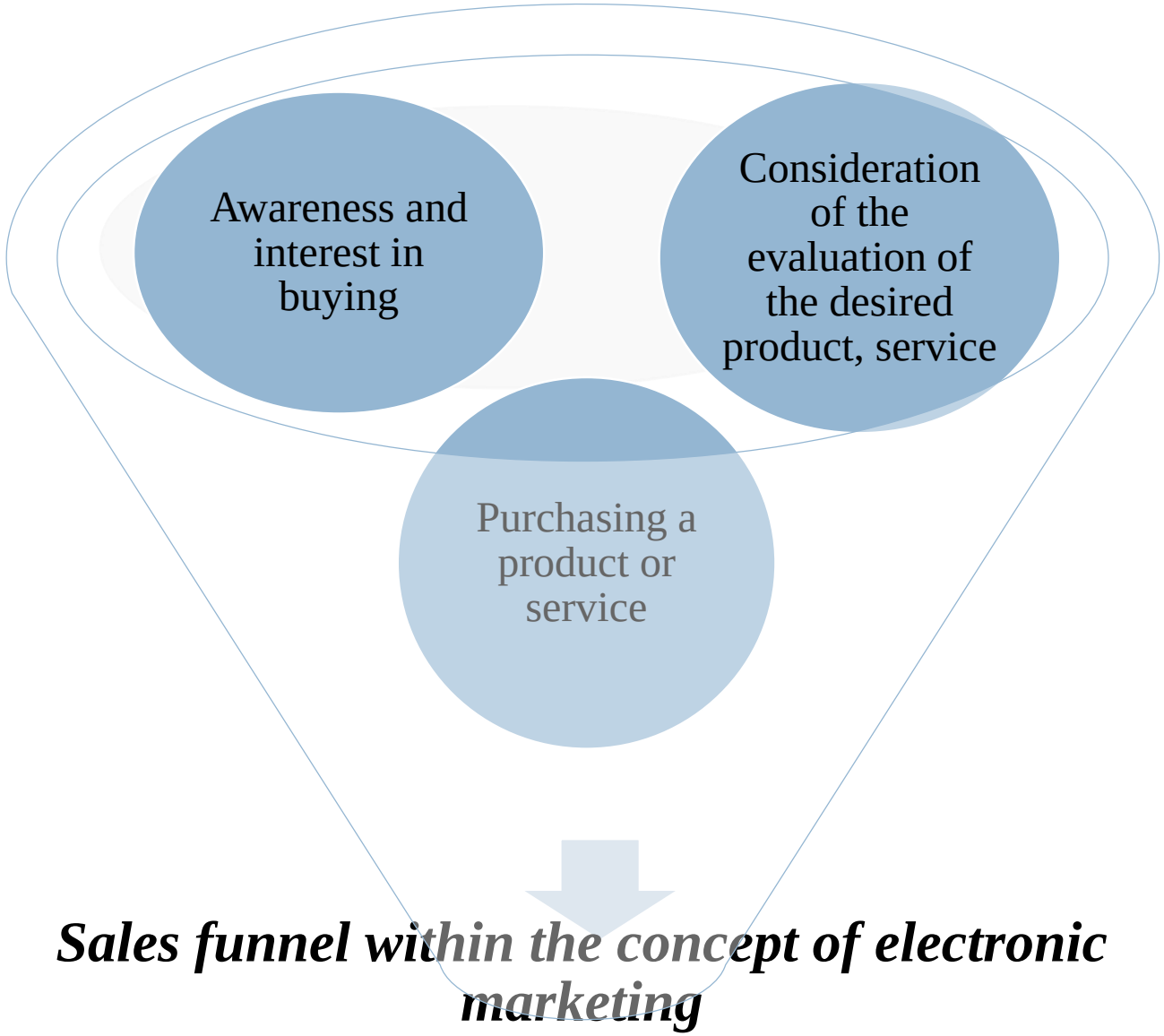
Marketing strategy	Key features
Global Marketing Strategies	Internationalization strategy
	Diversification and selection strategy
	Segmentation Strategy
	Globalization strategy
	Cooperation strategy
Basic Marketing Strategies	Cost leadership strategy
	Differentiation strategy
	Focus strategy
Growth Strategies	Market penetration strategy.
	Market development strategy
	Product development strategy
	Diversification strategy
Competitive Marketing Strategies	Leader strategy
	Challenger strategy
	Follower strategy
	Specialist strategy
Pricing Marketing Strategies	Pricing Marketing Strategies
	Market skimming strategy
	Market mastery or penetration strategy
	Price leadership strategy.
	Price stability strategy.
	Price reduction strategy
	Price increase strategy

DIFFERENCES IN CONSUMER BEHAVIOR IN SERVICE MARKETS THAT INFLUENCE AN ORGANIZATION'S MARKETING STRATEGY

- Difficulty assessing the quality of a service before making a purchase
- Opaque cost structure of services
- High uncertainty in the level of service
- Low level of company knowledge
- Difficulties with determining the final cost before making a purchase

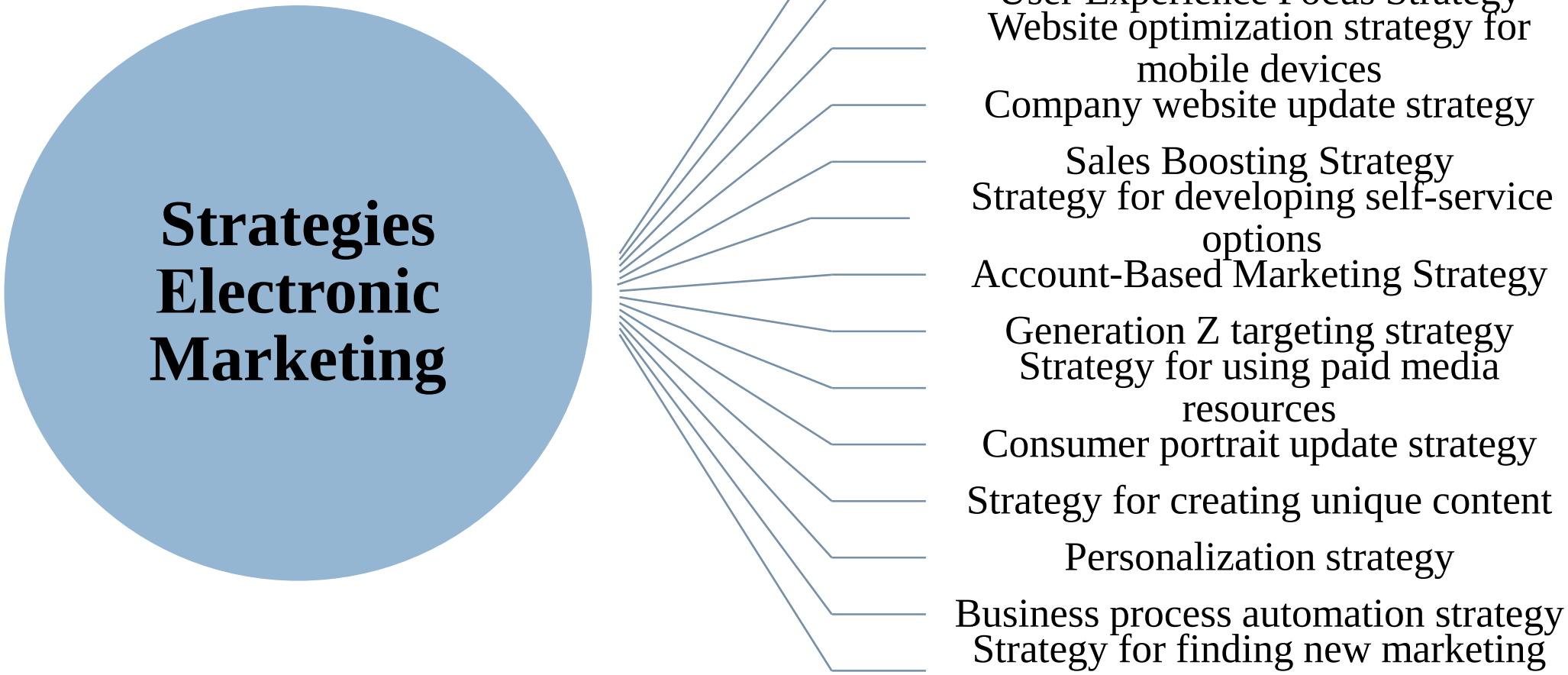
2. E-MARKETING AND MAIN STRATEGIES

SALES FUNNEL ELEMENTS IN THE CONCEPT OF ELECTRONIC MARKETING FOR ORGANIZATIONS



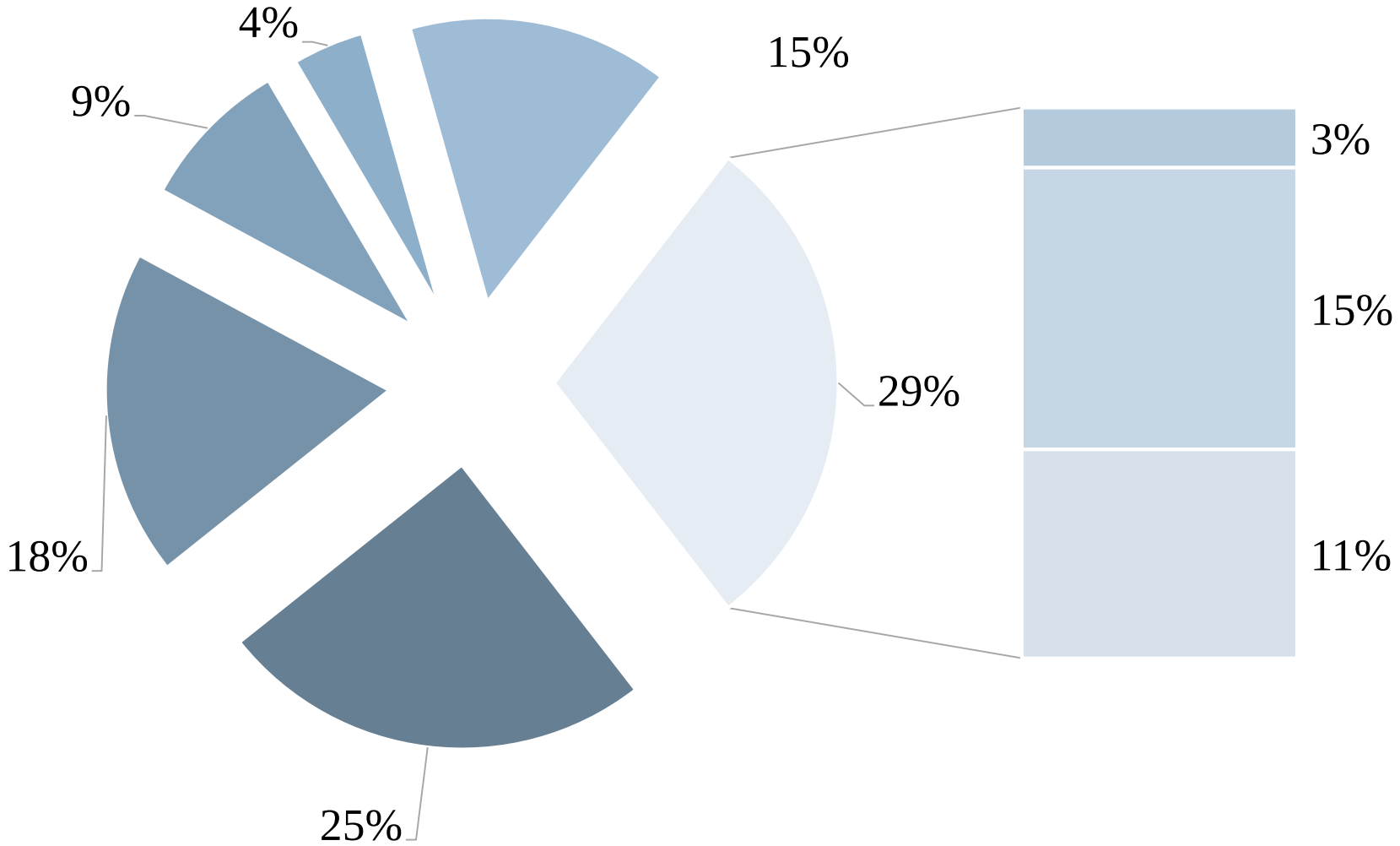
Sales funnel within the concept of electronic marketing

THE MOST RELEVANT AND POPULAR E-MARKETING STRATEGIES IN THE REALITY OF MARKETING BUSINESS



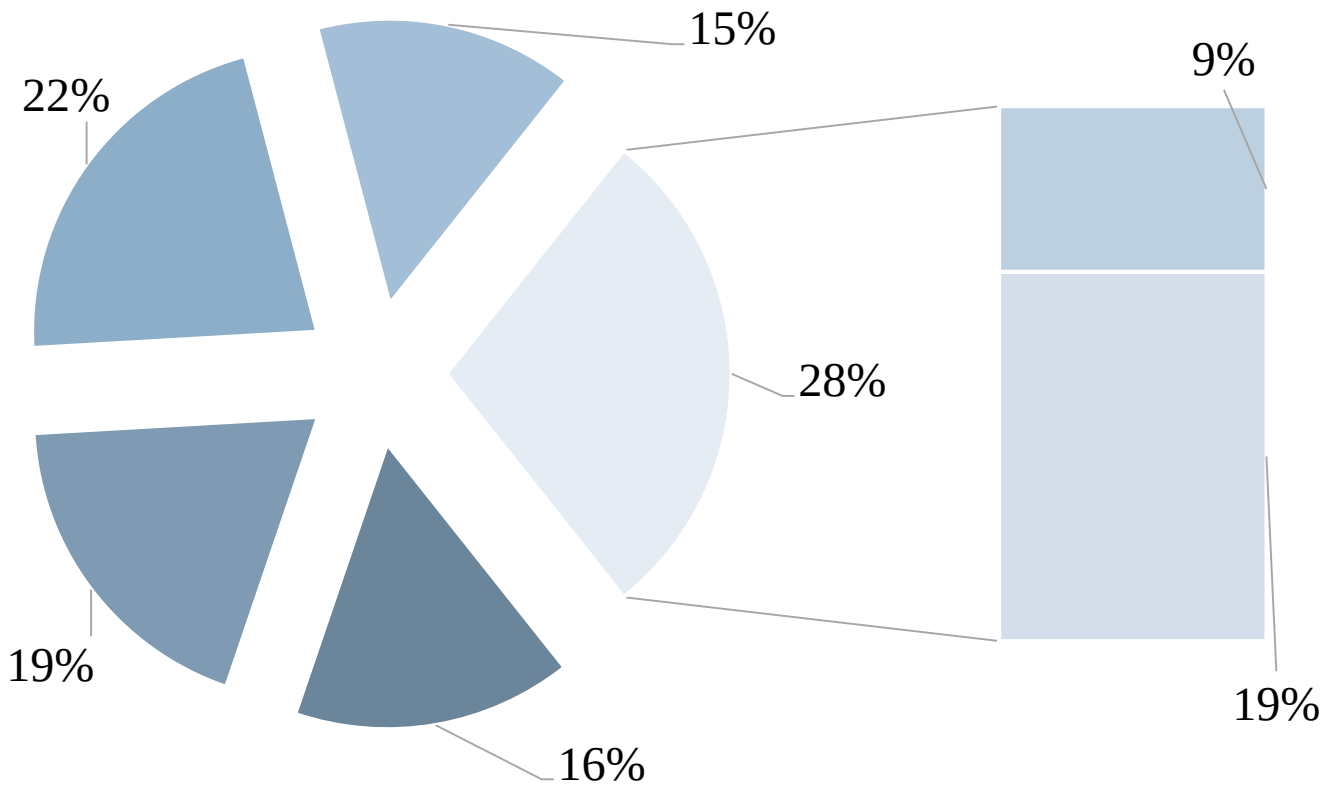
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STRUCTURE AND SHARE OF SOCIAL MEDIA USE IN THE WORLD AS OF 01.01.2022, IN %



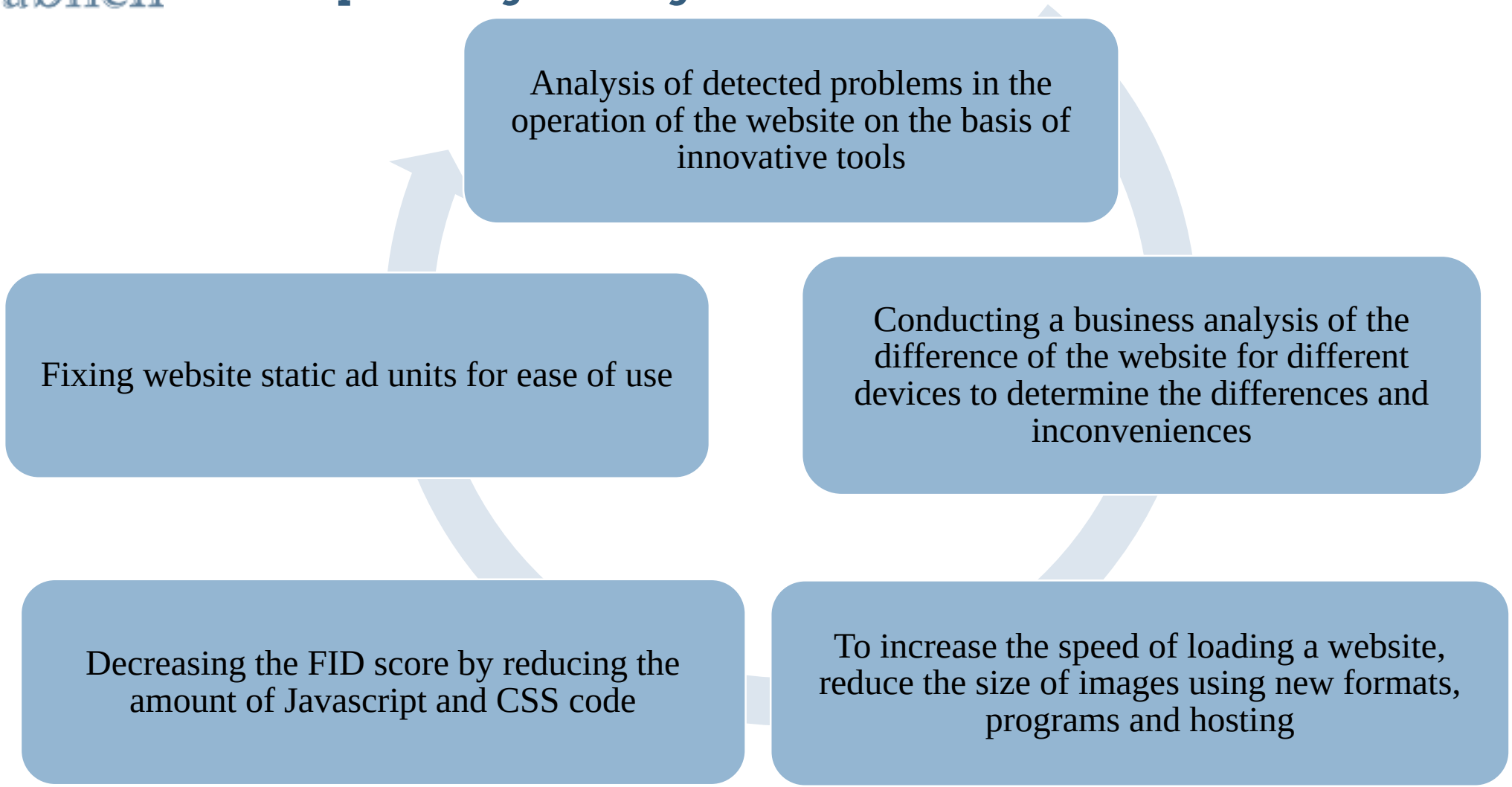
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THE KEY ROLE OF VIDEO IN THE CONCEPT OF ELECTRONIC MARKETING IN THE WORLD, IN %

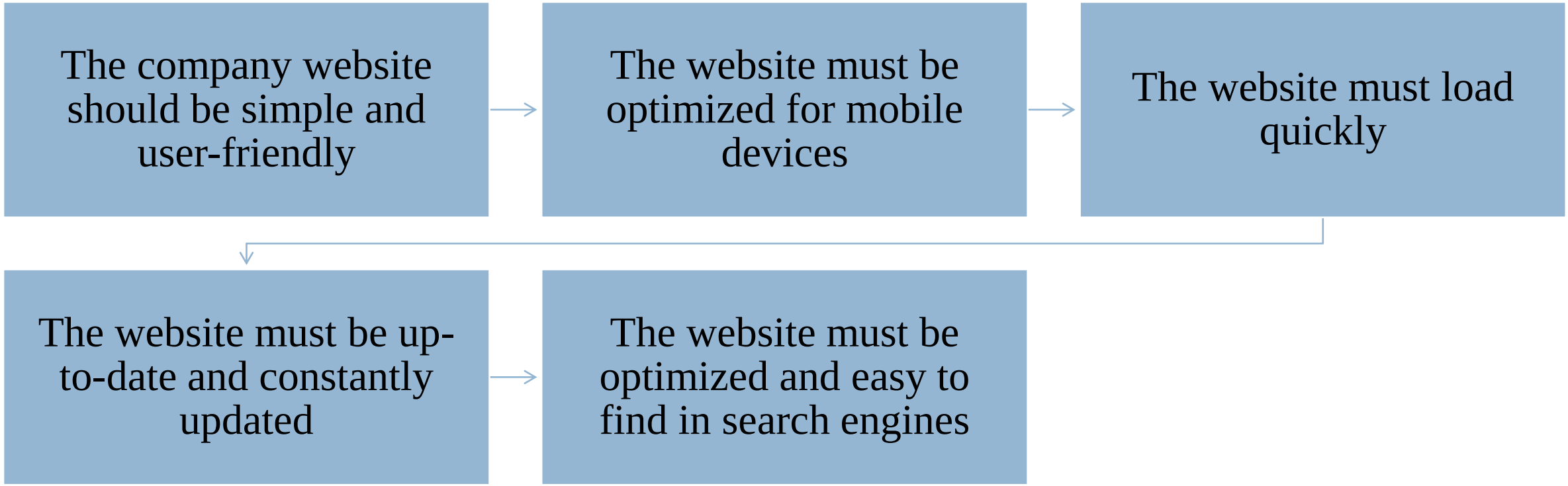


- Consumer Distribution of Favorite Brand Video
- The company’s conversion has grown thanks to the video
- Consumers watching a video before buying
- Consumers who visit official sites for purchase
- Consumers call the seller before buying
- Companies use video as a marketing tool

