ELECTRONIC ADVERTISING TECHNOLOGIES

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MAIN GOALS AND OBJECTIVES :

- the basic concepts are systematized and the definition of the essence of advertising and its main elements, the advantages of organizing electronic advertising using modern electronic channels are determined;
- the importance of advertising and its relevance in modern business for implementation in the processes of promotion and positioning of brands, goods and services for modern organizations is argued;
- the main features and details of electronic advertising strategies for organizations are revealed, such as advertising on websites, advertising in search engines, advertising in social networks, advertising by e-mail, advertising by mobile phone and many other areas and tools;
- methods for assessing the effectiveness of electronic advertising strategies are substantiated

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

- tools for the development of electronic advertising technologies;
- analysis, evaluation and selection of innovative advertising technologies for the development of an electronic marketing strategy.

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1. BASIC CONCEPTS IN ADVERTISING

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.

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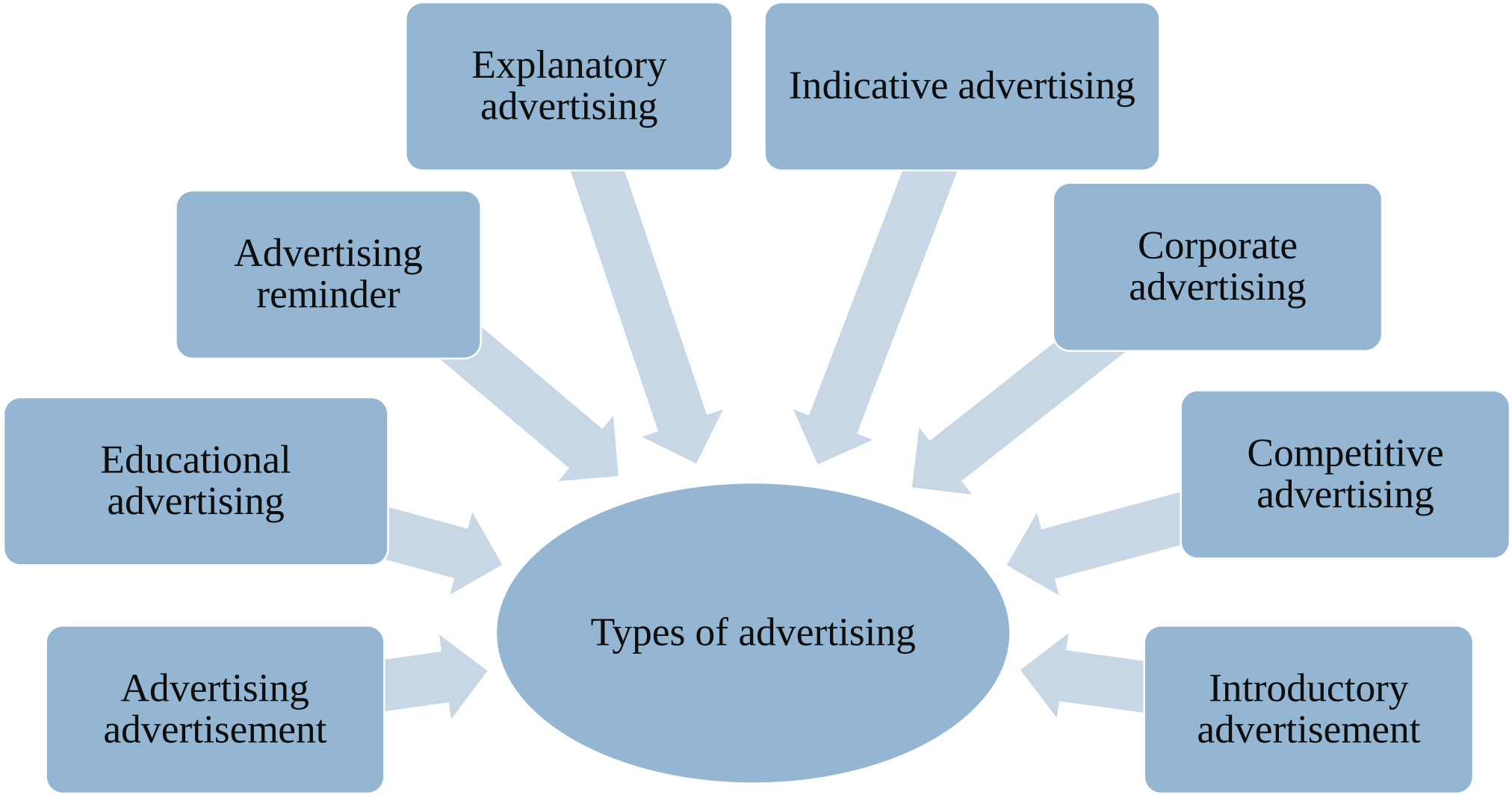
CLASSIFICATION OF TYPES OF ADVERTISING IN MODERN CONDITIONS