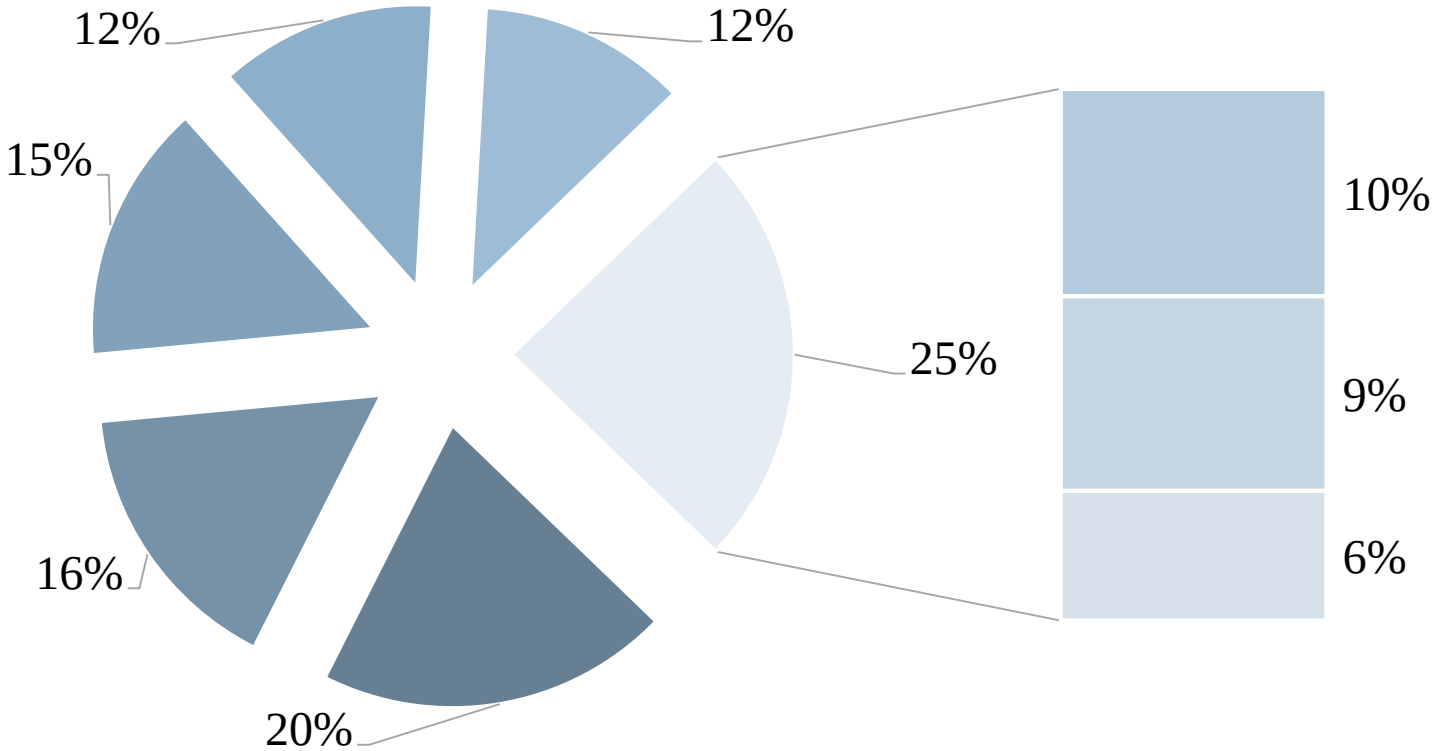
Optimizing the organization's website for mobile devices



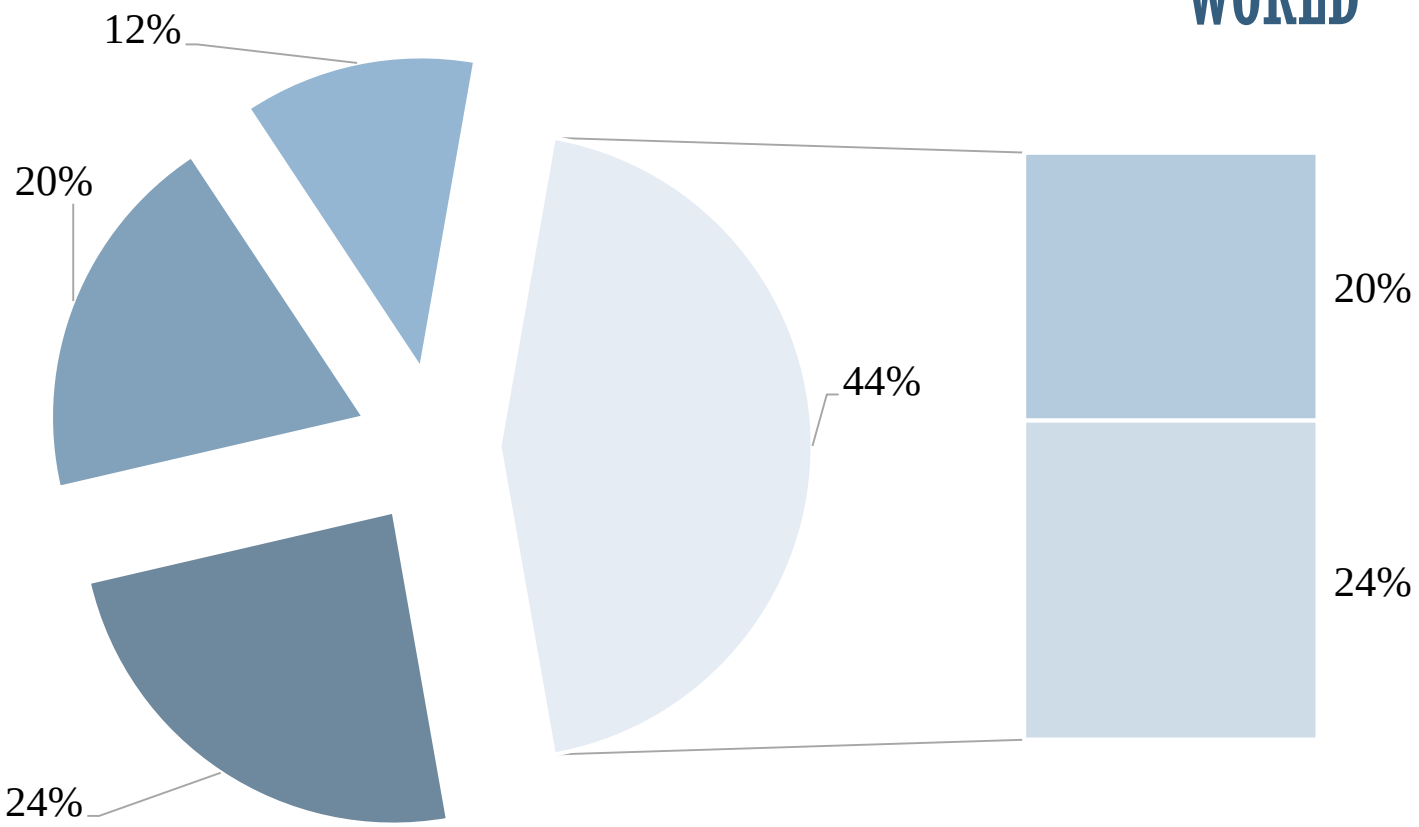
ACTIVITIES OF UPDATING THE ORGANIZATION'S WEBSITE IN E-MARKETING



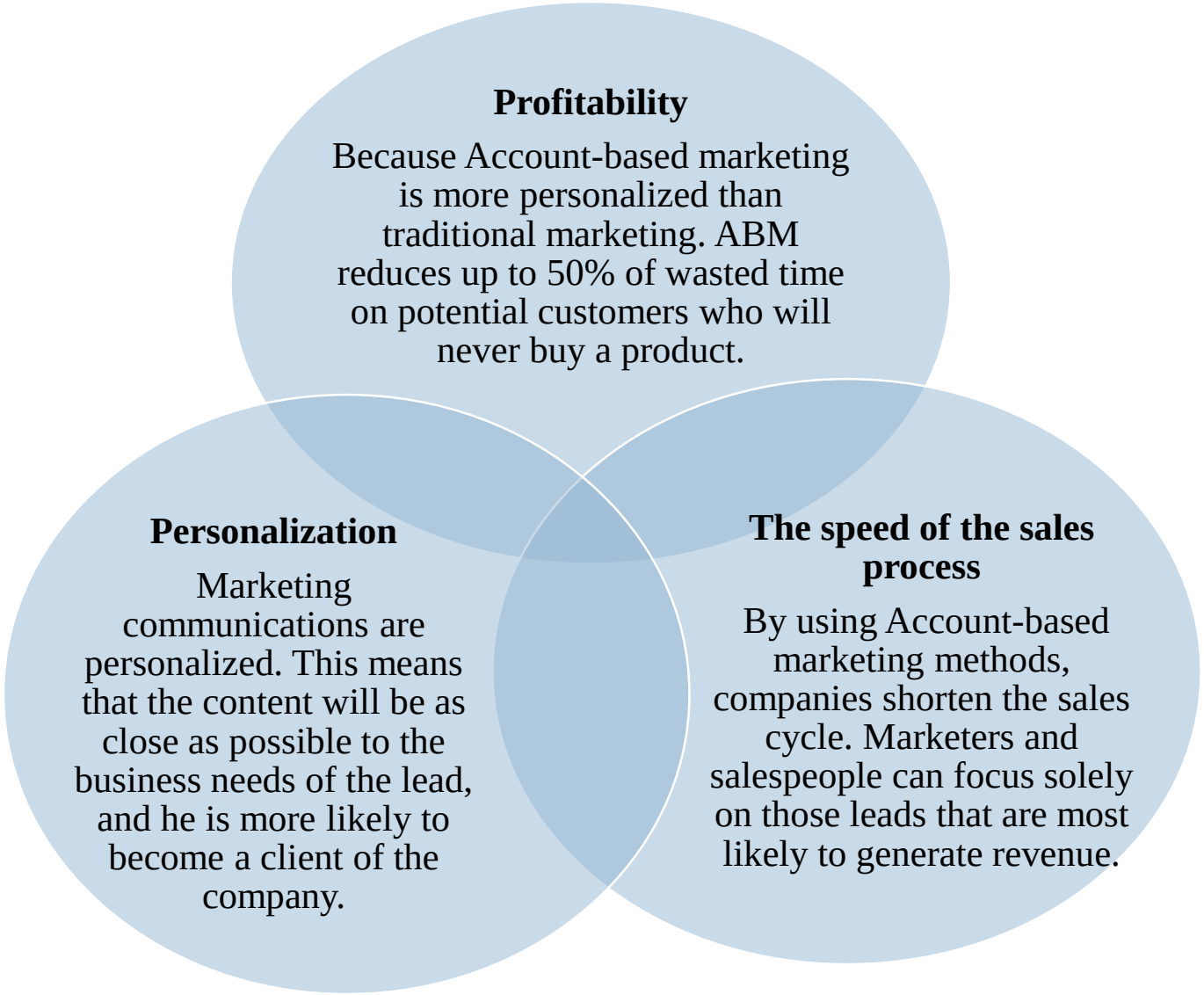
SHARE % OF USE OF CHATBOT TOOLS IN SECTORS OF THE GLOBAL ECONOMY



SHARE % OF USE OF VOICE SEARCH AMONG INTERNET USERS IN THE WORLD



KEY BENEFITS STRATEGIES ACCOUNT BASED MARKETING



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WAYS TO ENSURE UNIQUE CONTENT IN E-MARKETING

Understanding the essence and purpose of creating content for both the company and the consumer

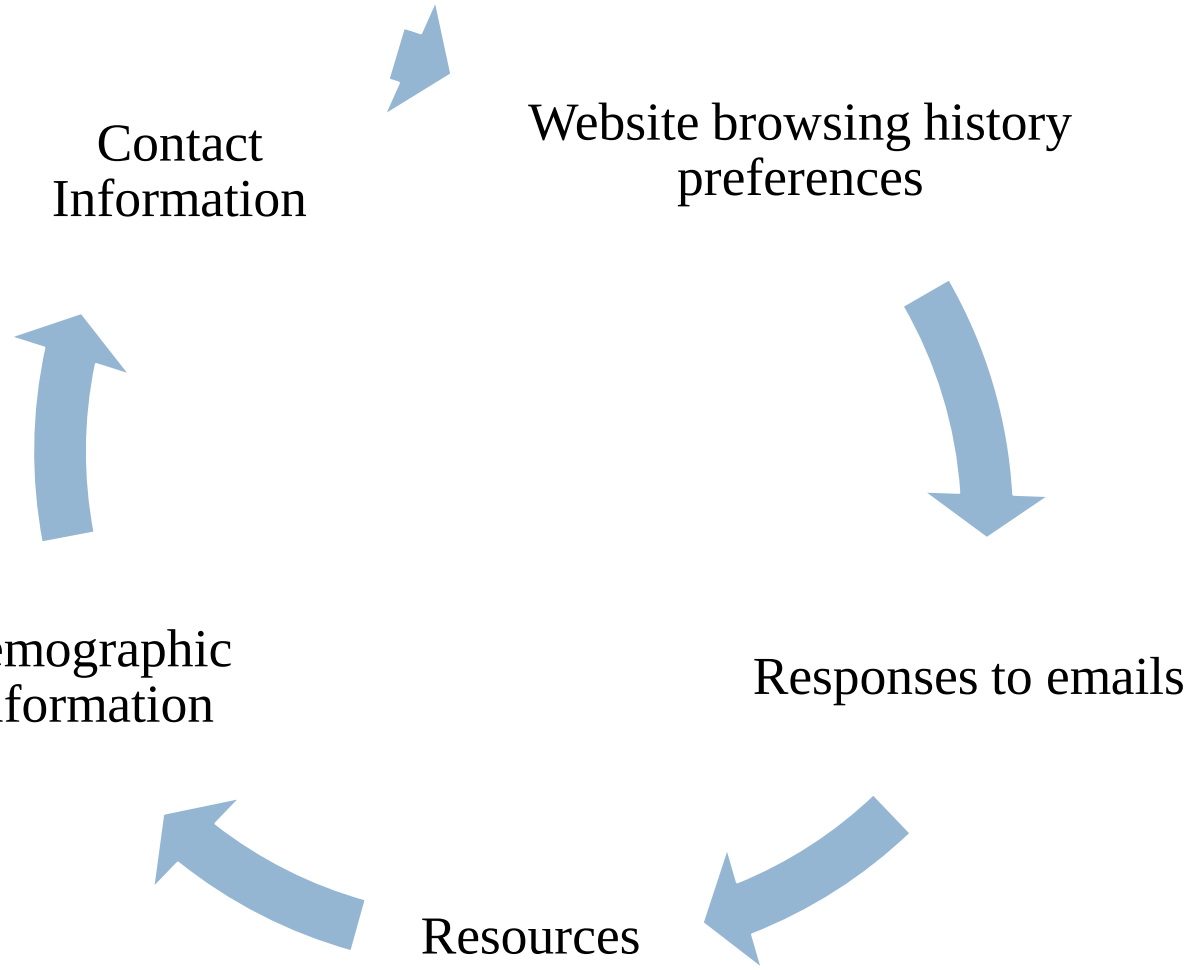
Study and definition of the target audience

Content originality

Description of real cases and situations that will interest consumers

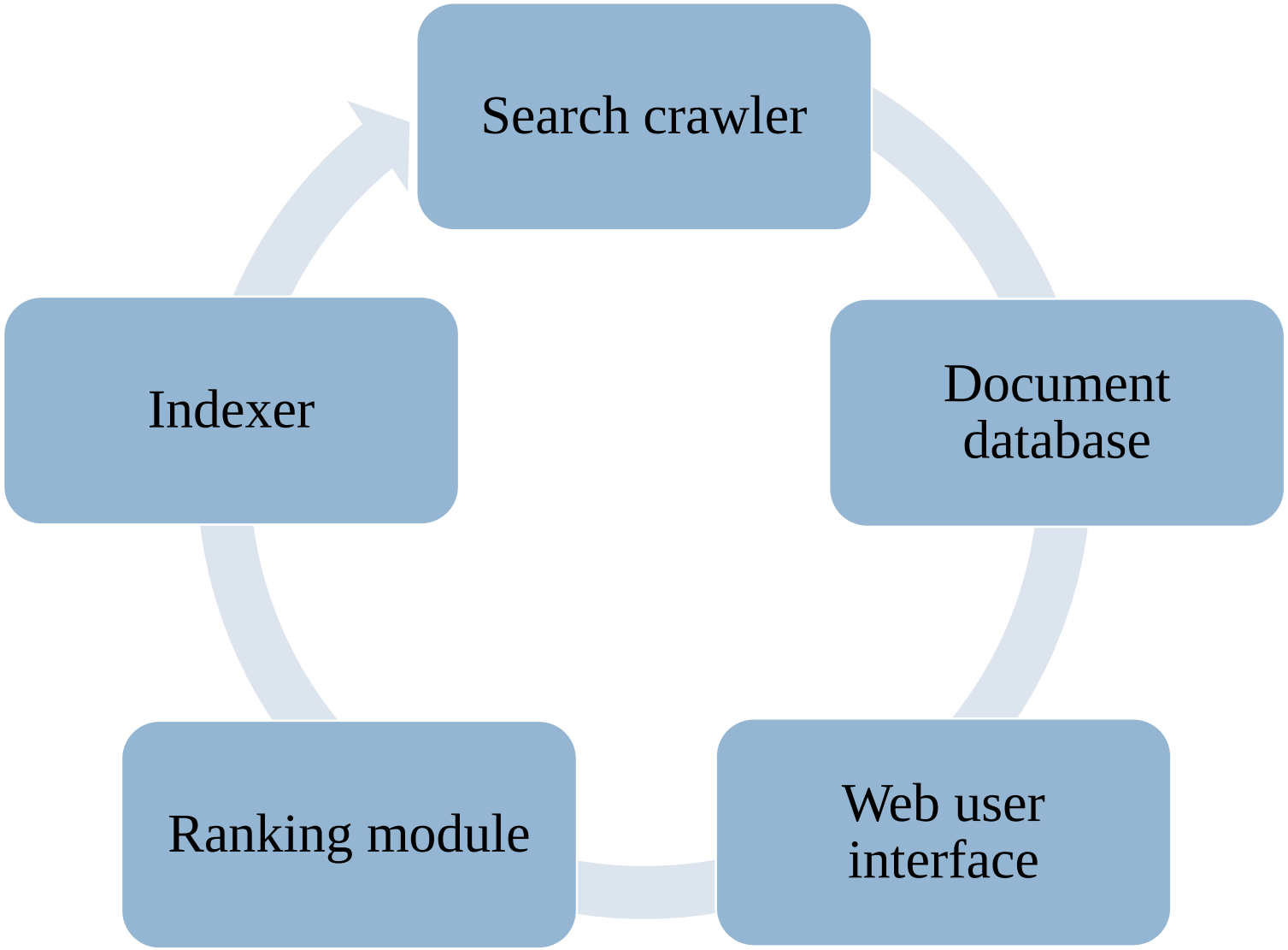
High-quality and competent content writing

INFORMATION THAT PROVIDES A PERSONAL APPROACH TO THE CONCEPT OF E-MARKETING



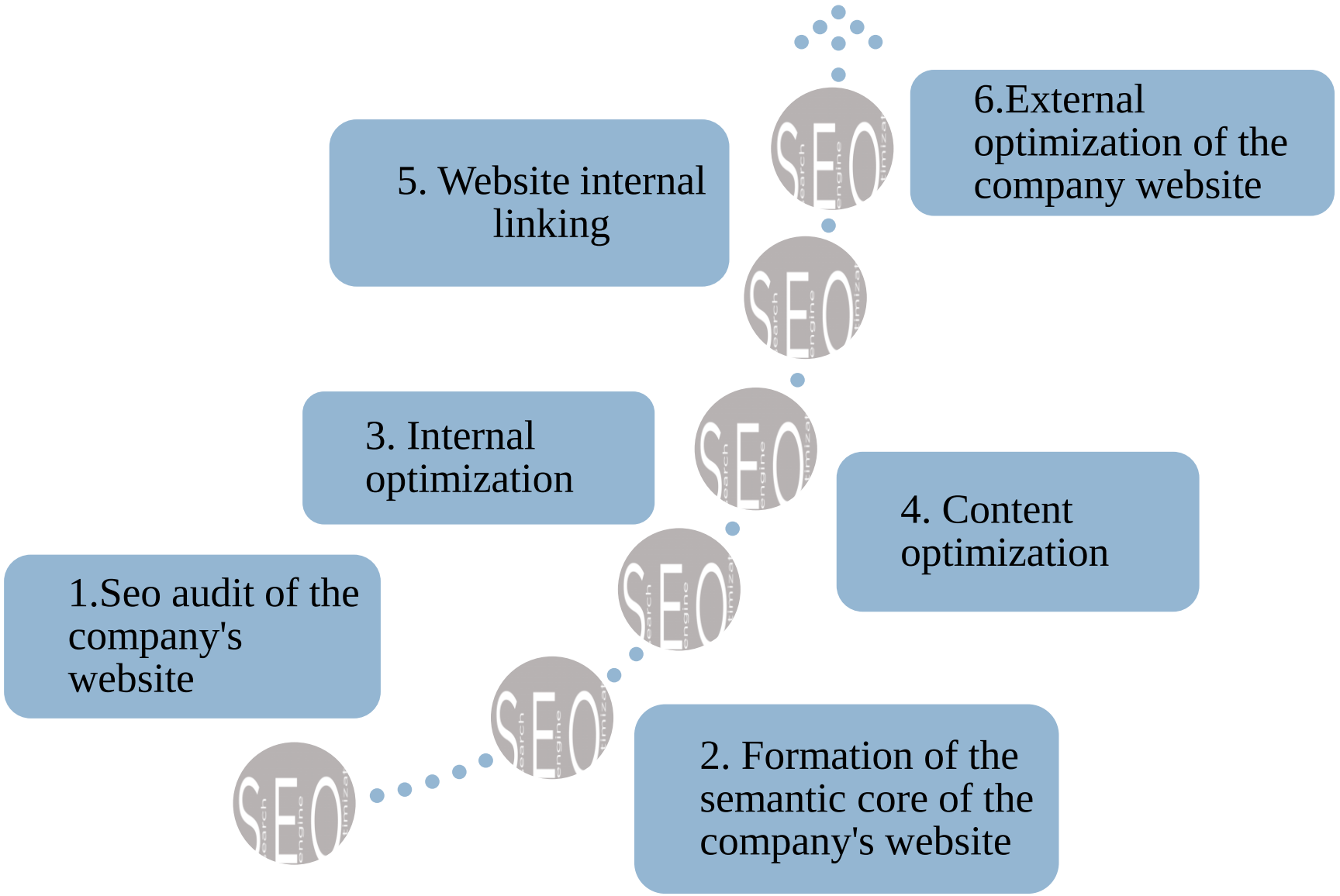
3. SEARCH ENGINE OPTIMIZATION STRATEGY

Search engine structure

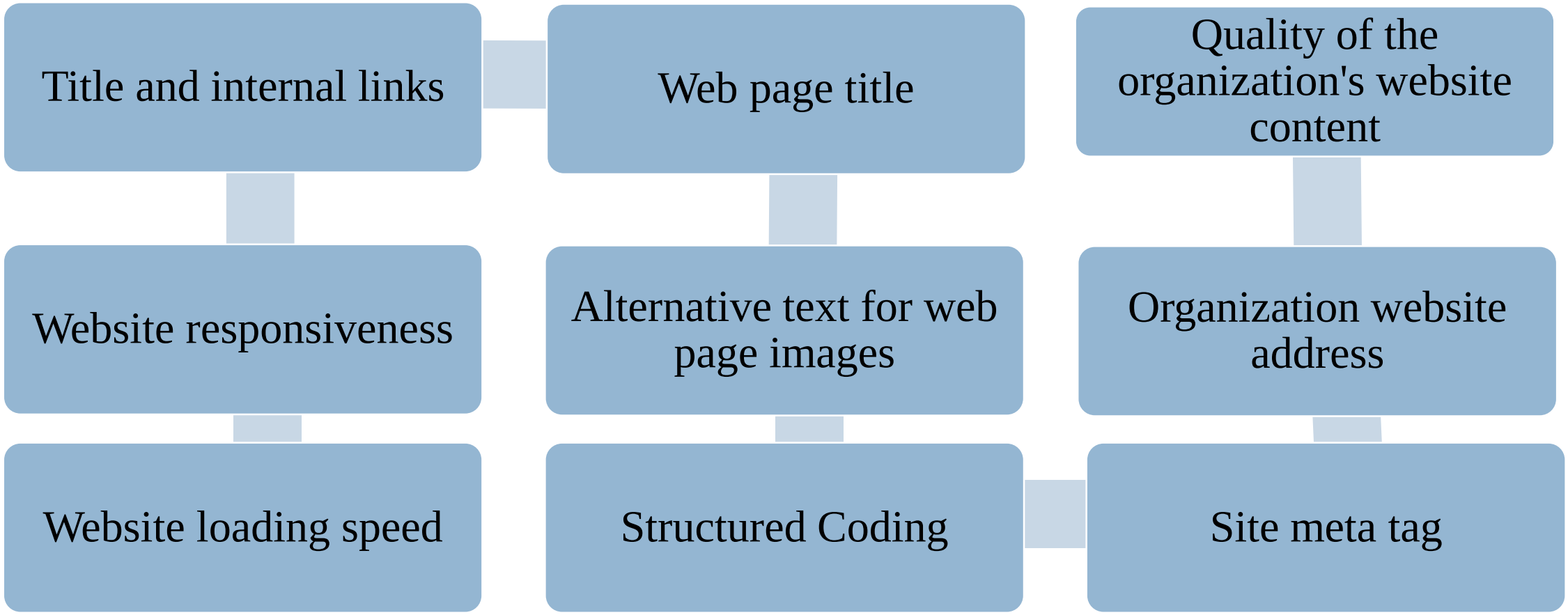


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STAGES OF SEARCH ENGINE OPTIMIZATION FOR THE ORGANIZATION'S WEBSITE



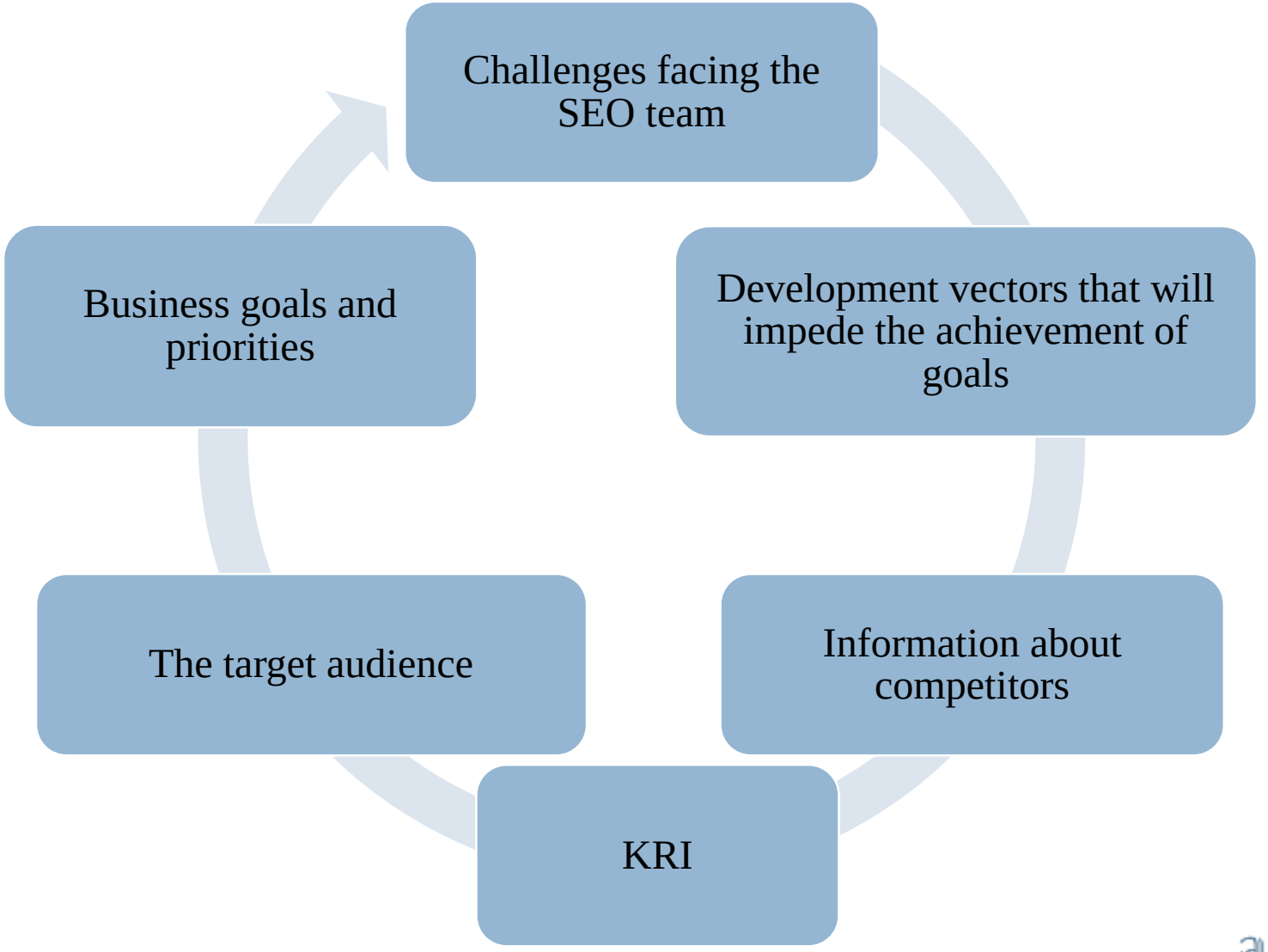
INTERNAL SEARCH ENGINE OPTIMIZATION ELEMENTS FOR THE ORGANIZATION'S WEBSITE



OBJECTIVES OF AN E-MARKETING STRATEGY BASED ON SEARCH ENGINE OPTIMIZATION

- Attracting a new pool of clients and partners
- Improving the reputation of the company among the search results
- Increasing the number of orders for certain goods or services of the company
- Increasing the trust of the target audience of the company
- Ensuring maximum brand reach

CONCEPTUAL ELEMENTS THAT SHOULD BE REFLECTED IN THE ORGANIZATION'S E-MARKETING STRATEGY

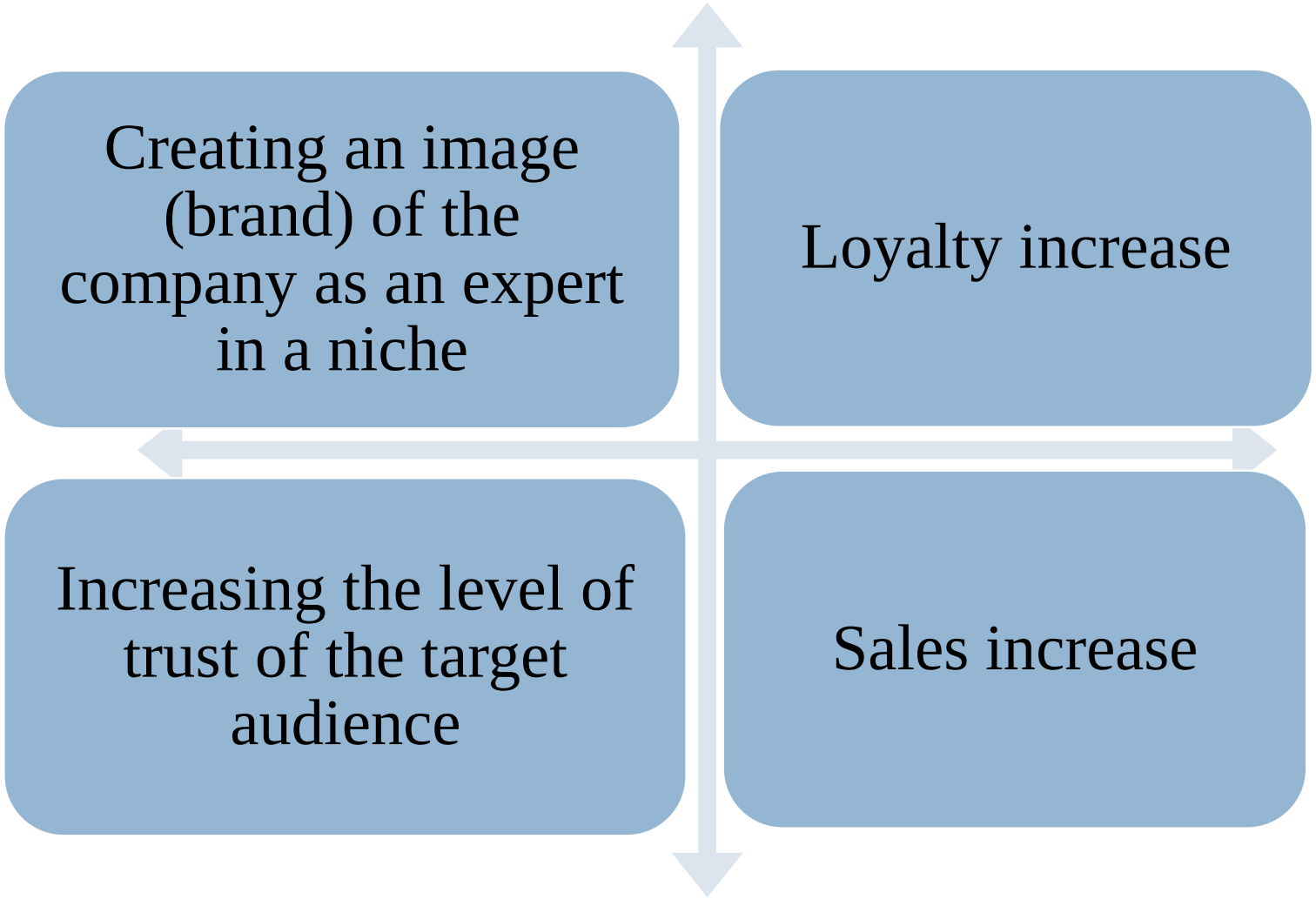


FEATURES OF DEFINING THE GOALS AND OBJECTIVES OF THE ORGANIZATION'S E-MARKETING STRATEGY



4. CONTENT MARKETING STRATEGY

Content marketing strategy tasks for organizations



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APPROPRIATE AND EFFECTIVE FORMS OF IMPLEMENTING CONTENT MARKETING STRATEGIES FOR ORGANIZATIONS

Content Format	Features of use in the strategy
Articles	Information materials about a product, product or service of the company, its scope, unique functions, solving specific problems. Description of the features and uniqueness of the product and how it can be useful to the consumer.
Guides	This type of content gives a step-by-step description of actions, an explanation of complex approaches in organizing a company's product or service. This type of web content is great for explaining complex products, services, and demonstrating a company's expertise in a particular niche.
Reviews	Usually dedicated to a single product, service or one of the areas related to the company's business. This type of web content characterizes the company as an expert and a well-formed market participant who has the skills of strategic analysis, evaluation before starting the process of selling goods and services.
Cases	To ensure the effectiveness of content marketing, it is necessary to disclose in cases all the nuances and facts about the services and goods offered. This type of content is aimed at ensuring that, through the acquisition of goods or services offered by the company, they will change the life of the consumer himself.
Research	This format is suitable for large companies that have resources for serious research. More often it is about B2B, where expertise and objectivity of data are important. Qualitative research in the topic will take time, money and nerves, but existing clients, colleagues and other market players can rely on it.
Books	This type of content should be used as a full-fledged e-book on the topic, as well as White Papers. The first type is suitable to cover multiple questions or issues. The second - reveals in detail one, specific problem, pain, objection of the audience.
Infographics	Visualizing complex numbers, facts, phenomena, or even research is a great way to get good readability.
Video	Video content is popular and not only within YouTube. You can record the same reviews and manuals in video format.
Webinars and live broadcasts	A great option to build a living, trusting relationship. Here it is already appropriate to pause, there is no editing, as in the prepared video. People can ask questions in real time. What's more, the live stream and webinar can be recorded, then edited and turned into a video for your YouTube channel.
Podcasts	Many businessmen and top managers prefer to listen to podcasts on specialized topics while doing sports, on the road, etc. If no one else is doing this in the niche in which the company is located, it is an excellent opportunity to become a leader and encourage competitors.
Presentations	Speaking at events, publishing presentations on Slide Share and other services is also a type of content that needs to be skillfully used. Preparing presentations should be a separate guide, but in B2B, this is a particularly important format.

GRADUAL IMPLEMENTATION OF AN E-MARKETING STRATEGY BASED ON WEB CONTENT

- Stage 1

Formation of the main elements of the company's content marketing strategy

Creation of company web content

- Stage 2

- Stage 3

Determining the best options for distributing company web content

CHANNELS FOR DISTRIBUTING ORGANIZATIONS' WEB CONTENT

Web content distribution channel	Characteristics of the features of the distribution of web content through the channel
SEO	Informative articles that use keywords from user queries will ensure marketing effectiveness by driving traffic to the company website organically.
Social networks	A platform for informal communication with your customers, if the company has a Facebook page, be sure to broadcast information about the release of new content there with a link to the company's corporate blog or website.
E-mail newsletters	This channel will inform subscribers about the release of new materials. Such mailings can be done weekly, monthly or quarterly, which will attract the attention of consumers and customers, both regular and potential.
Contextual advertising	Launching contextual or targeted advertising on new material with an effective title and an attractive description will allow you to get new subscribers (if the ad is running on Facebook) and / or traffic to the company's website (if the ad is on Google Ads).
External sites	Referral traffic to the company's website, increasing brand awareness, interest of the target audience and journalists, the status of experts in their niche. In order for the publication to bring the maximum return, it is necessary to choose well-known resources with a large audience.

Business objectives for a content marketing strategy

Customer retention, brand loyalty.

Large companies spend a lot of effort to maintain the image of an expert in their field. A marker that will indicate the correct choice of the direction of the content strategy will be an increase in the number of reposts, links to your information, an increase in the response to messages.

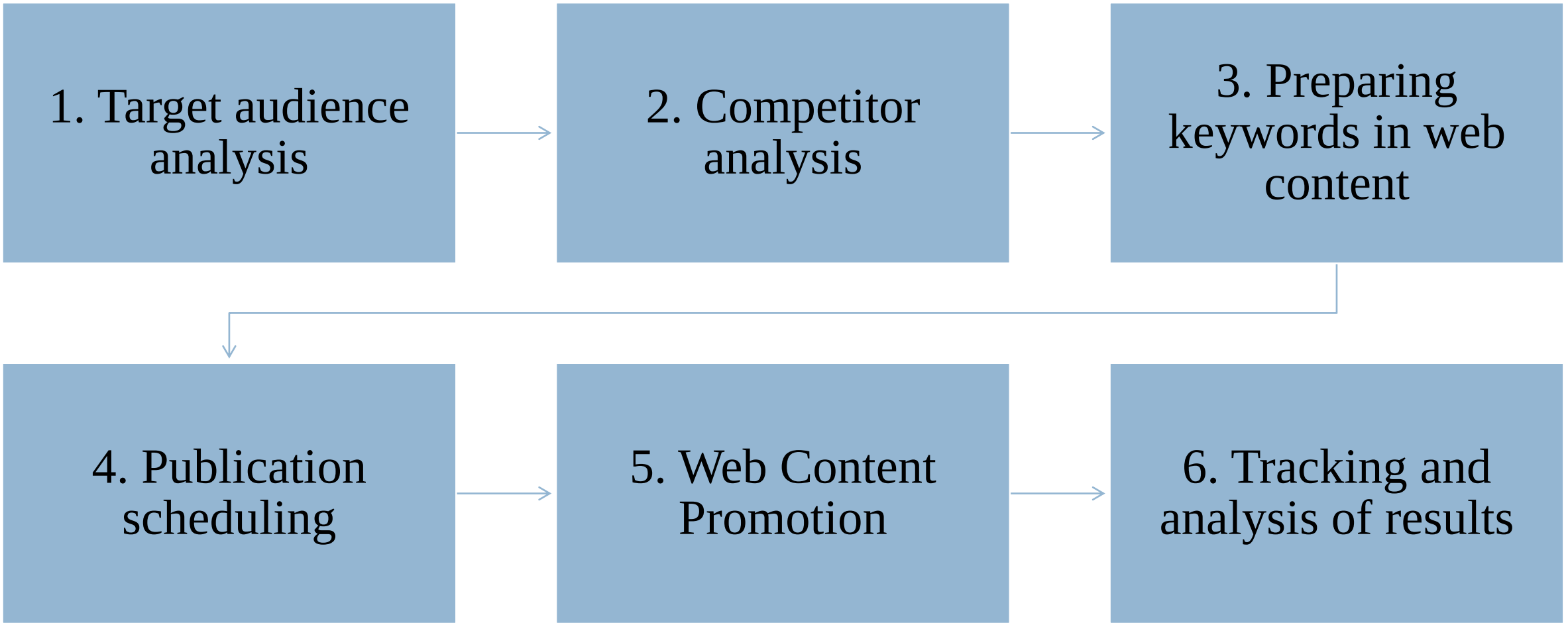
Search for colleagues.

In the labor market, where highly specialized specialists are required, the demand for workers often exceeds the supply. Employers try to present themselves in the best possible light by creating a positive image. The criterion for a correct content strategy can be an increase in positive feedback from employees, an increase in employees' appeals to the company, etc.

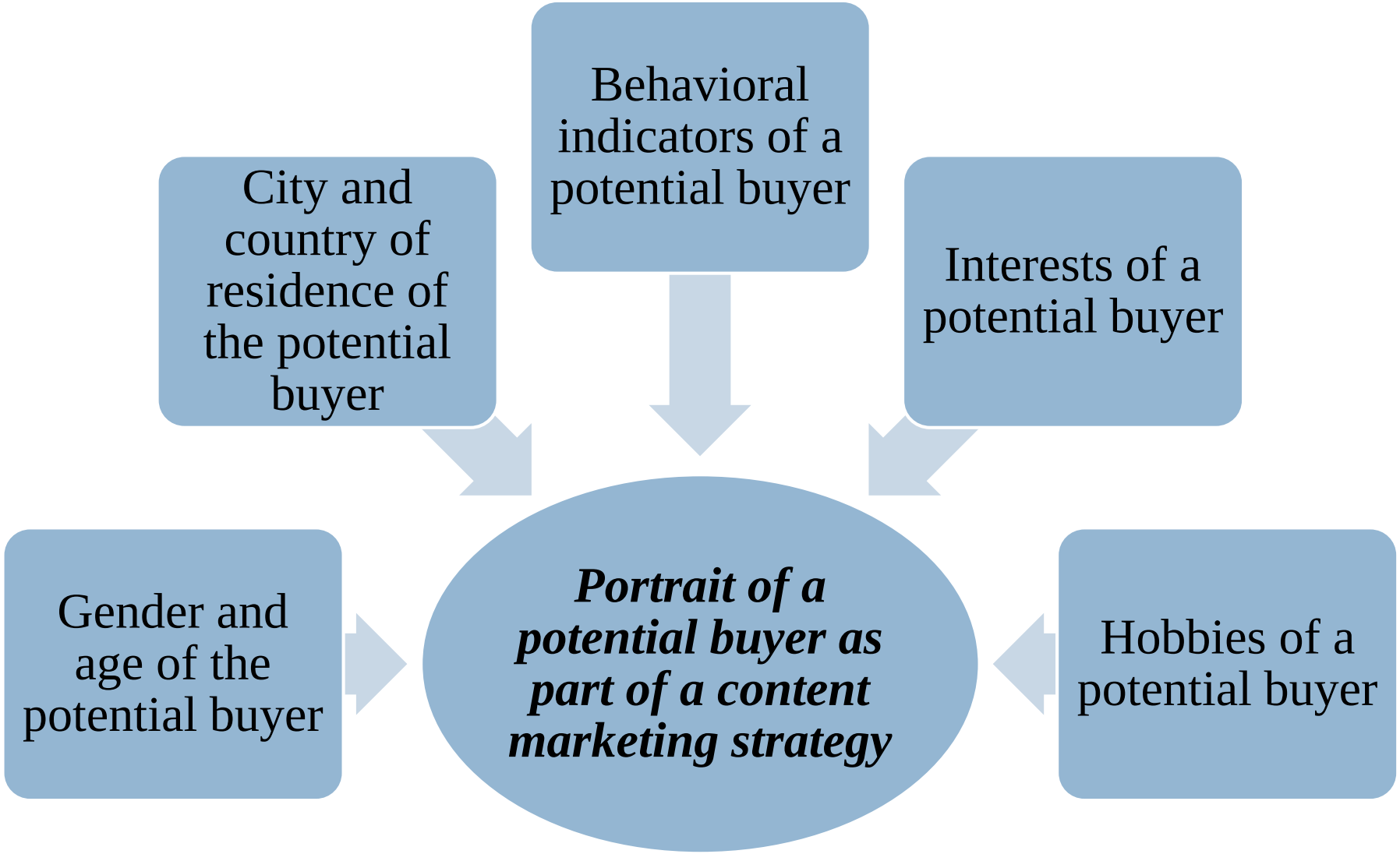
Increasing brand awareness.

This is one of the most common goals in content marketing. Brand awareness directly affects the increase in revenue. Useful content provides information about the product, gently convincing the buyer of the need to purchase.

Stages of formulating a content marketing strategy for organizations.



KEY INDICATORS OF BUYER IMAGE AS PART OF AN ORGANIZATION'S CONTENT MARKETING STRATEGY



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ANALYZE COMPETITOR CONTENT TRENDS AS PART OF IMPLEMENTING A CONTENT MARKETING STRATEGY

Analysis of electronic channels of communication with the audience

Analysis of published content

Analysis of the success and effectiveness of published content

ANALYZE COMPETITOR CONTENT TRENDS AS PART OF IMPLEMENTING A CONTENT MARKETING STRATEGY

The amount of traffic that content brought to the company's website

Share of increase in conversion due to the publication of new content

Social media activity

Company brand awareness

THE MOST IMPORTANT RISKS IN IMPLEMENTING CONTENT MARKETING ORGANIZATIONS

Large volume of investments (financial, human, temporary, material)

Long time from implementation to effect

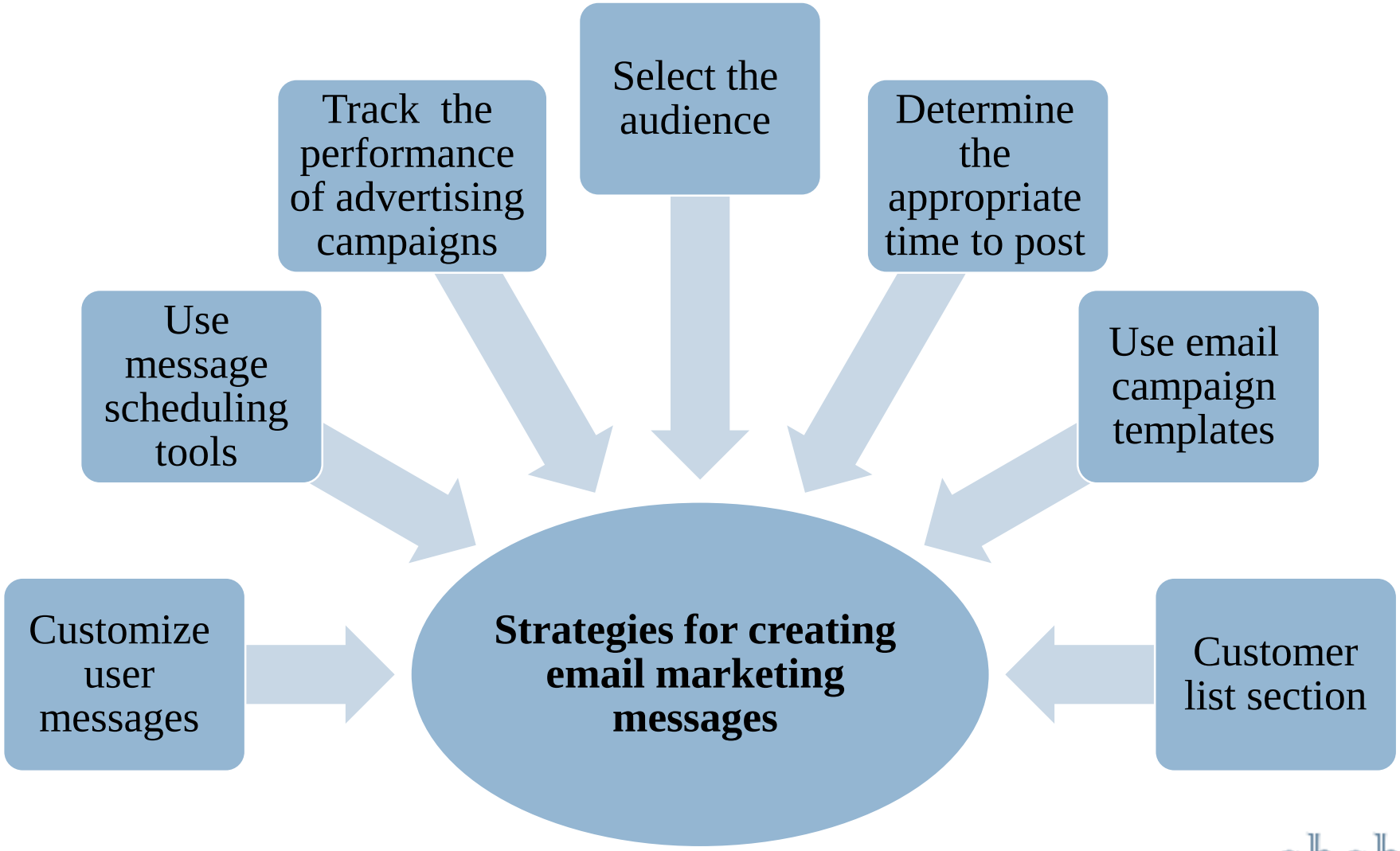
Difficulty in tracking and evaluating outcomes