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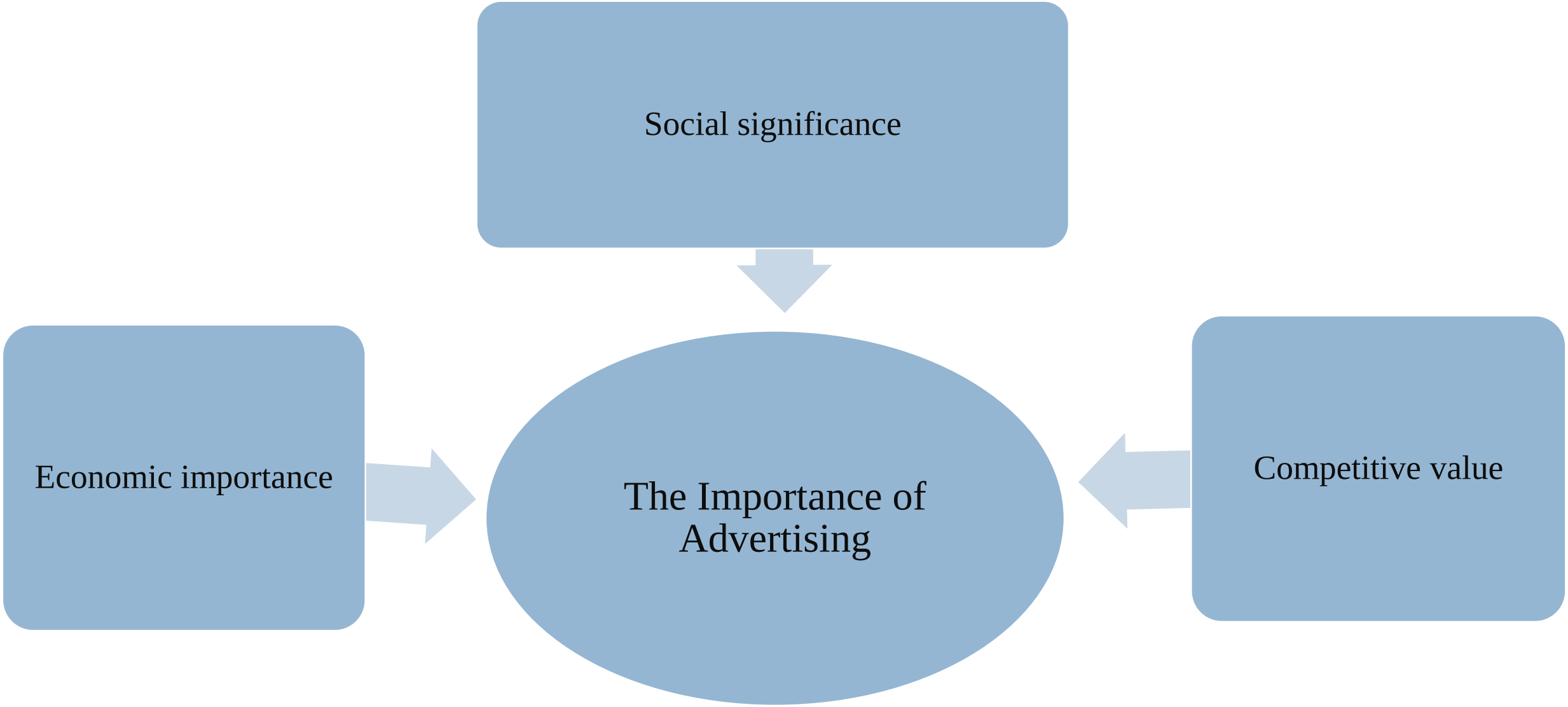
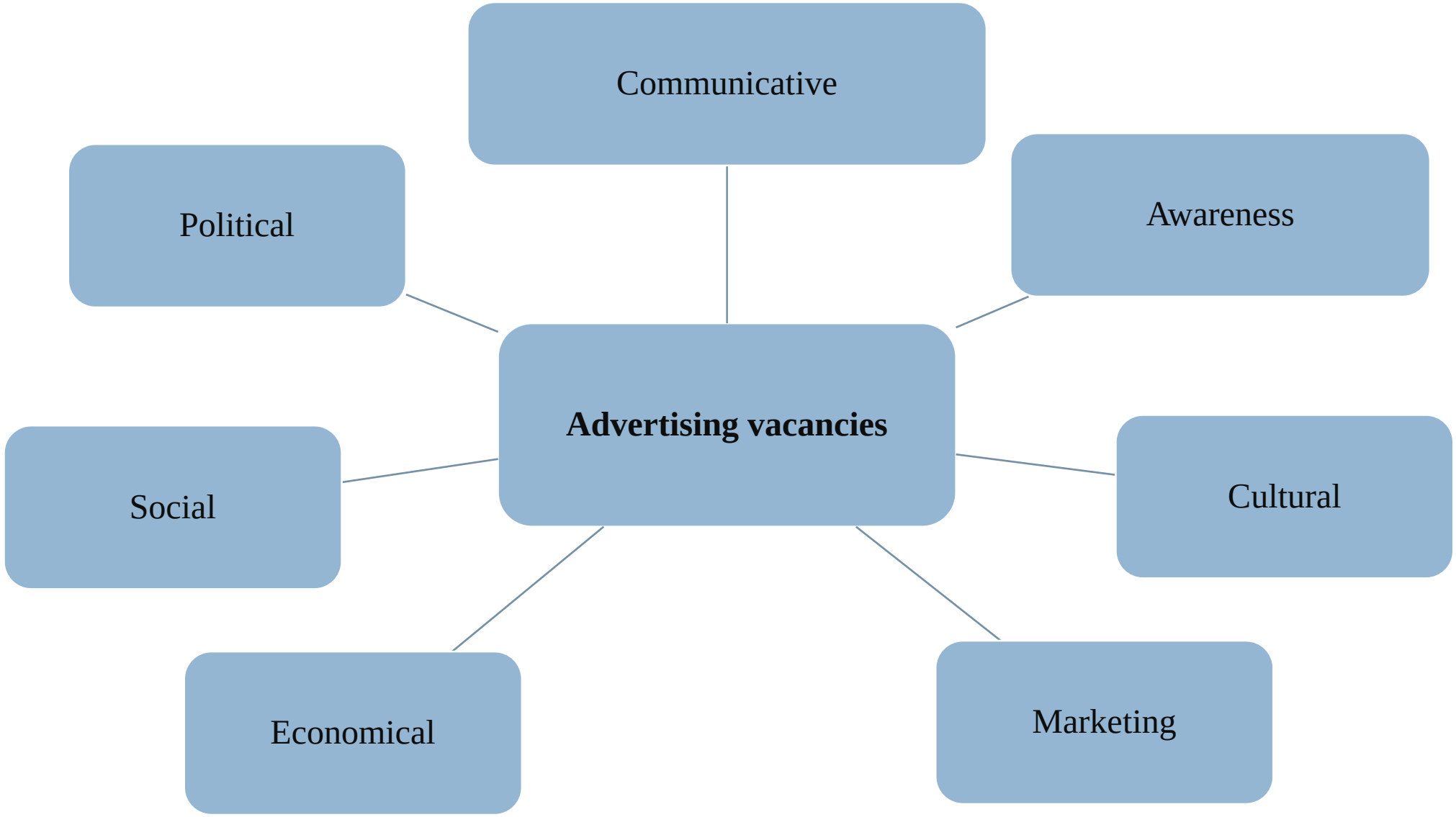
THE IMPORTANCE OF ADVERTISING IN A COMPANY'S STRATEGY