PRACTICAL RECOMMENDATIONS FOR CREATING A COMPANY'S CONTENT MARKETING IN MODERN CONDITIONS

- Perception of content marketing as a useful tool for building a loyal audience, a portrait of a potential buyer, but not a direct sale of the company's goods and services..
- The formation of a marketing strategy should be complex using various combinations of marketing components, not only content.
- Detailed study of the target audience, the formation of a portrait of a potential buyer, their segmentation with the definition of the main preferences, interests and problems.
- Formation of a content marketing strategy based on the planning of events, their sequence, expected effect and result.
- Based on the analysis, it is necessary to select the most optimal electronic channels for distributing the company's content
- Creation of a content plan taking into account the electronic distribution channels used
- Adhere to the developed content plan in order to create quality content for all types of electronic channels.
- Promote company content in various ways to achieve the effectiveness of the strategy
- It is necessary to experiment and combine different types of content channels and promotion platforms to increase the effectiveness of marketing

5. STRATEGY EMAIL -MARKETING

Strategies for creating email marketing messages:



IDENTIFY TRENDS FOR BUSINESS NEEDS FOR EMAIL MARKETING STRATEGY

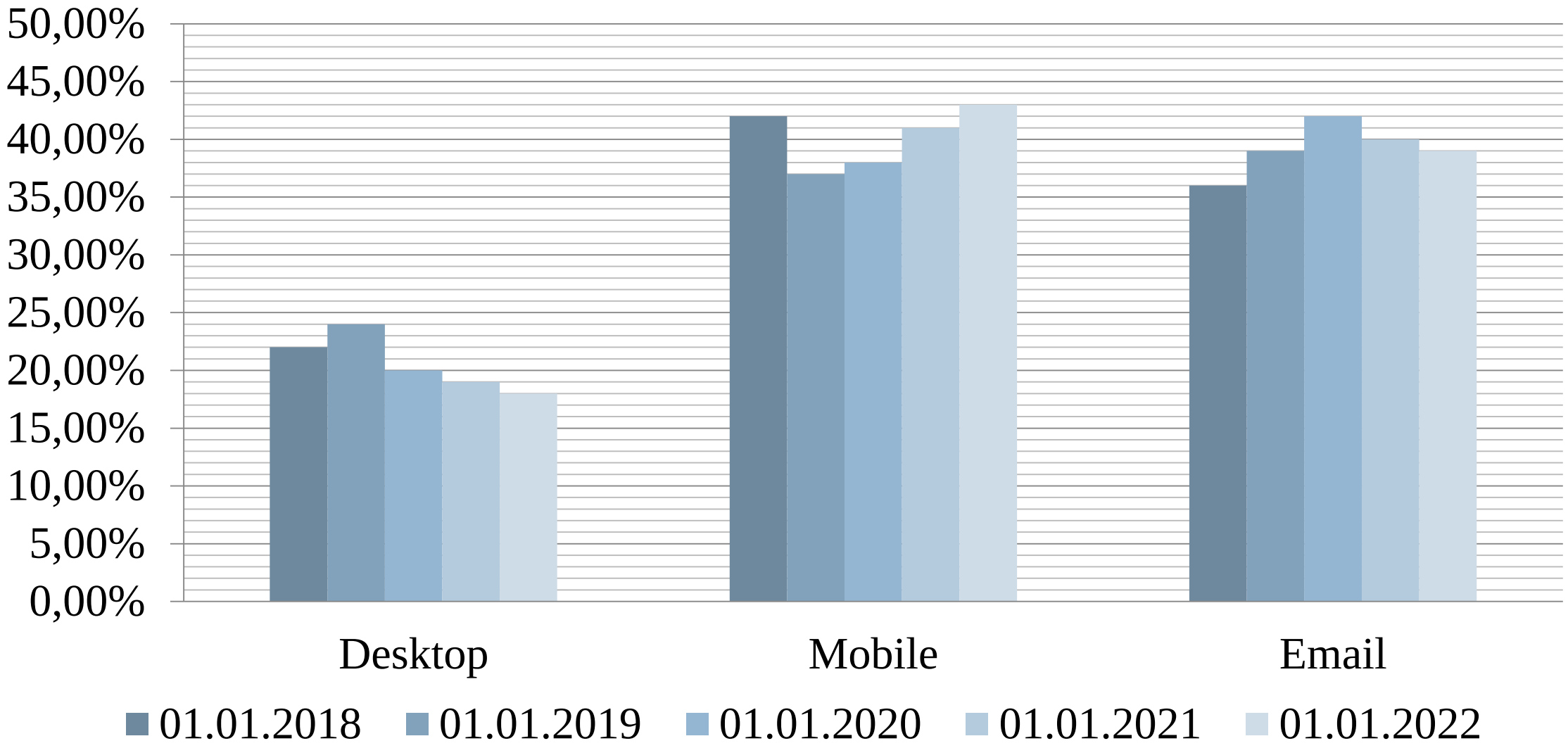
Analyze the target audience that accepts email.

Business analysis and survey of the target audience about preferences in maintaining contact with the company and through which electronic channel.

Allocation of a team to organize communications in the preferred electronic channels of the company's target audience.

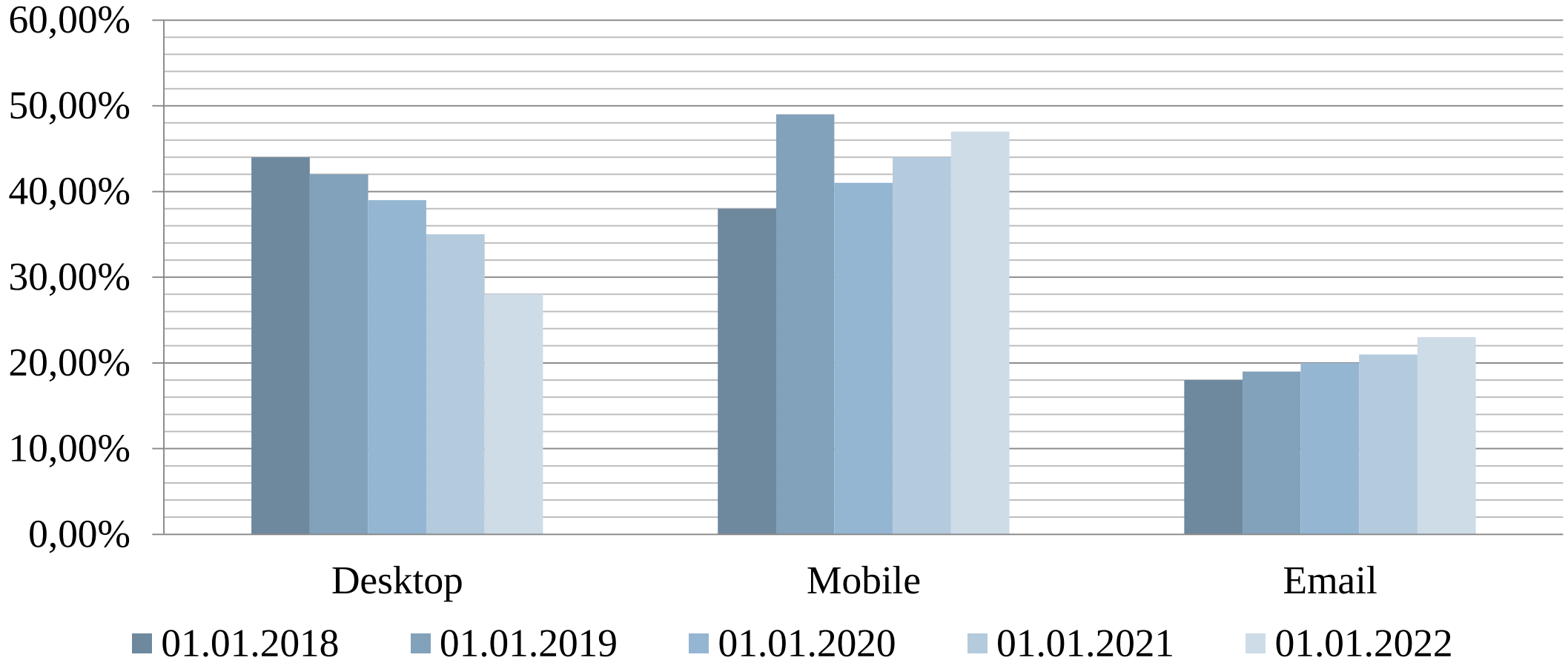
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DISTRIBUTION OF INTERNET USERS DEPENDING ON THE READING OF E-MAIL MESSAGES AS OF 01.01.2022 IN %

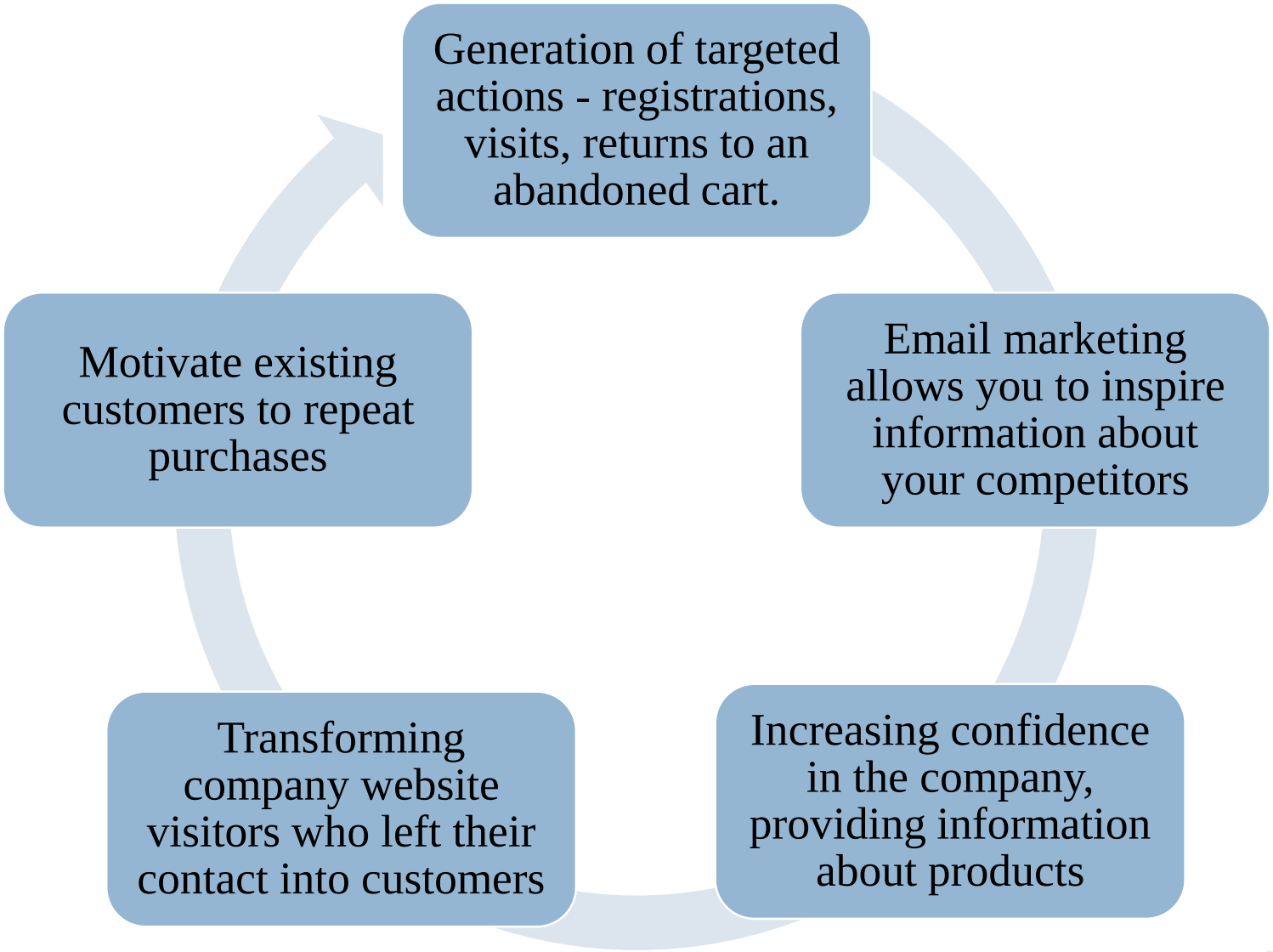


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STRUCTURING THE GROWTH DYNAMICS OF THE TIME OF INTERACTION OF INTERNET USERS WITH CONTENT WITHIN THE FRAMEWORK OF THE STRATEGY OF E-MAIL MARKETING COMPANIES

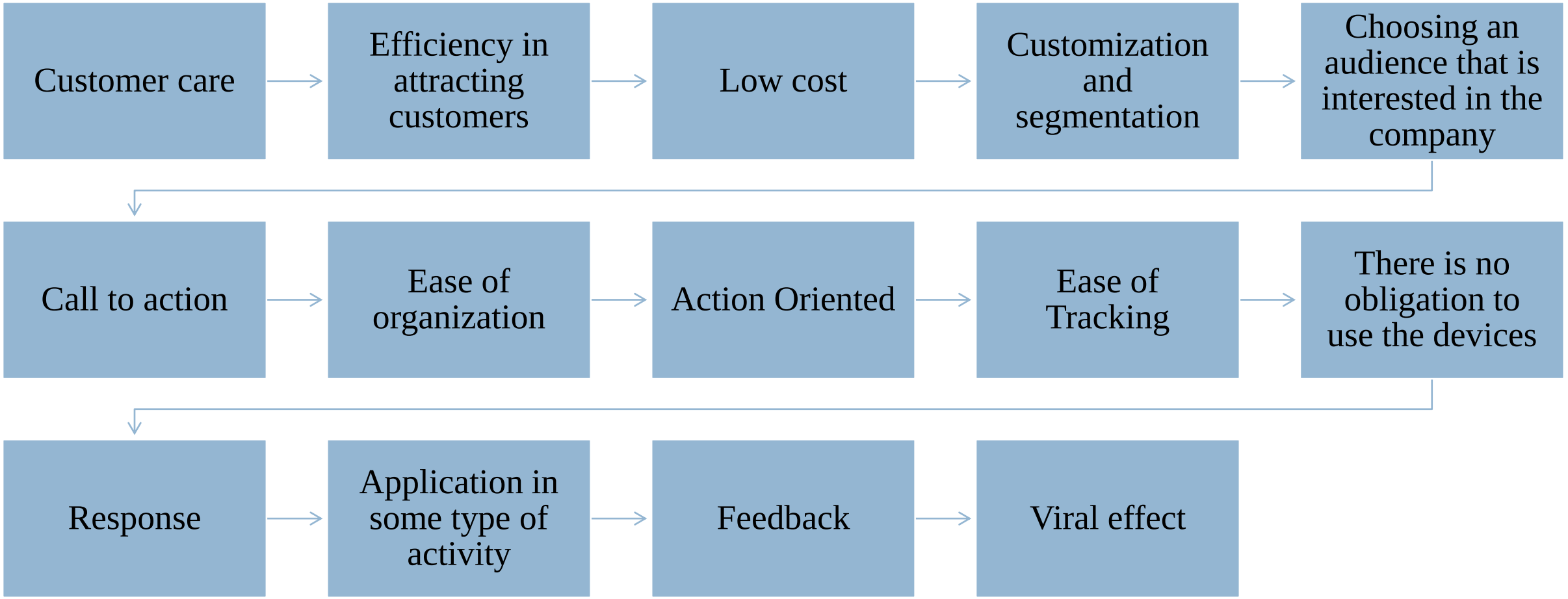


EMAIL MARKETING ORGANIZATIONS STRATEGY GOALS



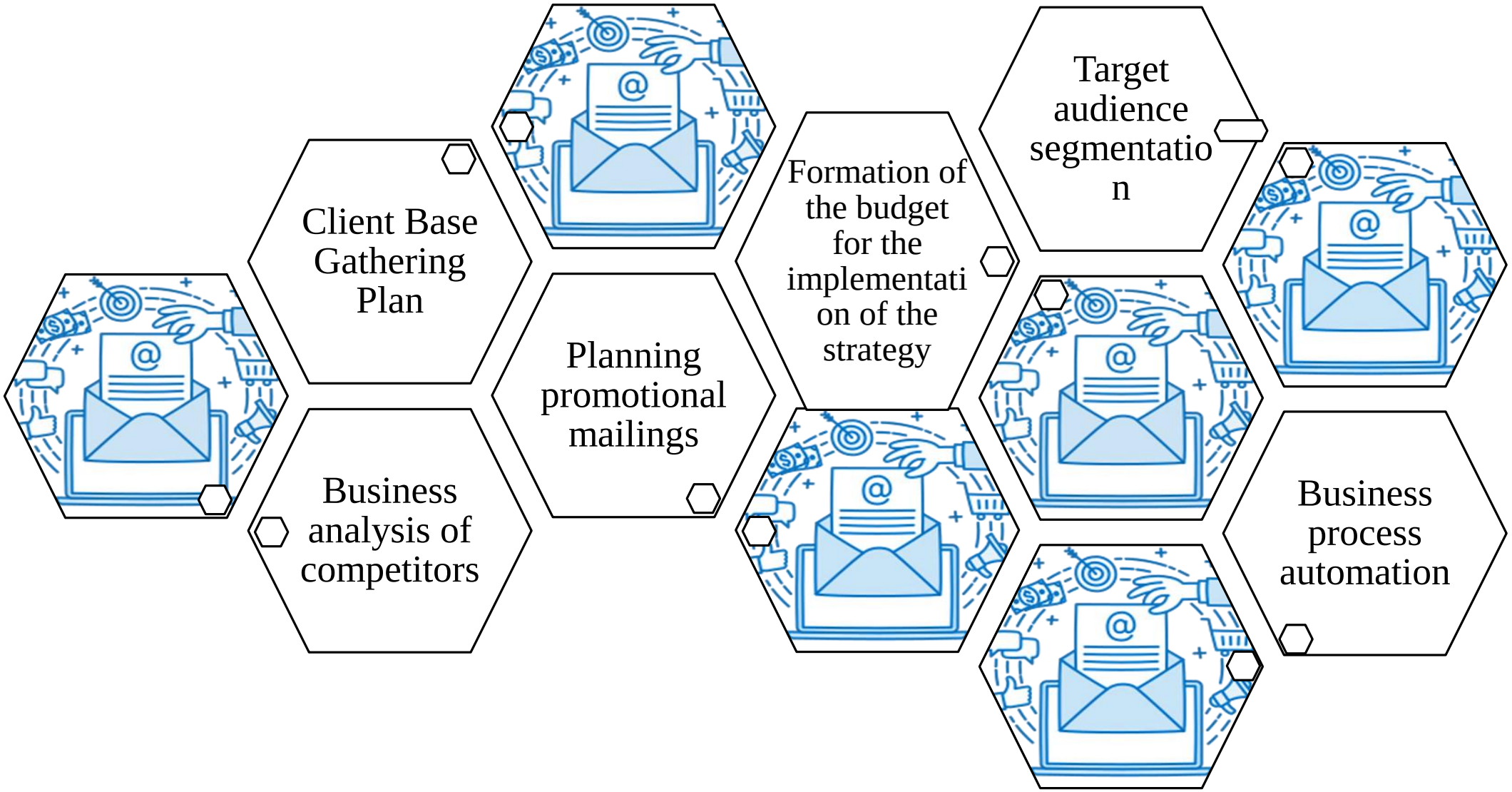
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BENEFITS OF USING EMAIL MARKETING STRATEGY BY MARKETING ORGANIZATIONS



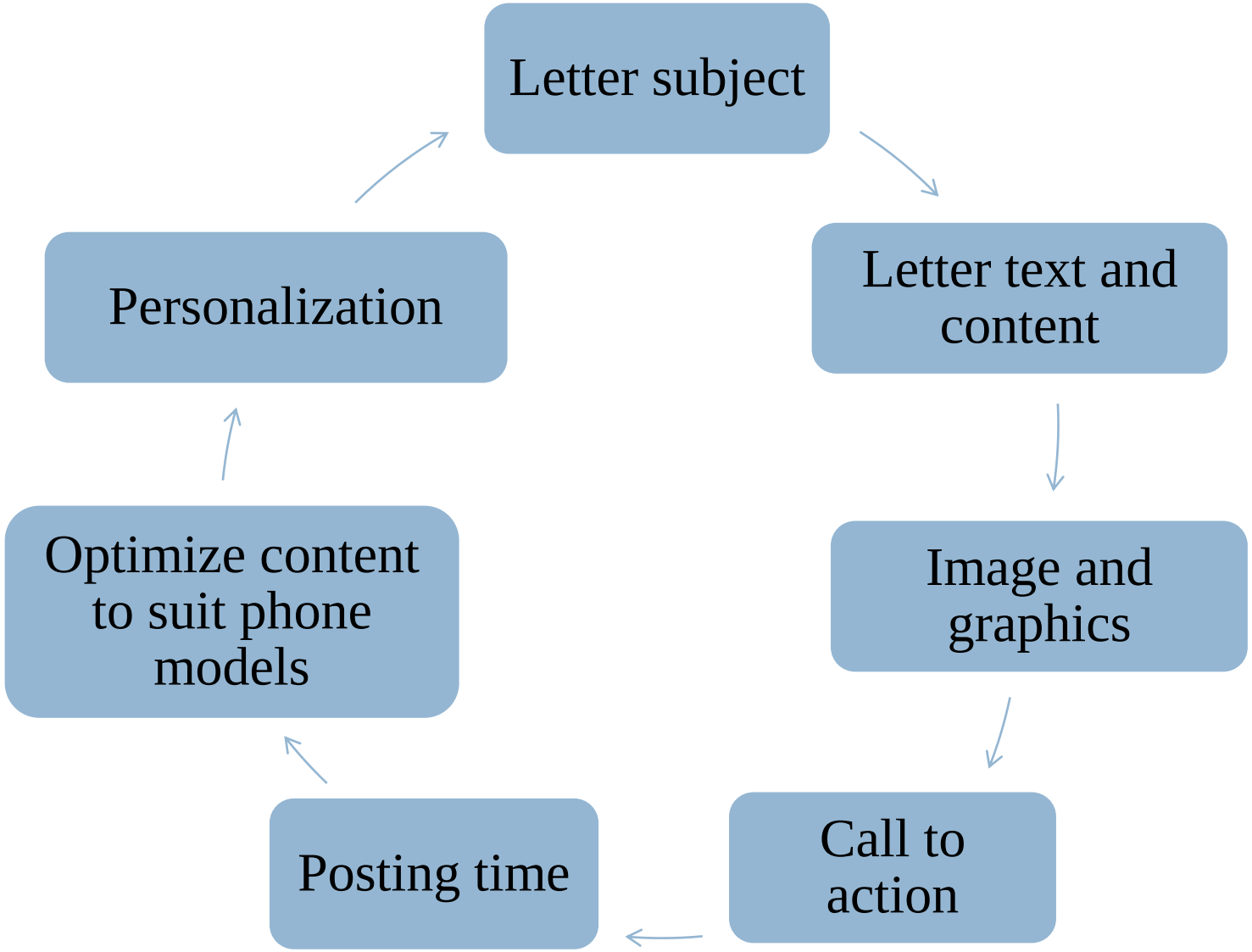
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STAGES OF IMPLEMENTING AN EMAIL MARKETING STRATEGY



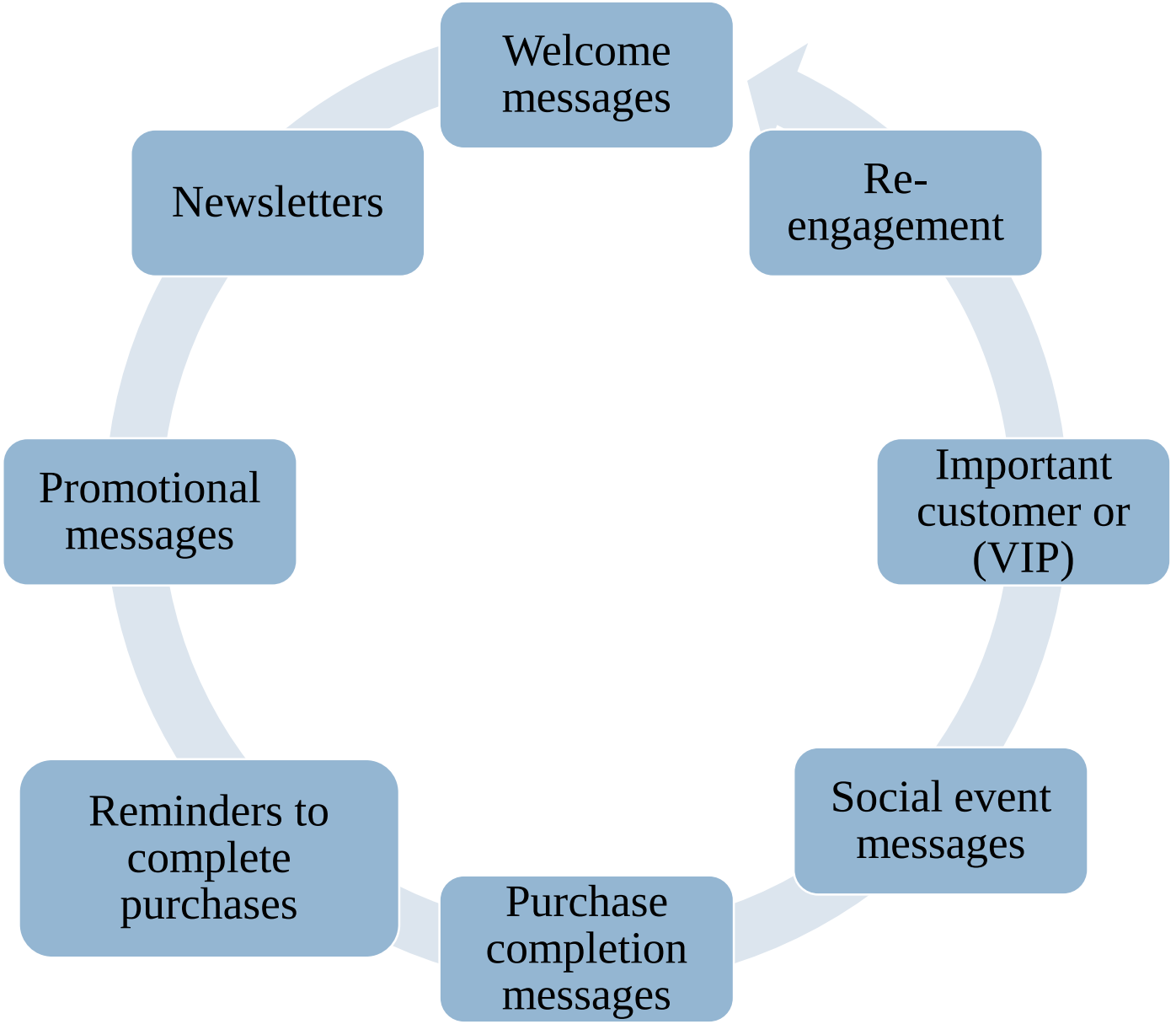
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EMAIL STRUCTURE AS PART OF YOUR EMAIL MARKETING STRATEGY



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TYPES OF EMAILS IN EMAIL MARKETING STRATEGY FOR ORGANIZATIONS

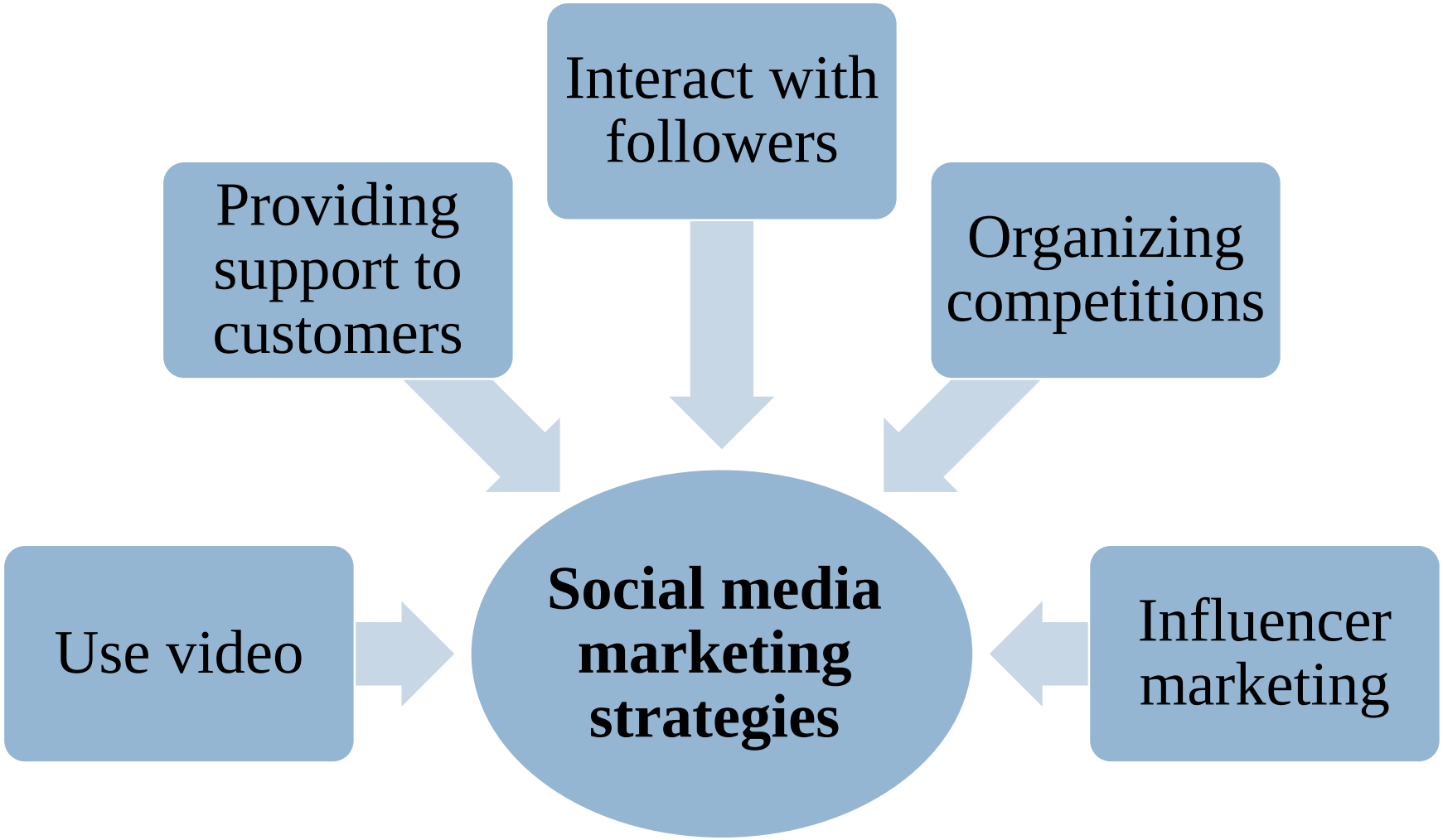


THE BASIC ELEMENTS OF AN EFFECTIVE EMAIL MARKETING STRATEGY FOR ORGANIZATIONS

Element of strategy	Characteristics and features
Database with email addresses	To run successful email campaigns, you will need an active email list. This is a database with contacts of those users, potential customers who have expressed interest in receiving marketing messages from the company. There are many ways to build a database of addresses. One of the easiest is to create a lead magnet (a tempting offer) in which the target audience is interested.
Service for the delivery of electronic services	Email marketing uses an email service provider or Electronic Stability Program (ESP), which is software that helps you manage your email list. It also helps design and run automated email marketing campaigns. The use of ESP allows you to automate actions in response to the behavior of the target audience. This provides an additional opportunity to personalize every interaction with them, which improves overall engagement and conversion rates.
Business goal formulated	Email marketing helps achieve many business goals. The most suitable for the brand should be determined. To implement an effective advertising campaign using email marketing, it is important that the email list, ESP and goals match. In this case, a set of works and actions will bring the desired result.

6. SMM-MARKETING STRATEGY

- **Social media marketing strategies**



THE MAIN ADVANTAGES OF USING THE STRATEGY SOCIAL MEDIA MARKETING COMPANIES

Increasing company brand awareness

The presence of beautiful and properly configured groups in various social networks. networks increases a person's trust in the brand and, accordingly, increases its recognition.

Profit increase

In addition to the existing website, another source of applications is connected, and people who have switched from social networks treat the resource with more trust and loyalty, so the conversion of a visitor into a buyer increases dramatically, which will lead to an increase in profits.

Reduced operating costs

With well-working groups in the social. networks, you can save on financial injections into the context, since you can set up advertising in social networks. networks with the cost of impressions is several times cheaper than on search.

Increasing traffic to the company website

The work of the group in social networks can be configured in such a way that customers go to the site and perform all manipulations on it, or you can make it so that visitors can order everything through social networks. net.

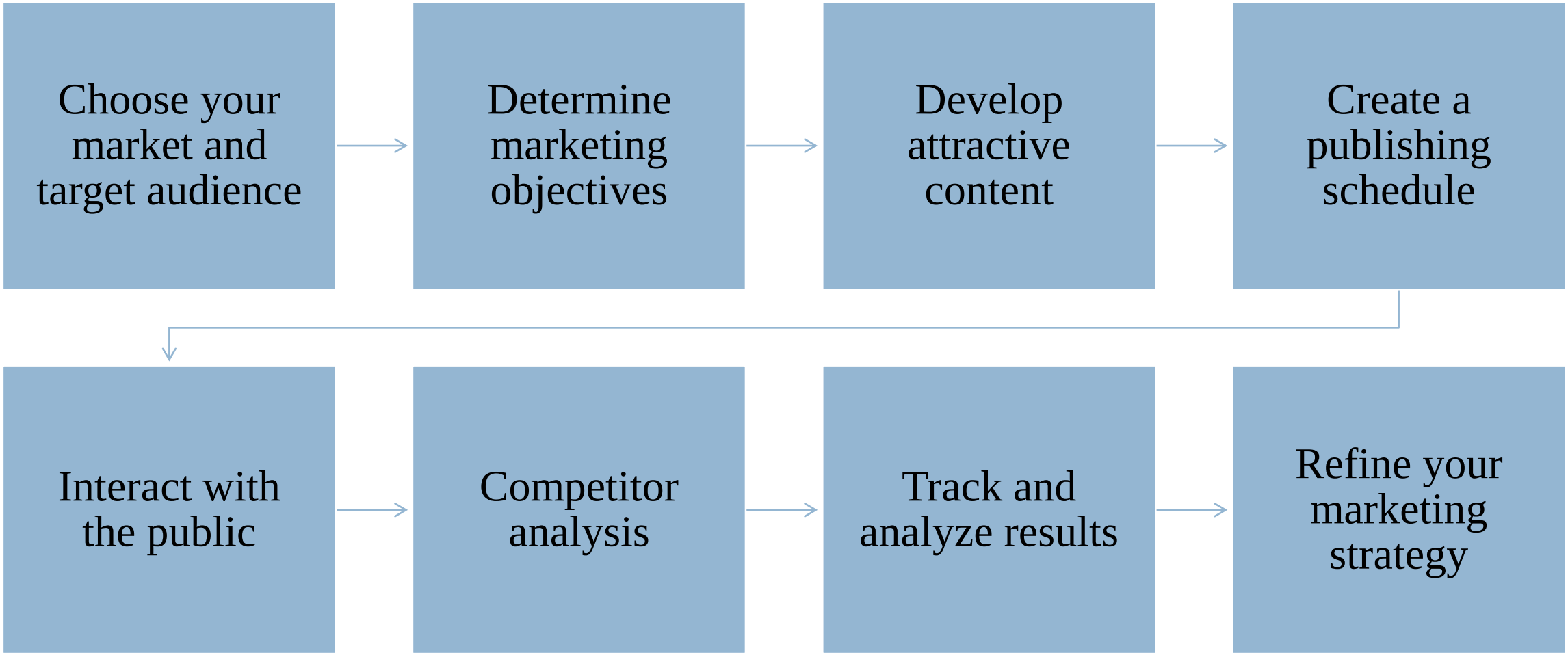
Expansion of the target audience

With the right approach, you can interest and attract groups of people who are not yet considering the purchase of a product or service, but in the near future are ready to go for it - "cold" and "warm" audience

MAIN STAGES OF STRATEGY FORMATION SMM MARKETING COMPANIES IN MODERN CONDITIONS

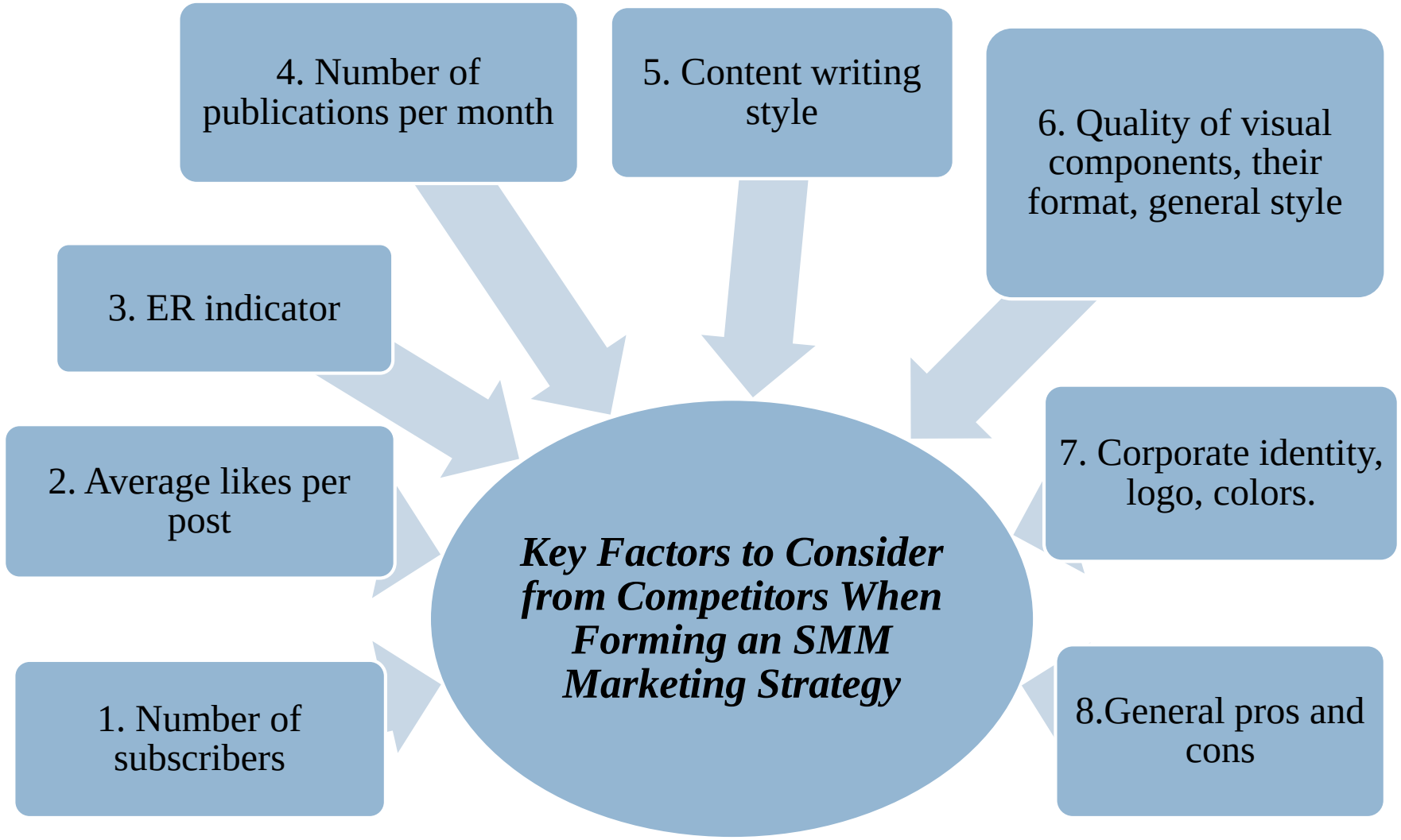
Strategy stage SMM marketing	Stage characteristic
Analysis of the media space in social networks	At the beginning of the formation of the strategy, the available resources of the company in social networks, their compliance with the general business and communication goals, opportunities and limitations, as well as the presence of competitors and their activity are considered.
Definition of goals and objectives	Based on the analysis, a block of parameters is formed, the solution of which is necessary to achieve general communication targets using the SMM marketing strategy.
Clarification of the target audience	For the purposes of an SMM marketing strategy, it is necessary to consider how the brand's target audience is distributed across social networks. As a result, audience profiles for the company's SMM marketing should appear.
Choosing an SMM strategy	This is a key stage, since it is necessary to determine the type of communication impact on the target audience of social network users in order to effectively achieve the company's goals.
Choice of social networks	At this step, it is important to understand the media platforms consumers prefer, how they use them, and compare them with existing accounts.
Creating a content rubricator	Since in most cases SMM involves the preparation and publication of various kinds of information, at this stage the format of the content used (text, audio, photo, video, etc.) must be determined.
Formation of the calendar plan	At this stage, it is worth determining the frequency of publications, the dates and duration of promotions, advertising campaigns, and attracting agents of influence to draw up an activity plan.
Calculation of the required budget	Based on all previous developments, a list of expense items that will be required to implement the strategy being created is formed.
Determining the order of control	The final stage of development involves determining the target actions of users, on the basis of which the effectiveness of the implementation of the SMM strategy will be measured.

CONCEPTUAL STAGES OF DEVELOPING AN ORGANIZATION'S SOCIAL MEDIA MARKETING STRATEGY

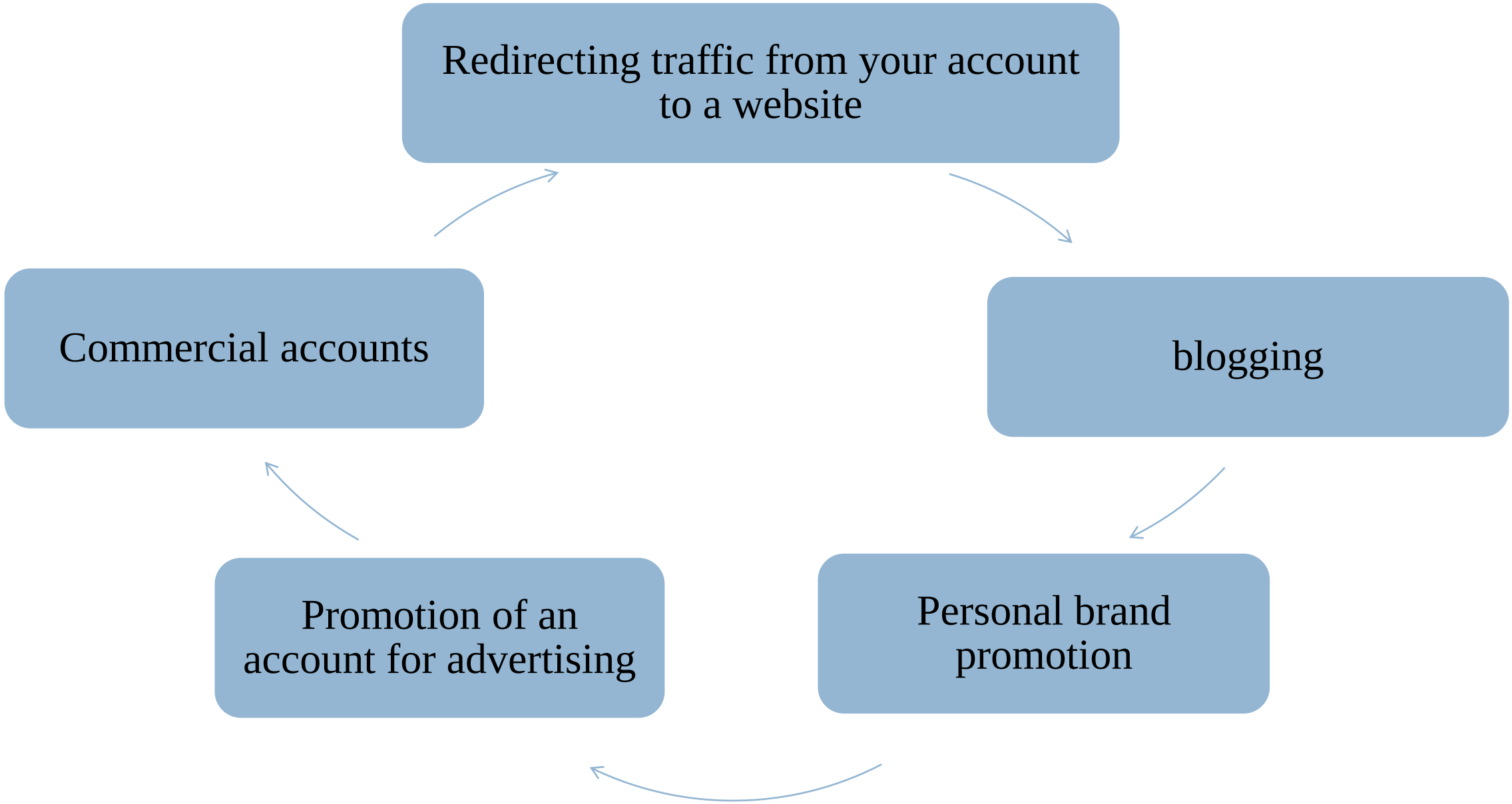


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FACTORS THAT SHOULD BE ANALYZED FROM COMPETITORS WHEN FORMING AN ORGANIZATION'S SOCIAL MEDIA MARKETING STRATEGY



BASIC SMM MARKETING STRATEGIES FOR AN INSTAGRAM COMPANY



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THE MAIN OBJECTIVES OF THE SMM MARKETING STRATEGY OF COMPANIES ON FACEBOOK

1. Calculate ROI for each post on Facebook

2. Finding reasons to distribute content to the target audience

3. Content optimization for mobile

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KEY ELEMENTS OF THE SMM MARKETING STRATEGY OF COMPANIES IN TELEGRAM

1. The categories are based on the analysis of the audience, its needs and even its consumption of content. A rubric is formed through which the company's content is published..

2. Tone of Voice: What style of publications and type of communication will be used with the target audience.

3. Visual concept: The company's approach to content delivery. Decision making in the field of design, formation and prototyping of content.

4. Content plan for company publications: A content plan is a calendar with prescribed headings and topics for company posts for its target audience.

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KEY ADVANTAGES AND DISADVANTAGES OF A PINTEREST BASED SMM STRATEGY



Advantages:
-People who spend time on this platform are most often looking for ideas to buy. This, in turn, ensures a high conversion of traffic from this platform.
-Large organic reach.

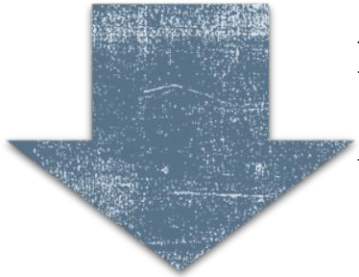


Flaws:
-The nature of this platform involves a very large number of publications. You need to post a lot and often to get noticed..