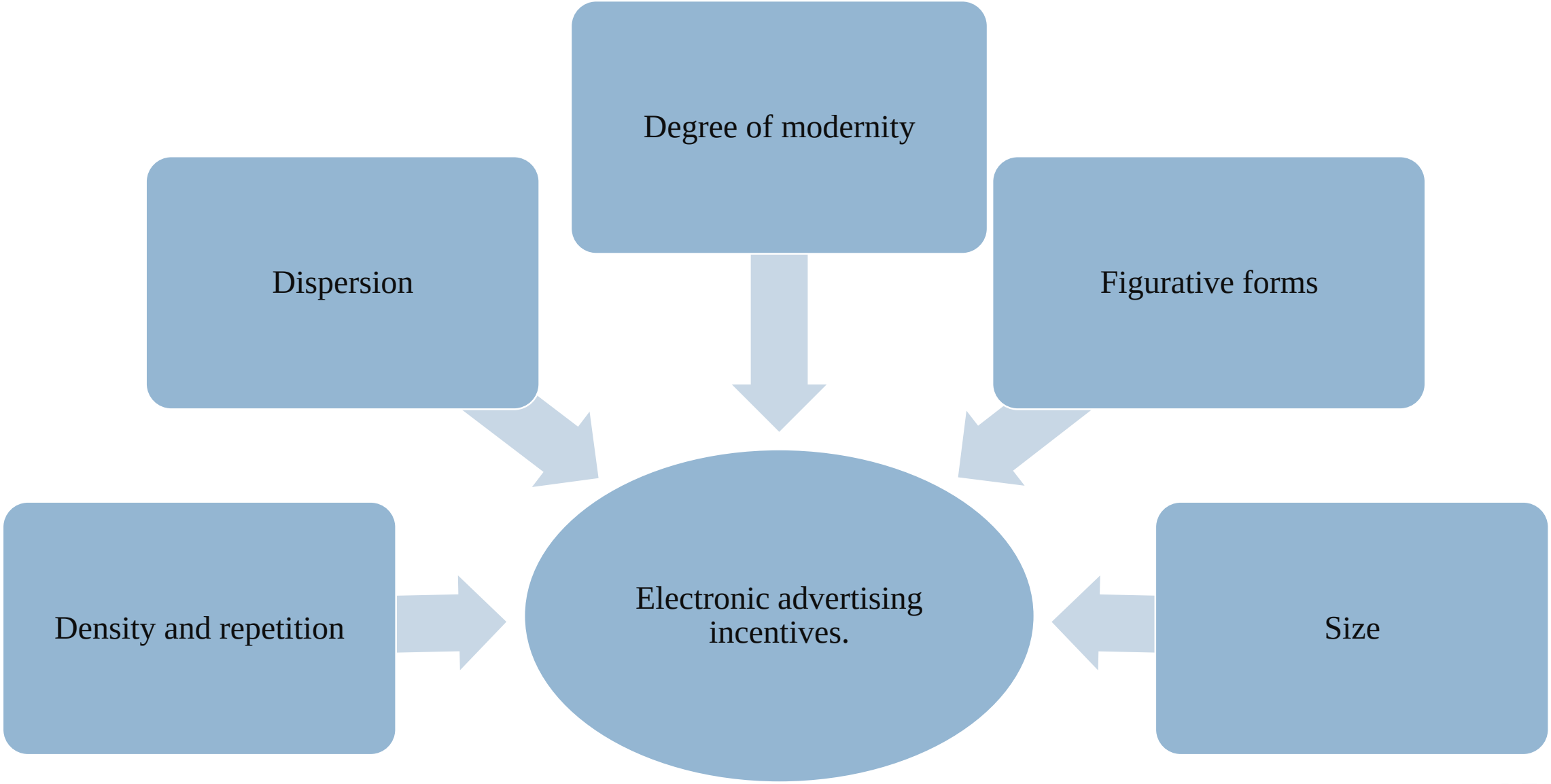
ADVERTISING VACANCIES



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 product, which are the prerequisite for its success in the market and the most effective element of advertising evidence.
Lightness and simplicity	It focuses on the essentials without any complications, presents only what is important to the consumer and speaks directly to him.

ELECTRONIC ADVERTISING INCENTIVES



CHARACTERISTICS OF COLOR IN ADVERTISING: ADVANTAGES AND DISADVANTAGES

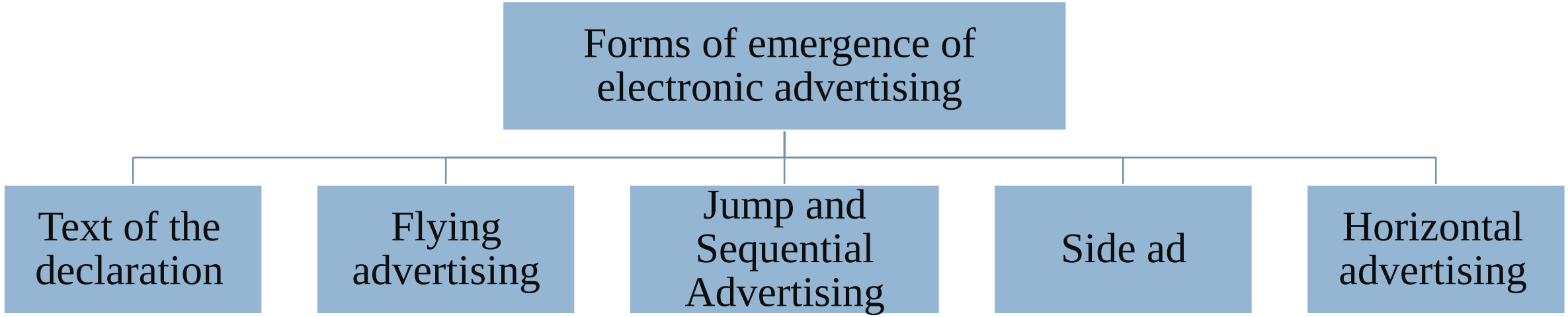
Colors	Advantages	Flaws
Red	love, strength, passion, pride, beauty, activity, summer, fire, warmth.	anger, violence or danger.
Yellow	sunny, warm, joyful, symbol of progress, innovation, happiness, optimism, joy, friendship.	illness or danger
Green	natural purity, freshness, spring, safety, growth, health and youth, comfortable, cool.	boredom, stagnation, uneasy 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.