KEY ADVANTAGES AND DISADVANTAGES OF A PLATFORM-BASED SMM MARKETING STRATEGY TWITTER



Advantages:
-Simple and convenient interface for all participants in the process.



Flaws:
-Requires a lot of activities and work to promote the brand of the company.

KEY ADVANTAGES AND DISADVANTAGES OF A LINKEDIN SMM MARKETING STRATEGY



Advantages:
-High concentration of people from the business community
-Great platform for B2B companies as most people are open to new opportunities for their business
-Simple and convenient interface for all participants in the process.

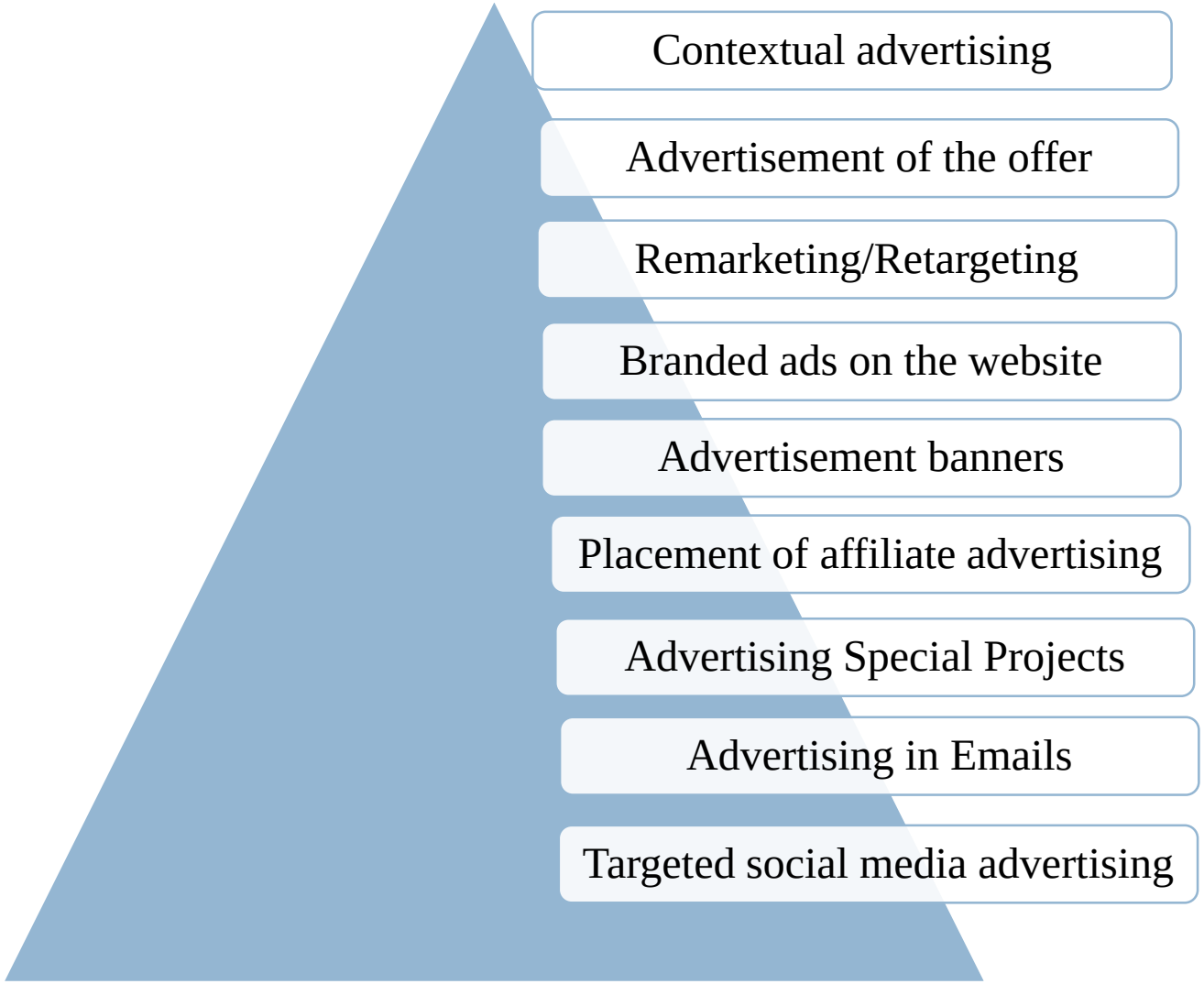


Flaws:
-Requires a lot of activities and work to promote the company's brand. Almost no one flips through the news feed, like on Facebook or Instagram. So it's not easy to get organic reach

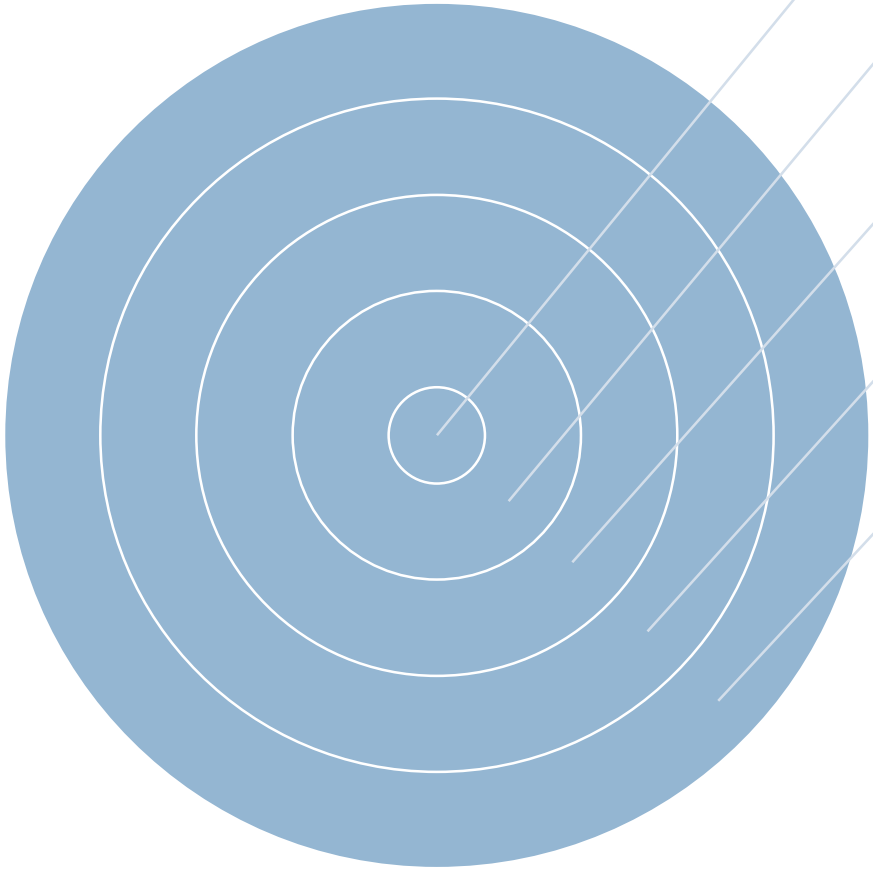
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7. CONTEXT ADVERTISING STRATEGY

Types of advertising in the electronic work environment



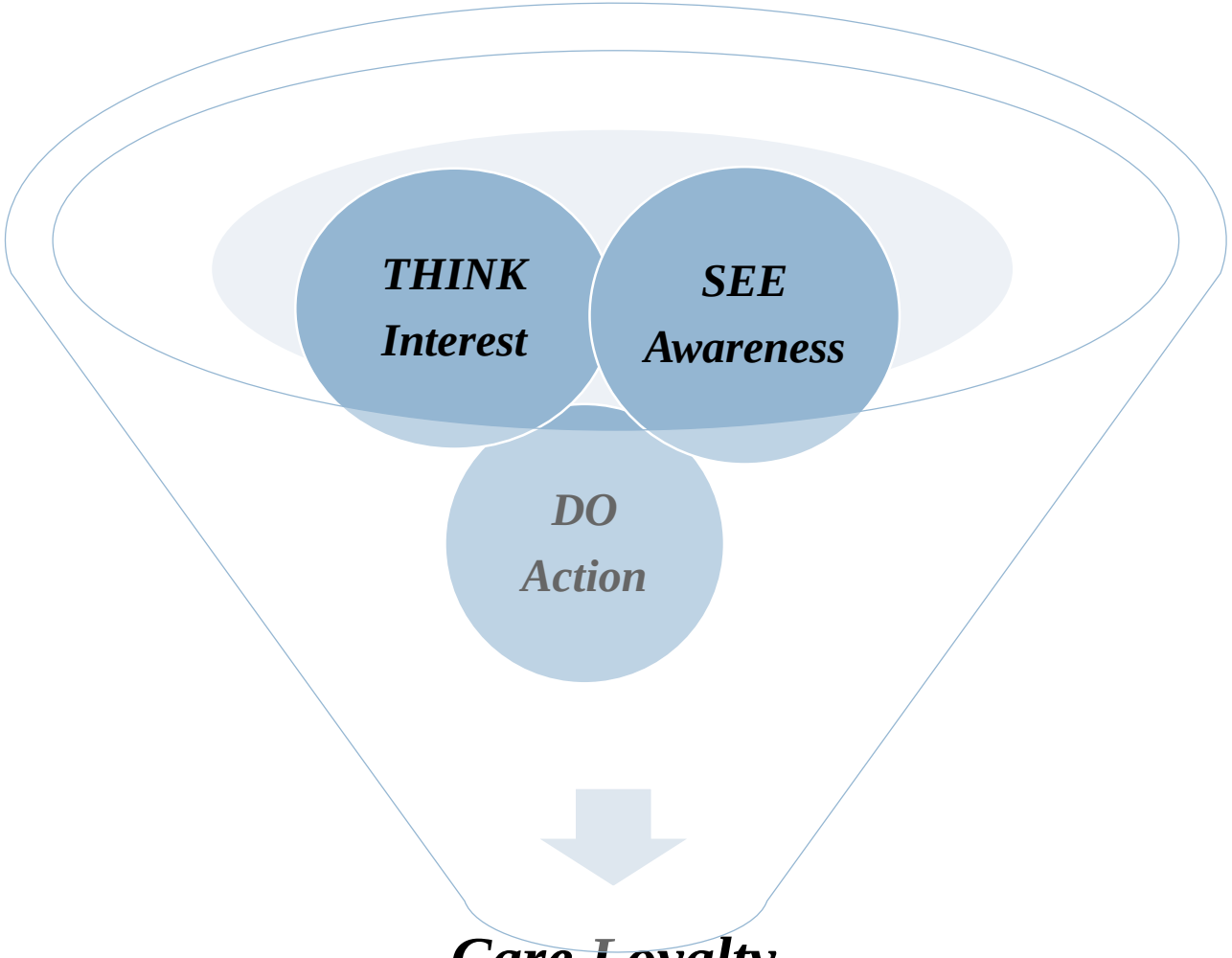
OBJECTIVES OF CONTEXTUAL ADVERTISING WITHIN THE FRAMEWORK OF THE ORGANIZATION'S E-MARKETING STRATEGY



- Increasing company brand awareness
- Consideration of the product and brand of the company
- Increase in the share of leads
- Sales of goods and services of the company
- Repeat sales of company products and services

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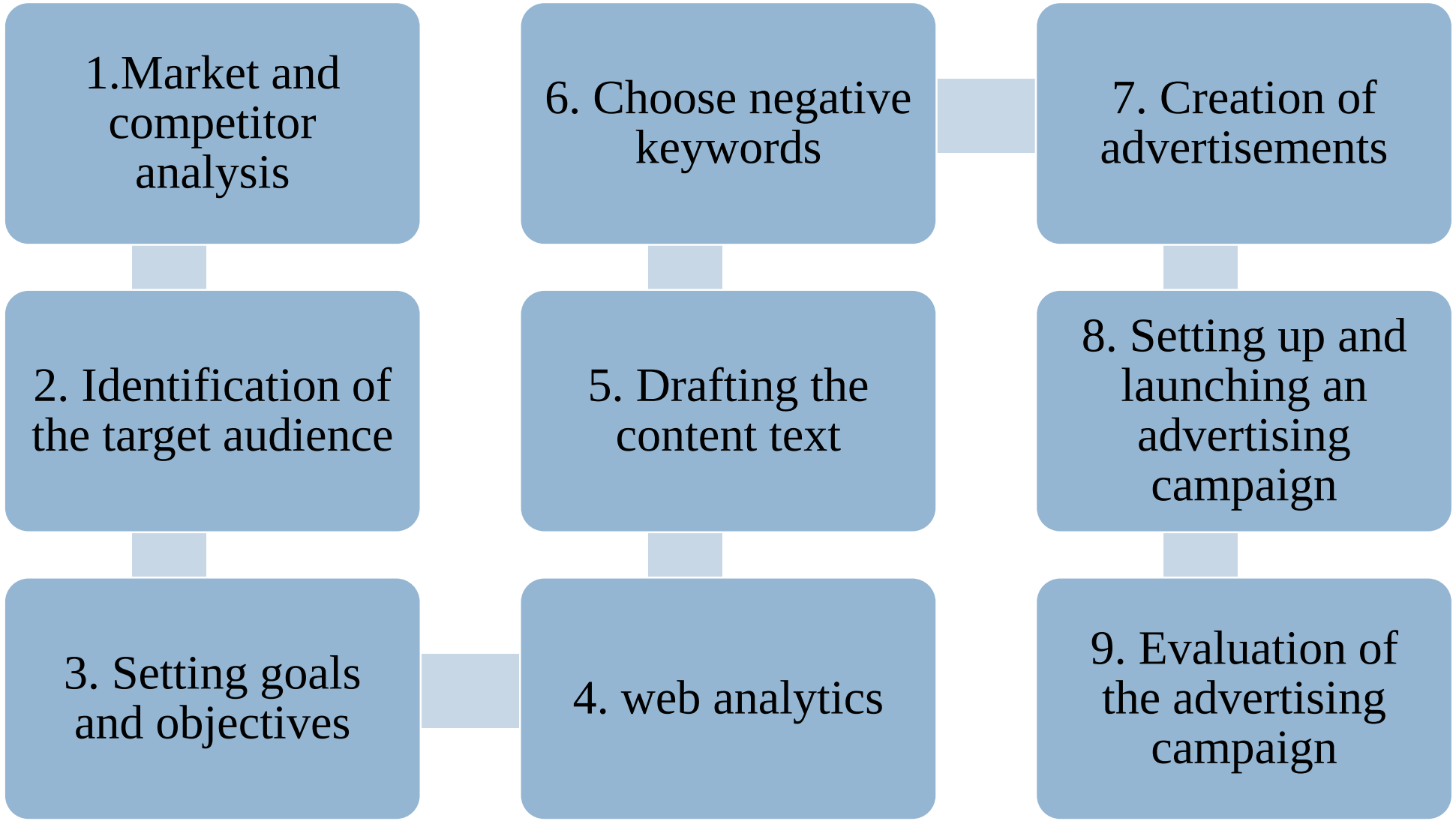
MARKETING FUNNEL FOR SALES AS PART OF BUILDING CONTEXTUAL ADVERTISING FOR THE ORGANIZATION



FACTORS AFFECTING THE PRICING OF CONTEXTUAL ADVERTISING

- Competition in the segment during the advertising campaign
- Quality of advertisements and banners
- Digital advertising platform
- Relevance of the landing page to user queries

STAGES OF PREPARING CONTEXTUAL ADVERTISING



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THE MAIN SPENDING ITEMS FOR ORGANIZATIONS' ADVERTISING BUDGET WHEN DEVELOPING AN E-MARKETING STRATEGY, TAKING INTO ACCOUNT THE USE OF CONTEXTUAL ADVERTISING

- Payment for placement of direct advertising (outdoor advertising and advertisements in print media, on television, on radio);
- Payment for placing Internet advertising (banner advertising on websites, advertising on Google, contextual and targeted advertising, native advertising on partner resources, guest articles on thematic sites);
- The cost of production of advertising products (printing brochures, booklets, business cards, outdoor banners, manufacturing POS products and branded souvenirs, creating commercials, ads, articles.);
- Ancillary expenses (everything that was spent as part of the advertising campaign, but was not included in the previous expense items).
- Trade marketing (holding promotional events and promotions for potential buyers, for example, tastings, lotteries);

KEY INDICATORS FOR CONDUCTING BUSINESS ANALYSIS TO DETERMINE THE ADVERTISING BUDGET FOR A SEPARATE ELECTRONIC CHANNEL OF THE COMPANY

Determination of the cost of a click on an advertisement or a banner for advertising (this information can be found in the advertising account when setting up a campaign);

Calculation of the advertising campaign budget by multiplying the cost per click by the number of clicks required by the company.

Evaluation of the conversion from a click to an application and from an application to an order in order to understand how many clicks from advertising are needed to attract the required number of customers;

CLASSIFICATION OF THE ADVANTAGES OF CONTEXTUAL ADVERTISING AUTOMATION IN THE FRAMEWORK OF THE COMPANY'S E-MARKETING STRATEGY IN MODERN CONDITIONS

Saving time.

From managing bids, creating ads, copying and customizing reports, automation will allow you to spend time on more important tasks.

Scale up efforts.

PPC automation gives you the ability to run more ads in less time.

Ad improvement.

Creating compelling ads for different ad platforms is not easy. Automation will be especially relevant if you need to test a large number of creatives.

Simple reporting.

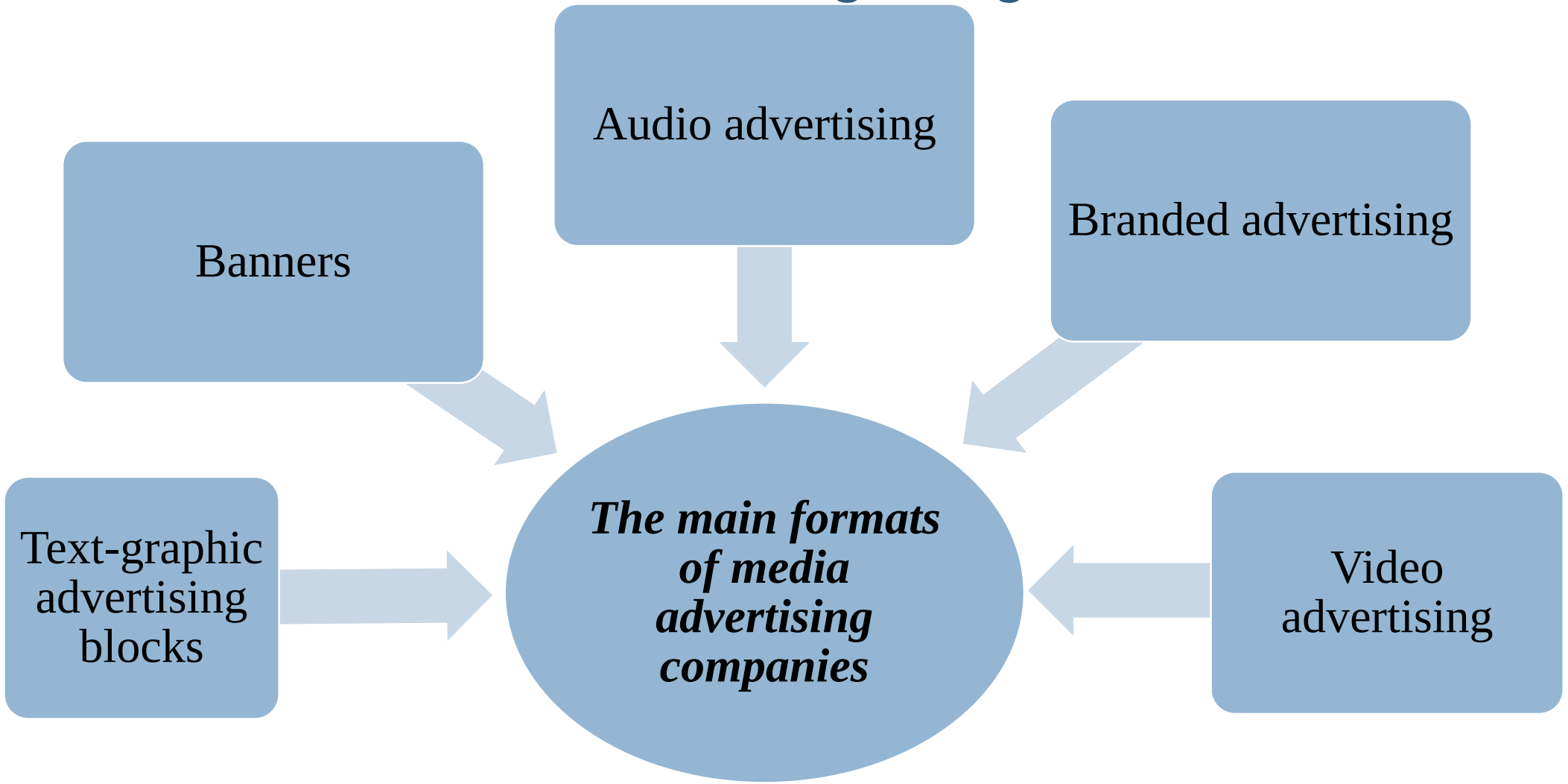
With PPC automation tools, you can collect data from multiple sources and create easy-to-read reports.

Increase your return on ad spend (ROAS).

Competent automation increases the effectiveness of advertising and, accordingly, increases the income from the campaign.

8. MEDIA ADVERTISING STRATEGY

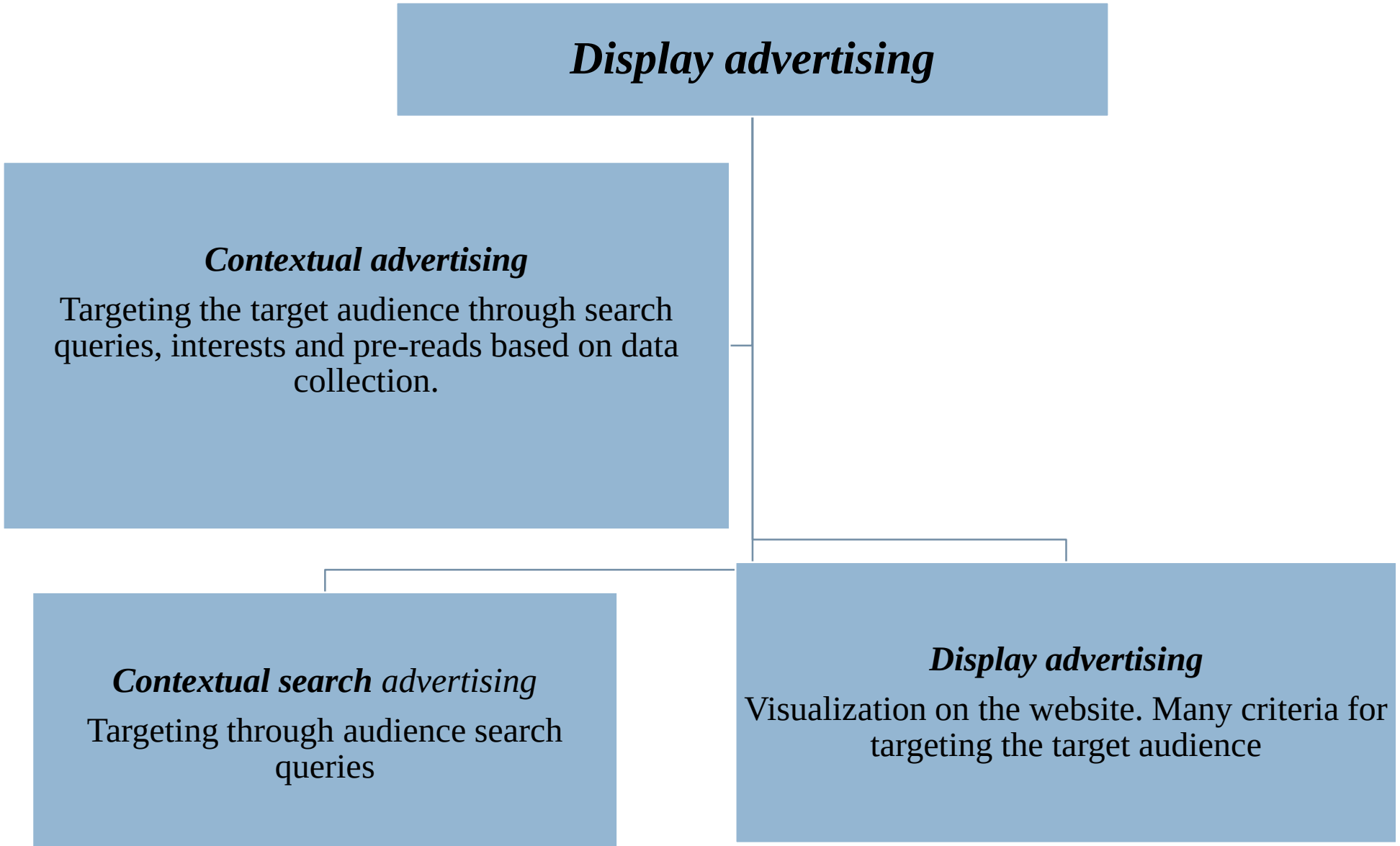
Classification of forms of media advertising for organizations:



MEDIA ADVERTISING TASKS:

- Increasing the share of attendance of the advertised digital channel
- Attracting a new audience
- Formation of demand for advertised goods, services of the company
- Increasing sales volumes and helping to solve the company's performance-tasks
- Increasing awareness and popularity of the company's brand
- Attracting attention to current offers, events, promotions, new products in the company's product line
- Formation of the company's image

THE RELATIONSHIP BETWEEN CONTEXTUAL AND MEDIA ADVERTISING



FEATURES OF THE SALES FUNNEL USING MEDIA ADVERTISING

Cold audience.

People who know about a company's product or brand. They do not plan to do anything yet, but they have already heard somewhere that there is an interesting product of the company.

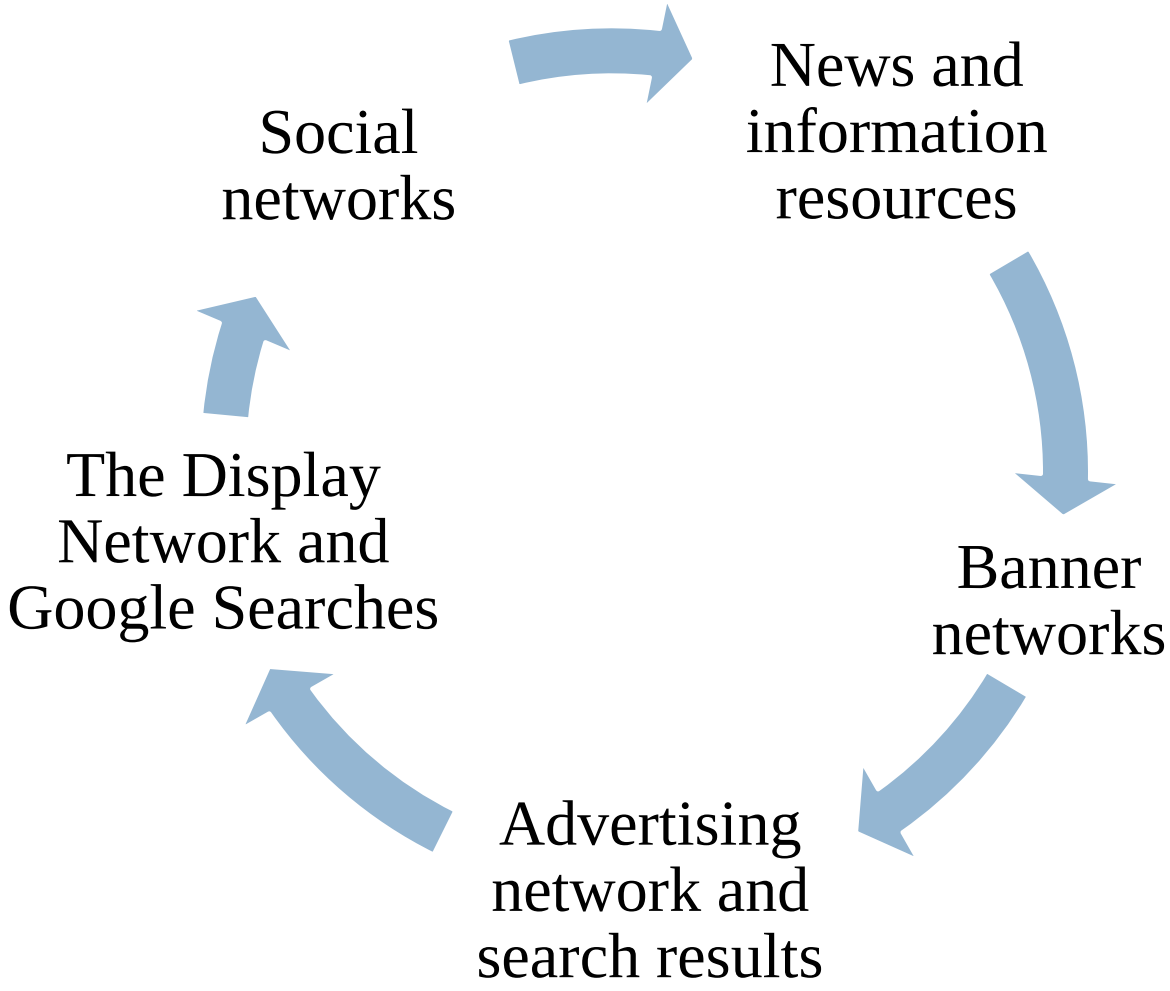
Neutral audience.

Understands that the company's product is useful and believe that in general it is not bad to get it.

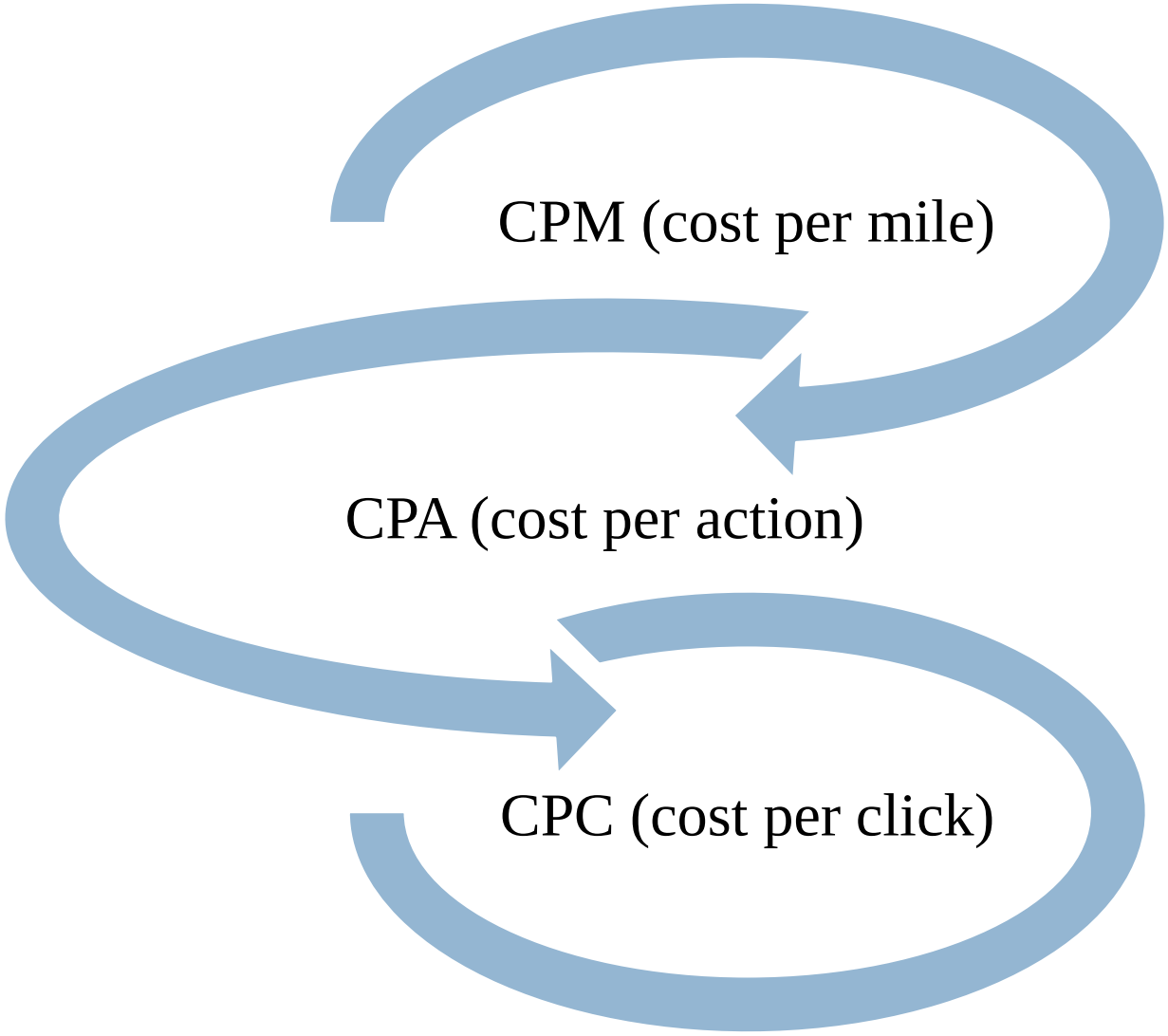
Hot audience

Users who study the market compare prices and delivery conditions in different stores in order to make a purchase just about

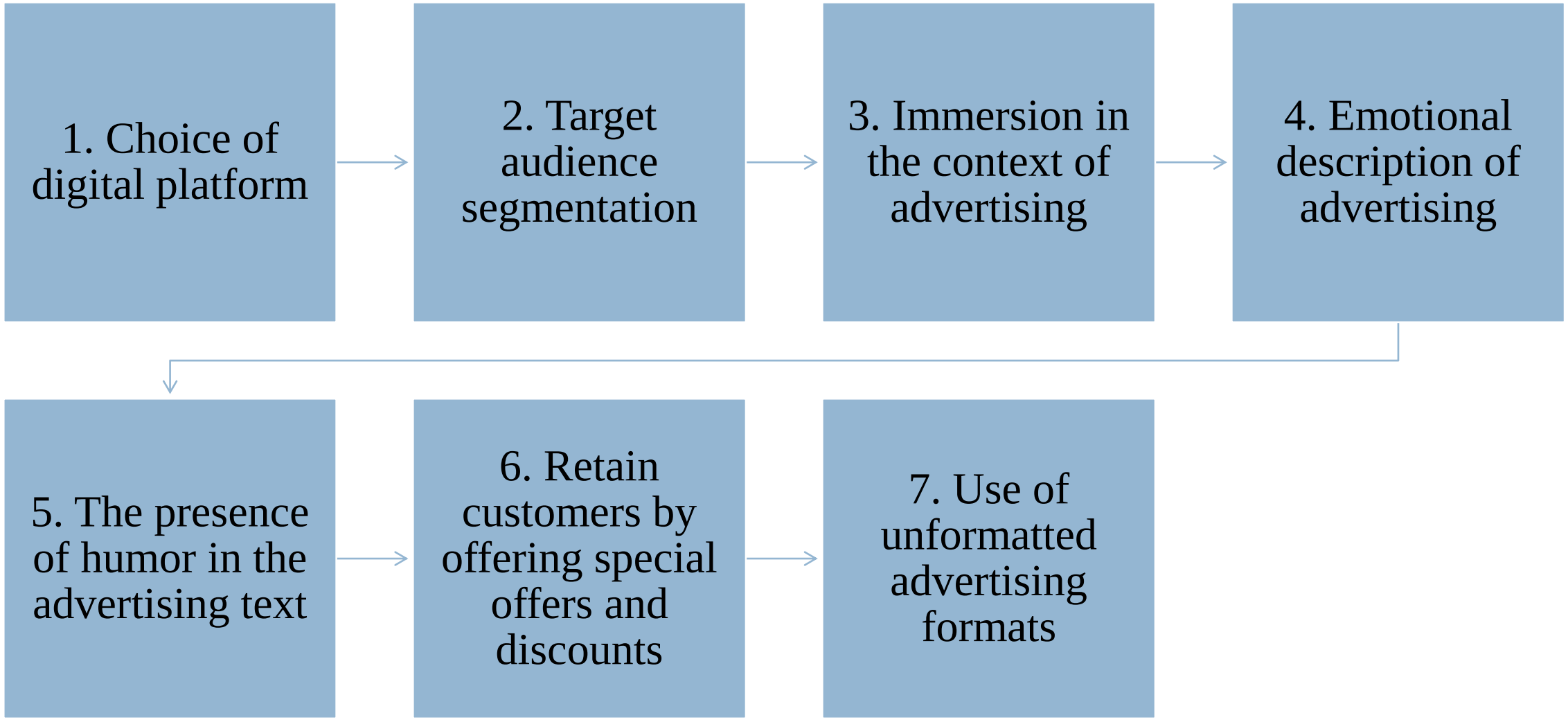
DIGITAL PLATFORMS THAT ALLOW THE USE OF MEDIA ADVERTISEMENTS



PAYMENT MODELS FOR MEDIA ADVERTISEMENTS ACCORDING TO THEIR FORM AND TYPE



COMPONENTS THAT PROVIDE VISUAL CREATIVITY FOR MEDIA ADVERTISING



STAGES OF CONDUCTING A COMPREHENSIVE ANALYSIS OF THE EFFECTIVENESS OF MEDIA ADVERTISING ORGANIZATIONS

1. Placement quality control.

Before conducting a targeted analysis, it is necessary to make sure that the advertising campaigns placed, that they are correct and reflect the real course of the campaign, how are things with viewability, whether the advertising contact was visible to the user.

2. Analysis of media indicators.

Display advertising is a separate type of promotion, which has its own basic performance indicators: impressions, target audience coverage, video inspections, brandlift and many others that should be measured at this stage.

3. Evaluation of response to advertising.

Based on the analysis of data on post-click, post-view and cross-device conversions, it is possible to draw conclusions about how the user was affected by contact with advertising. In essence, this is performance marketing, but for branded campaigns it is brandformance.

4. Agile approach.

Optimization of the evaluation process in the shortest possible period in order to use them for optimization. This approach allows you to invest your marketing budget with maximum return.

9. AFFILIATE - MARKETING STRATEGY

How to start affiliate marketing:

1. Find a field that you can learn: It is choosing a suitable field that you can learn so that you have enough experience to market in it, which is what you will market the products in. In other words, in order to be an affiliate marketer, you must be known for something.

2. Choose a marketing channel: Once you have chosen the field in which you want to work as a marketer, you can choose at least one platform or channel that you want to use for affiliate marketing. A blog is the easiest and most cost-effective way to start affiliate marketing for beginners because you can enter into an agreement with the organizations you want.

3. Choose the products you want to market: Once you have chosen the appropriate place to market the products that you will work with, it is time to choose the affiliate products that you want to promote. Make sure to choose the products carefully, keep your target audience in mind and make sure that you provide high-quality products, and they will benefit the public from using it.

4. Join an affiliate network: If you own a website and create content, you know that you have great opportunities to benefit from affiliate marketing. Your website analytics can help you focus on your target audience so that you can find products that suit them at the time. Same, provides a suitable return for you.

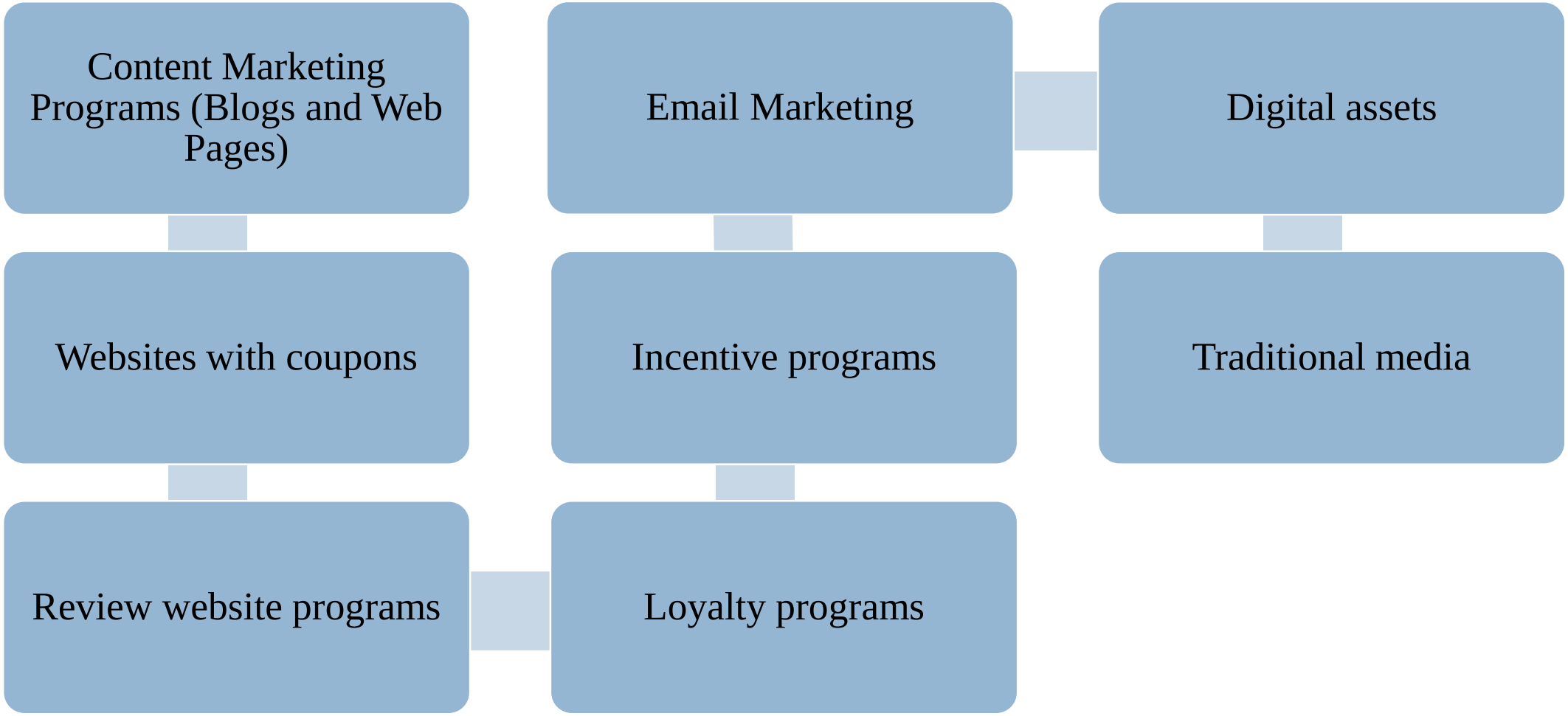
STAGES OF USING AFFILIATE MARKETING BY ORGANIZATIONS

1. Identifying partners in your marketing niche

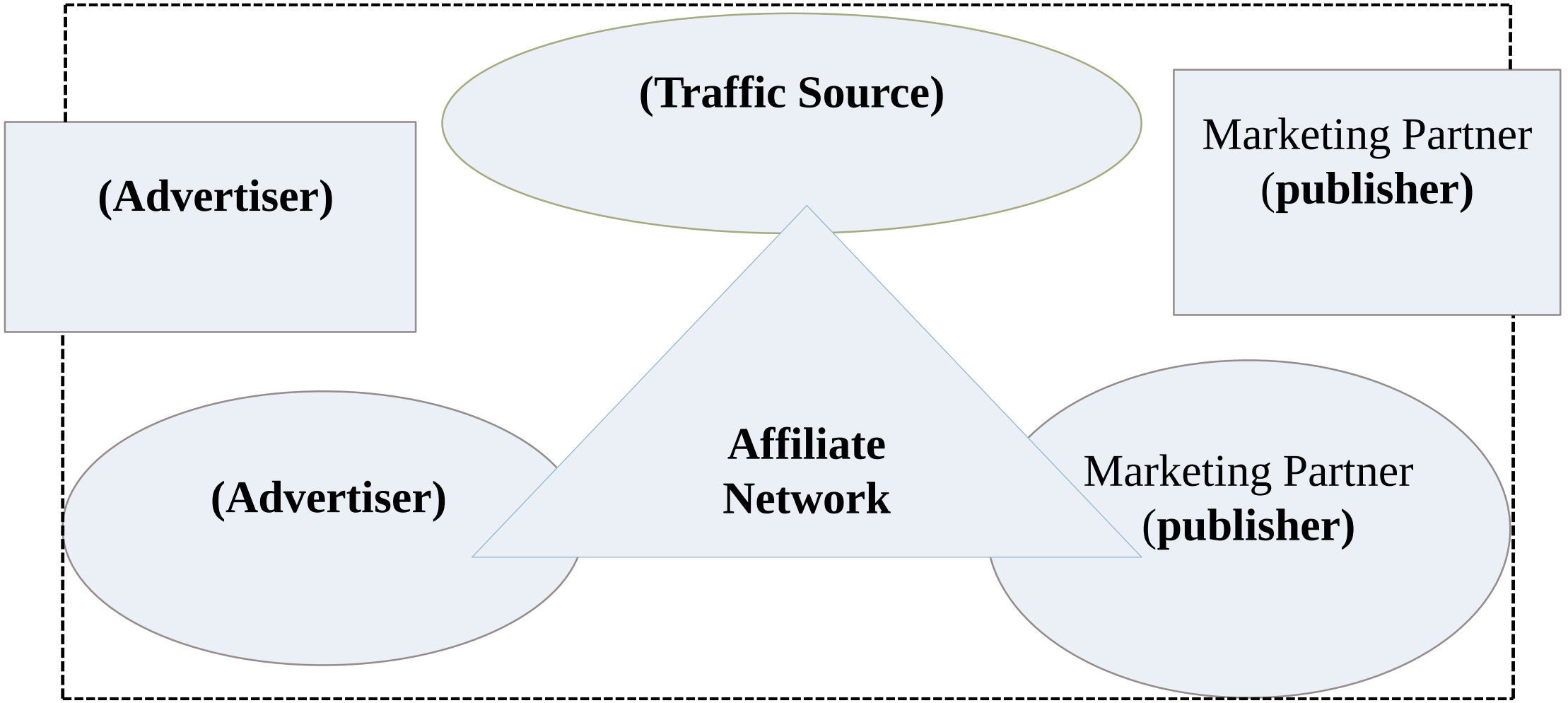
2. Affiliates provide the partner with their affiliate link