2. ELECTRONIC ADVERTISING

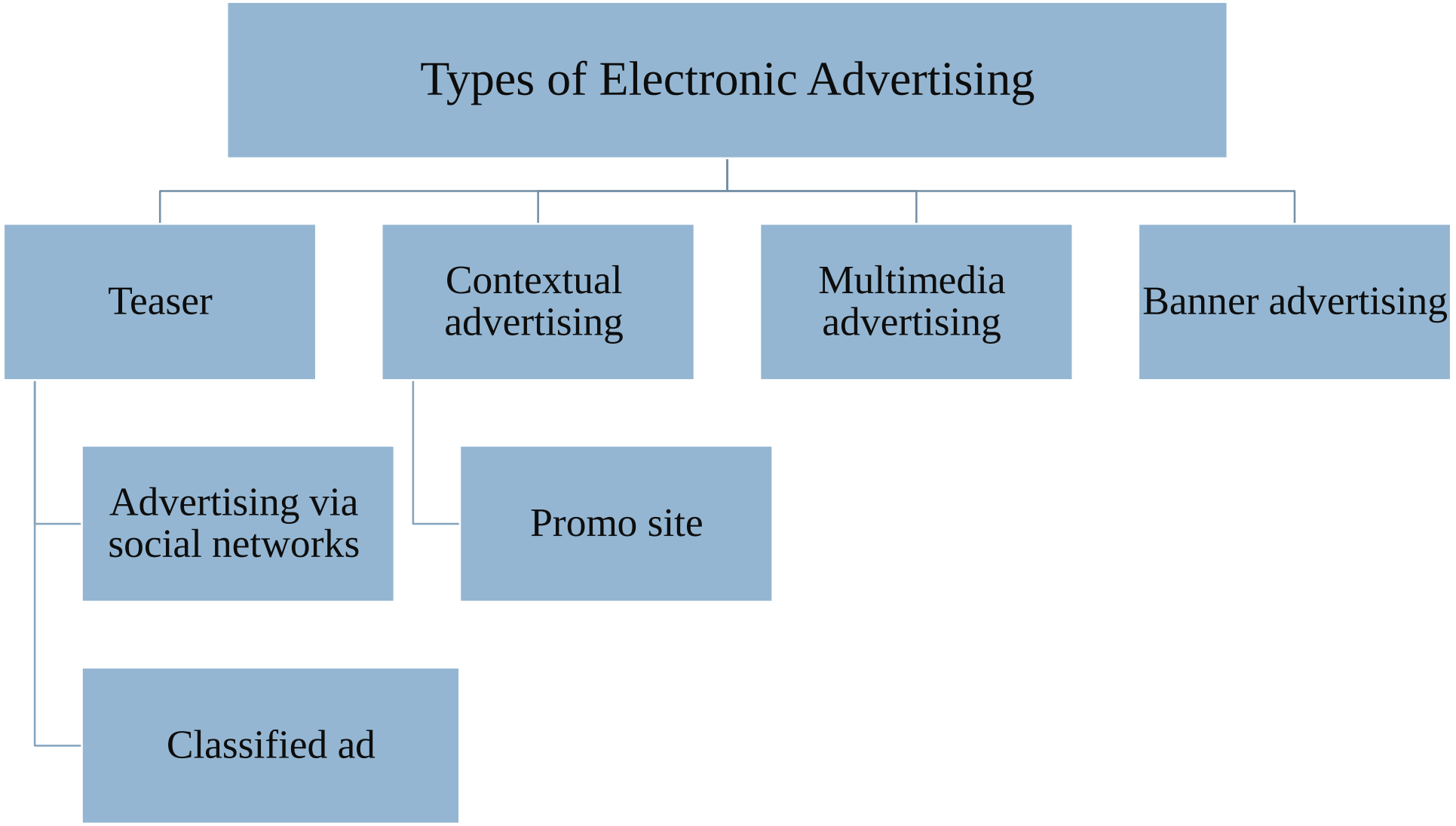
OBJECTIVES OF ELECTRONIC ADVERTISING:

- increasing brand awareness.
- introducing new products.
- explaining how to benefit from the organization's products.
- discounts and promotions.
- attracting new customers.
- increasing the image of the organization and product in the minds of consumers.
- maintaining the organization's position in the markets.
- increasing sales volume, which is the ultimate goal of advertising.
- making a profit

FORMS OF EMERGENCE OF ELECTRONIC ADVERTISING



TYPES OF ELECTRONIC ADVERTISING



BENEFITS OF ELECTRONIC ADVERTISING

- Budget
- Complementarity
- Interactive
- Confidentiality
- Follow the interests of your target audience
- Reach target groups quickly and with high flexibility
- Universal advertising display
- Instant purchase of goods
- Informativeness

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

REQUIREMENTS FOR DIRECTING ELECTRONIC ADVERTISING TO TARGET GROUPS

- Geographic coverage
- Display time
- User interests and preferences
- Socio-demographic characteristics
- Technical characteristics
- Number of ad views

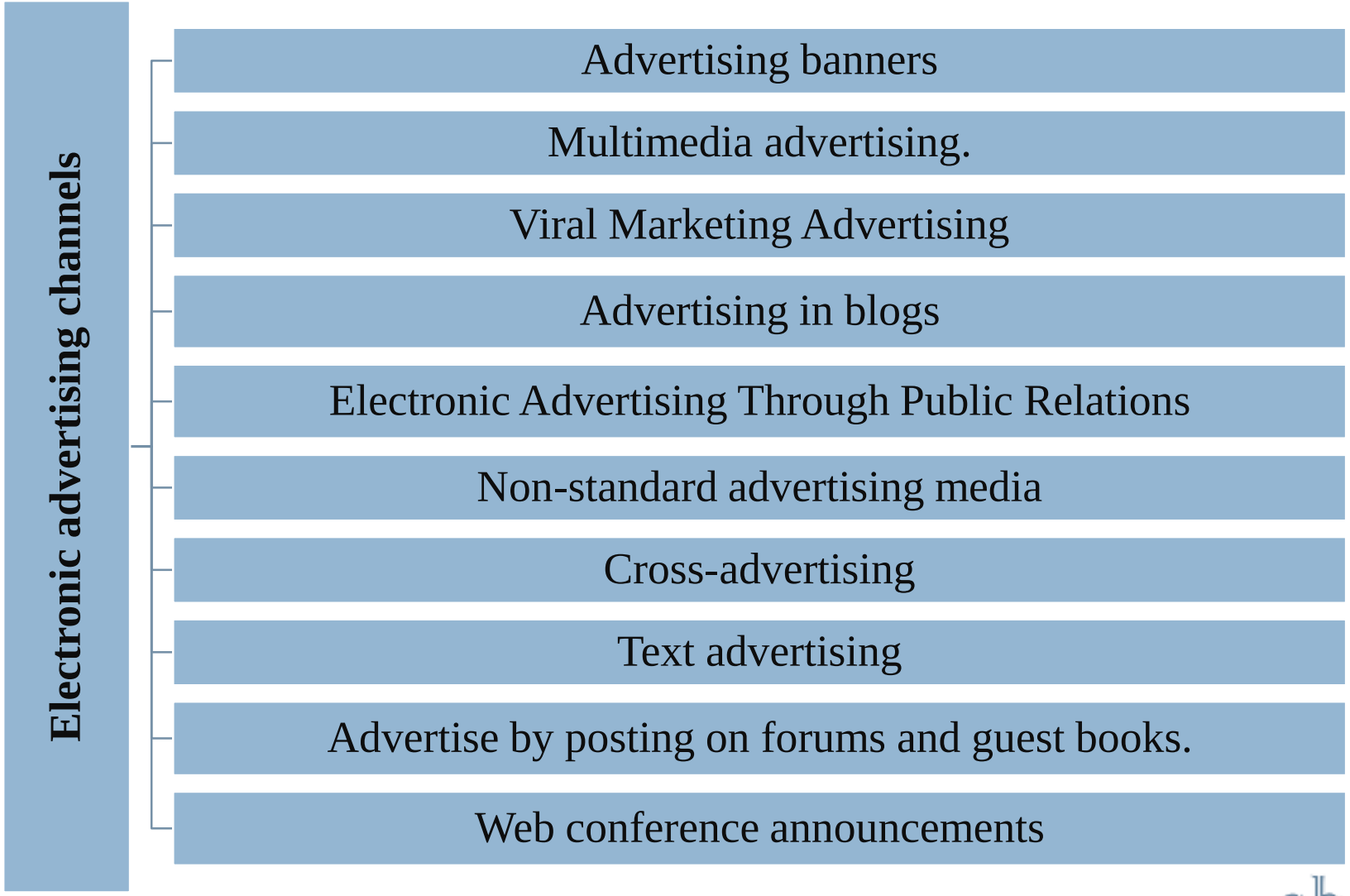
Requirements for directing electronic advertising to target groups

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 influence	When developing an advertising message, you can use text, 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.