3. Partners are compensated for effective work

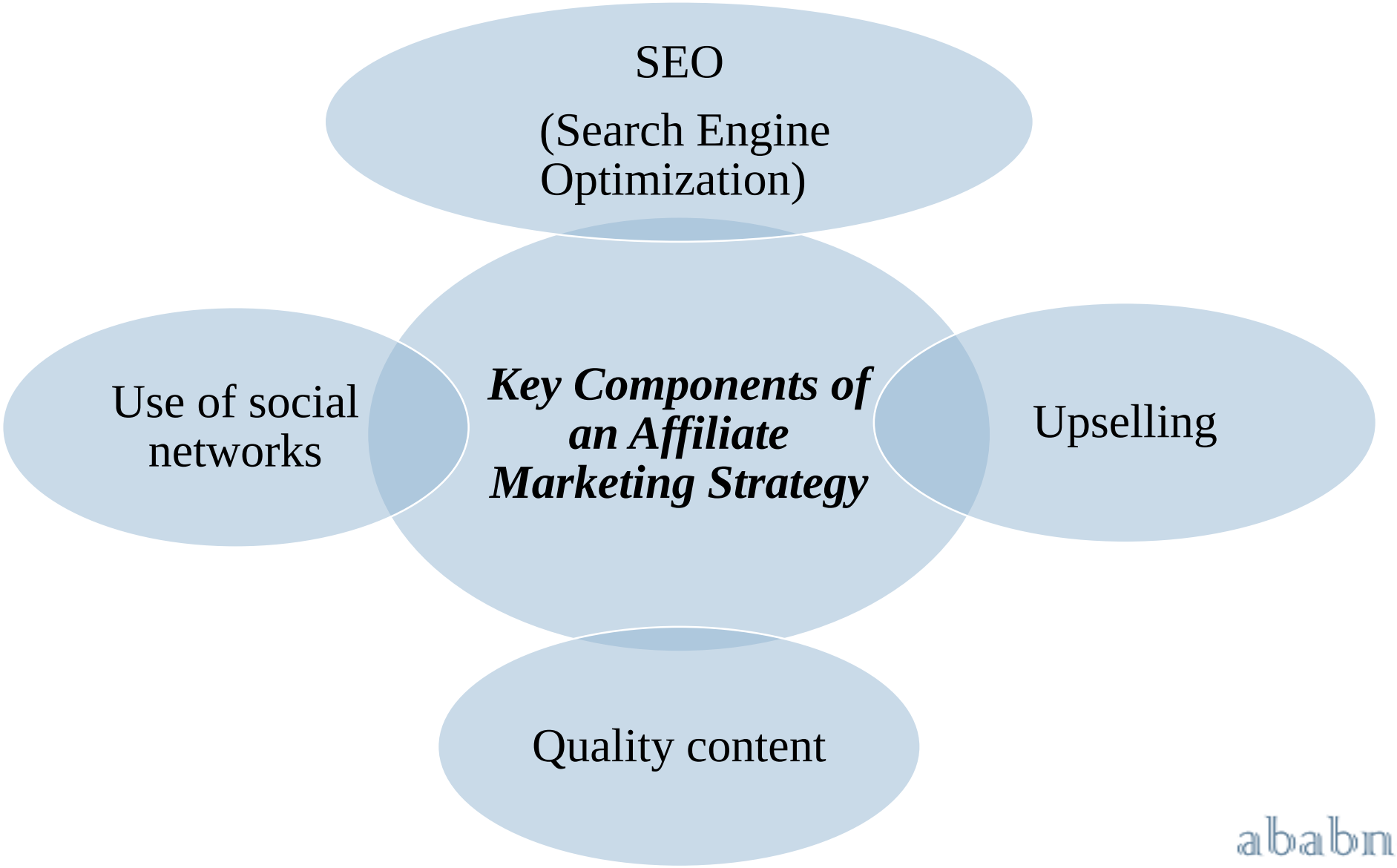
PROGRAM STRUCTURING FOR AFFILIATE MARKETING ORGANIZATIONS



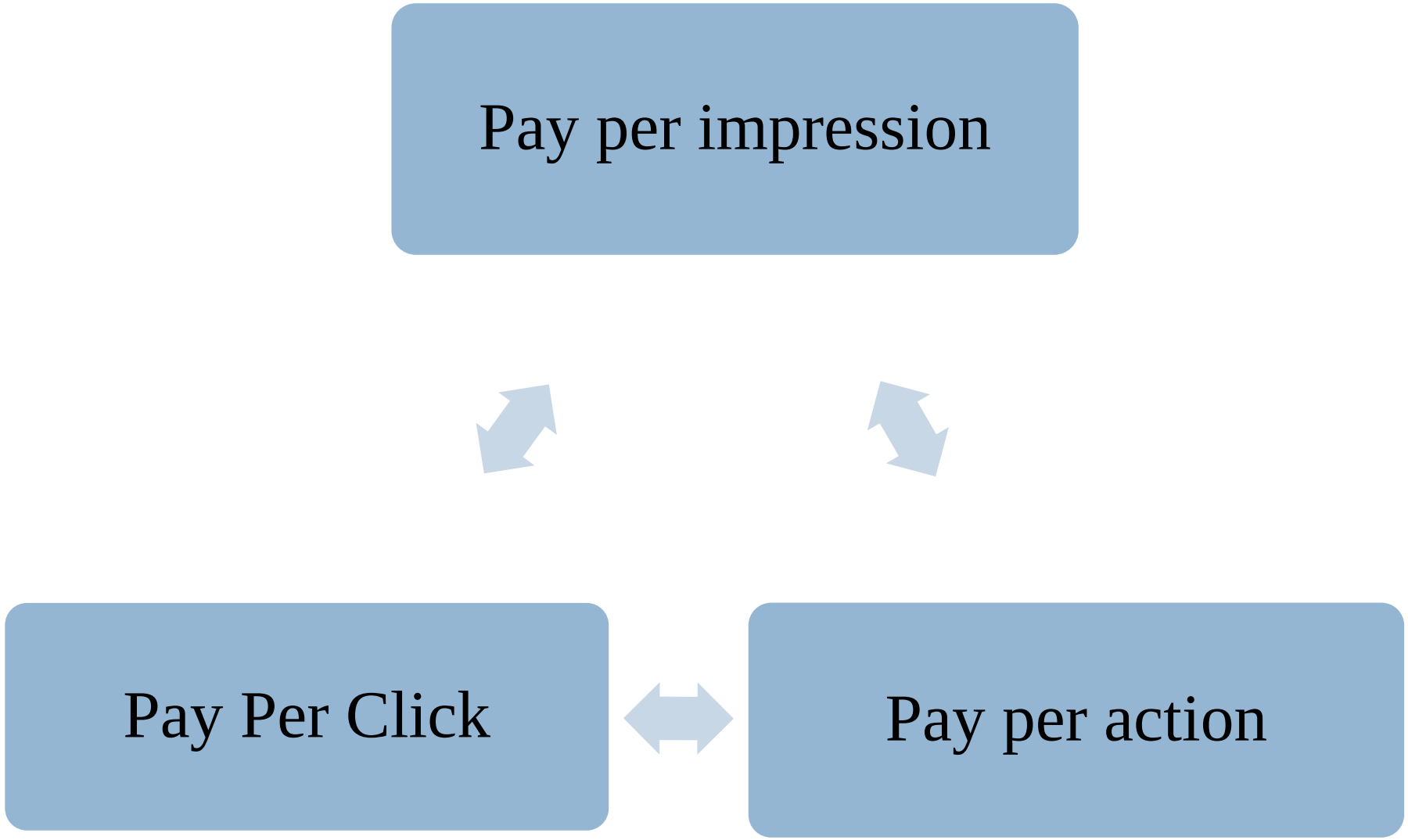
STRUCTURAL AND LOGICAL DIAGRAM OF THE INTERACTION OF THE PARTIES IN THE ORGANIZATION OF THE COMPANY'S AFFILIATE MARKETING STRATEGY



KEY COMPONENTS OF THE AFFILIATE MARKETING STRATEGY OF COMPANIES IN MODERN CONDITIONS



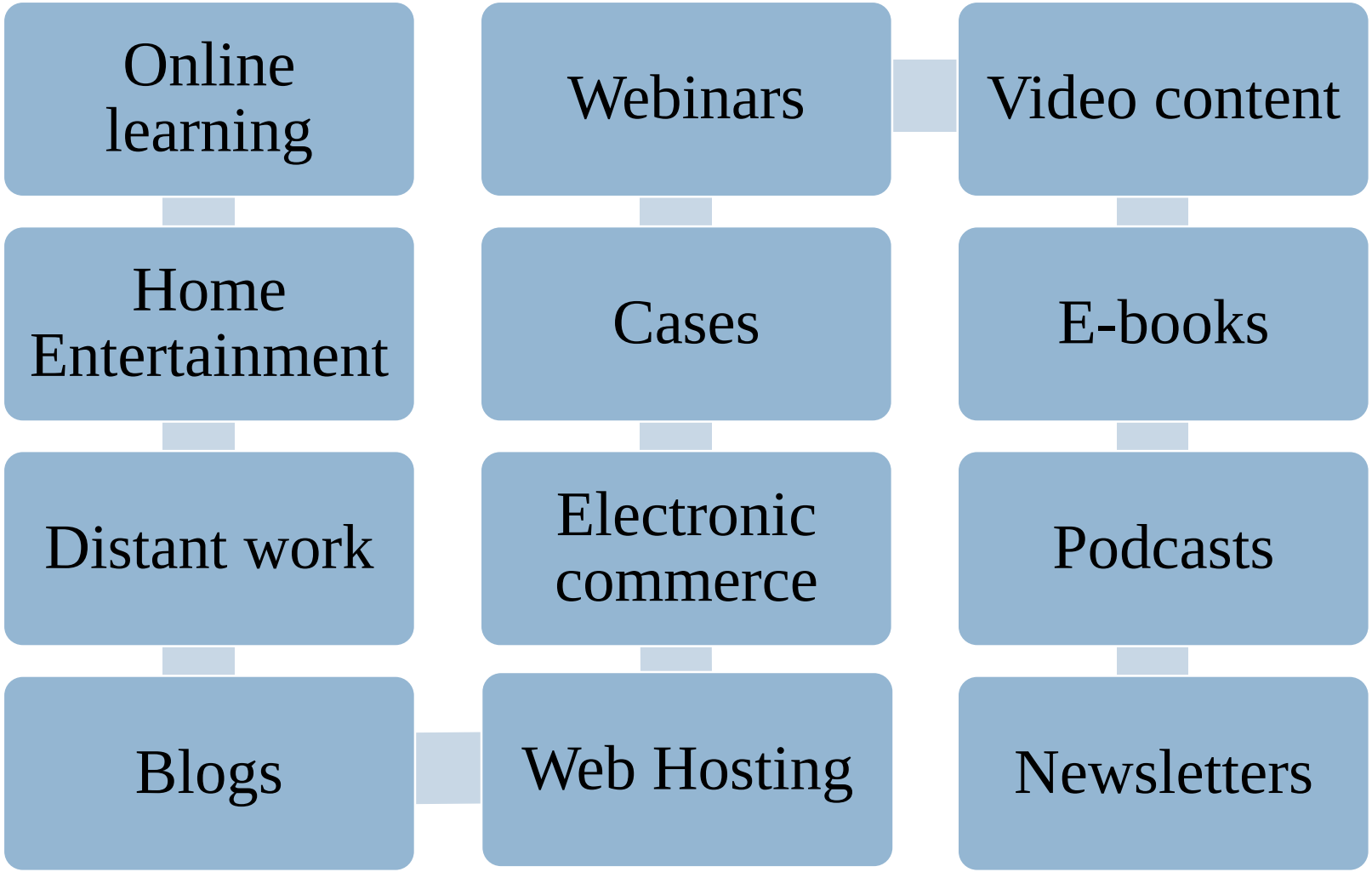
KEY METHODS OF PAYMENT FOR SERVICES FOR AFFILIATE MARKETING COMPANIES IN MODERN CONDITIONS



THE MAIN STAGES IN THE FORMATION OF THE AFFILIATE MARKETING STRATEGY OF COMPANIES IN MODERN CONDITIONS

1. Analysis and study of goods, services
2. Achieving mutual understanding with potential buyers
3. Honesty with customers
4. Using multiple channels for promotion
5. Business analysis of the advertising strategy
6. Adaptation to the conditions of the transformation of the global market
7. Automation and use of innovations
8. Perseverance in achieving business goals

THE MOST DEMANDED NICHES IN WHICH THE STRATEGIES OF AFFILIATE MARKETING COMPANIES ARE USED IN MODERN CONDITIONS

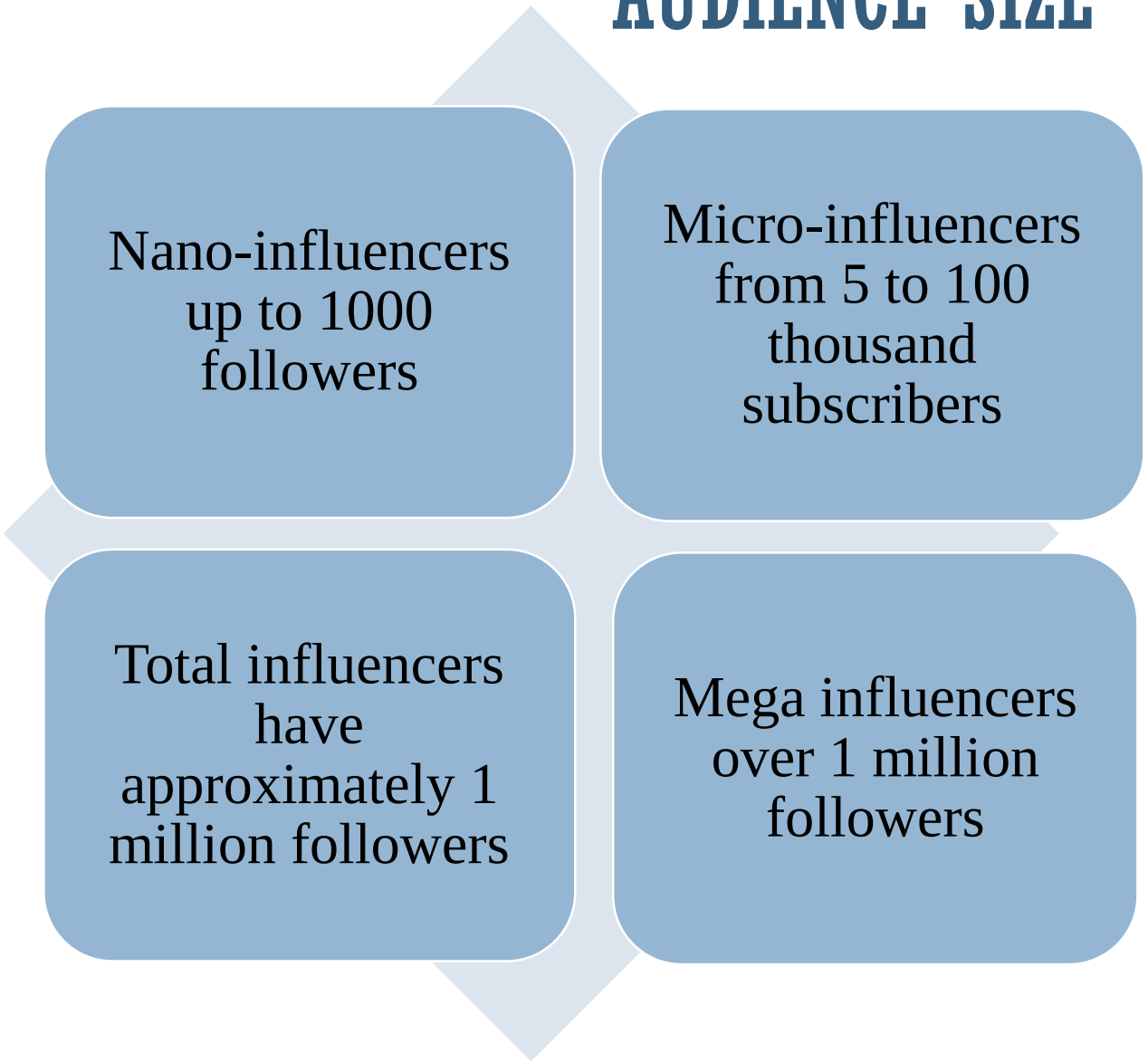


10. INFLUENCER-MARKETING STRATEGY

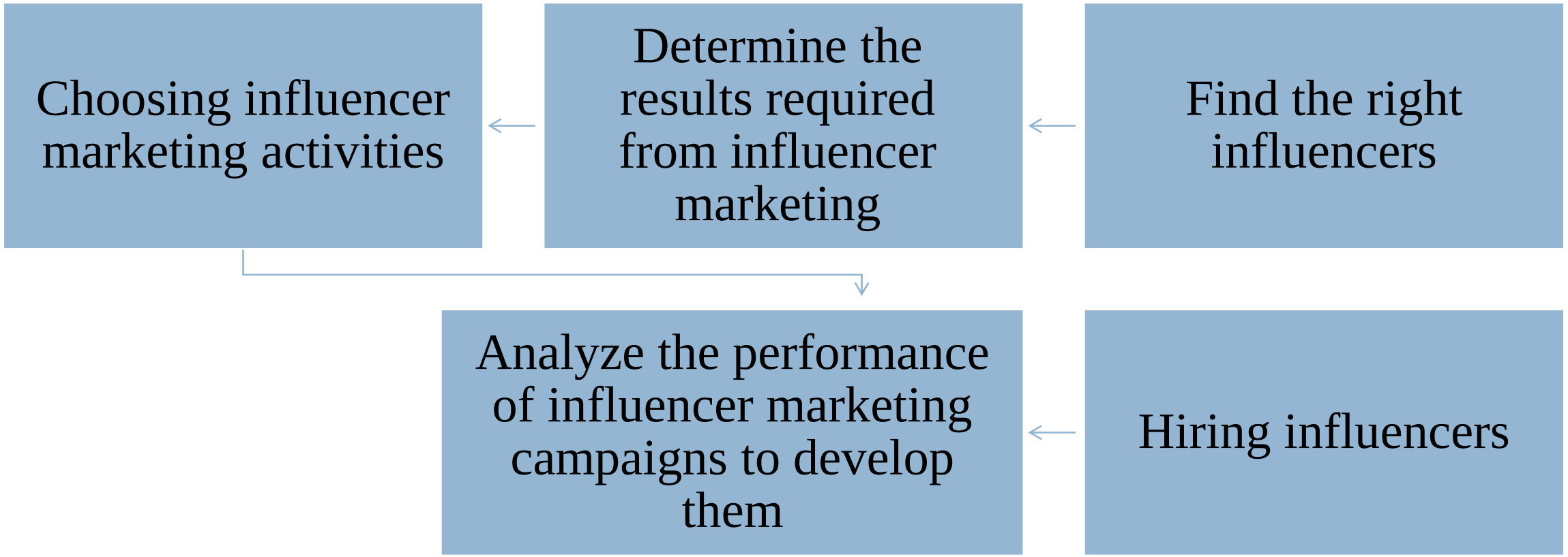
Benefits of an influencer marketing strategy

- Enhancing customer confidence in the brand
- Precise audience targeting
- Improve audience interaction with your project
- Ability to control costs
- Increase brand awareness

SEGMENTS OF INFLUENCERS ACCORDING TO AUDIENCE SIZE



STEPS TO IMPLEMENT AN INFLUENCER MARKETING STRATEGY



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THE MOST POPULAR TYPES OF INFLUENCE IN MODERN CONDITIONS

- Celebrity
- Journalists
- Experts in a specific field
- Personal brands
- Analysts
- Intermediaries

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KEY USE CASES FOR INFLUENCER MARKETING IN MODERN CONDITIONS

Use case	Features of Influence Marketing
Sending gifts	A certain famous person is presented with a gift, which she, if she wants, will tell about on a social network. This allows you to draw attention to a particular product, especially if it is new, which will significantly improve brand promotion.
Self-created content	For this influence, product samples are transferred or a service is provided. After that, he independently chooses the format and direction of the content (there may be negative ratings).
Events	During any event, bloggers are invited to cover this event. For example, the opening of a restaurant, the presentation of a new car, and much more.
Sponsorship	As an advertisement, the blogger posts certain information that is created or agreed with the sponsor. To make it less intrusive or outright praise, it is better to use this method to present a new collection, product, service or create a new brand.
Ambassador	In this case, the company cooperates with a blogger who is the face of the brand: content with the participation of this famous person is published in the trademark profile, she can conduct live broadcasts, talking about goods and services, and answer questions. Also, such cooperation is used to announce promotions, give away

MAIN DIGITAL PLATFORMS FOR PROMOTION INFLUENCER MARKETING COMPANIES IN MODERN CONDITIONS

The main digital platforms for promoting Influencer Marketing

TikTok.

The source of a young audience, the most massive segment of users is between the ages of 12 and 24. Monthly reach from about 38 million.

YouTube.

A multifaceted platform: it has everything - from videos with kittens to scientific lectures, so it's easier to find the target audience there. Monthly coverage in the world averages 996 million users.

Instagram.

Predominantly female audience (the share of women is about 60%), for which the visual component is important. Average monthly user reach is 859 million. The most massive segment of users by age is 25-34 years old.

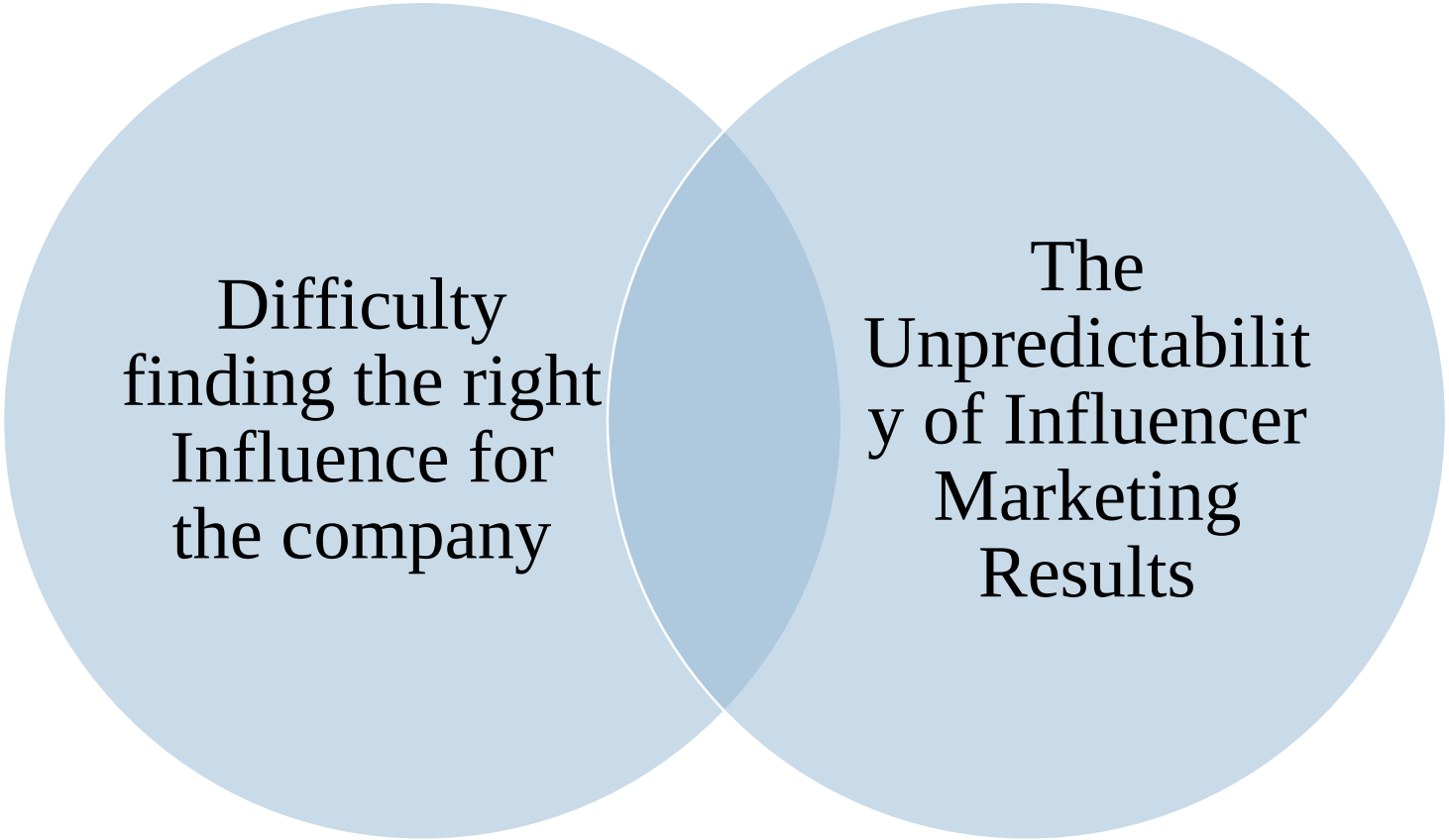
Facebook.

It works worse than other social networks as an influence platform, for many campaigns it is easier to use classic targeted advertising.

Telegram.

The platform to choose if you need to work with text formats. You can find a reading audience and many suitable channels in it. The monthly audience of the messenger is about 797 million.

DISADVANTAGES OF COMPANIES USING AN E-MARKETING STRATEGY BASED ON INFLUENCER MARKETING



THANK YOU FOR YOUR ATTENTION