3. ELECTRONIC ADVERTISING CHANNELS

ELECTRONIC ADVERTISING CHANNELS



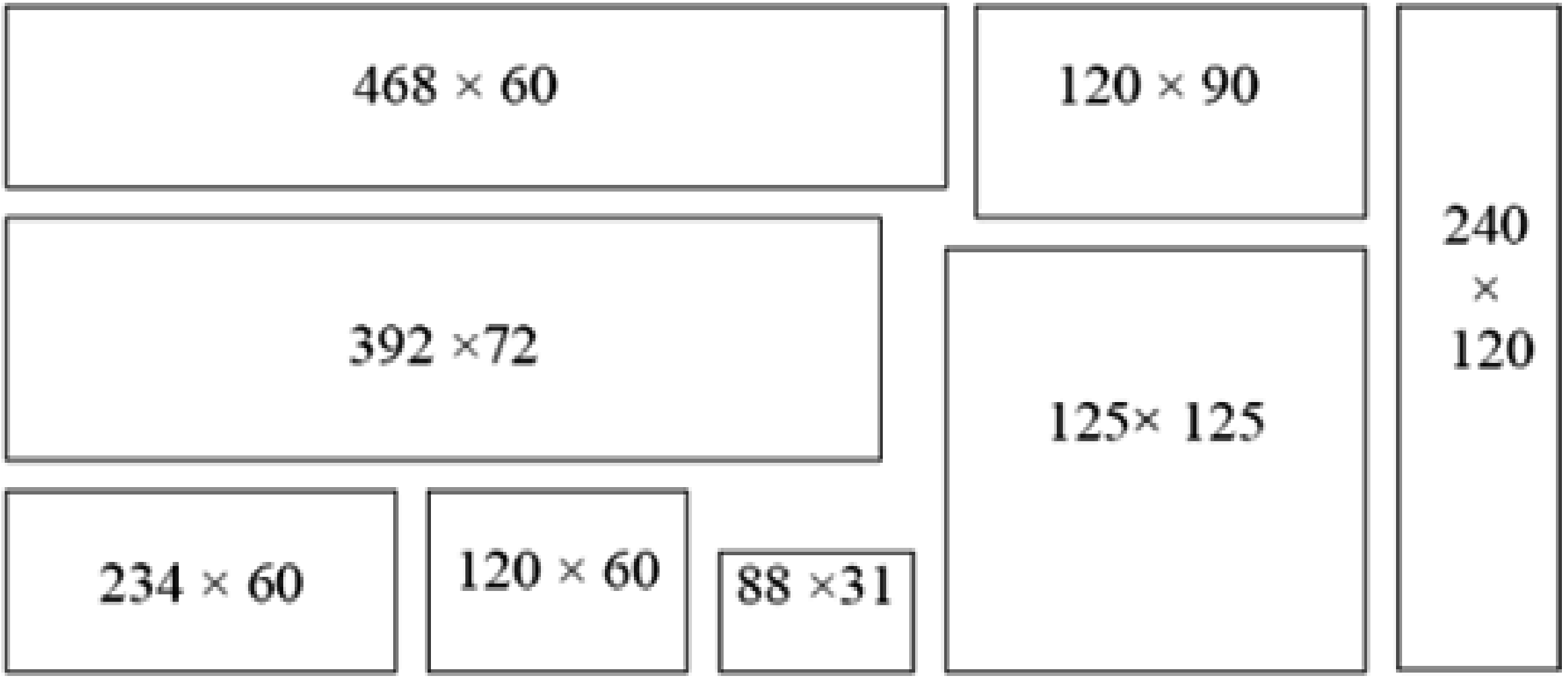
KEY METHODS OF PAYMENT FOR ADVERTISING

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 Buy Click To	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.

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

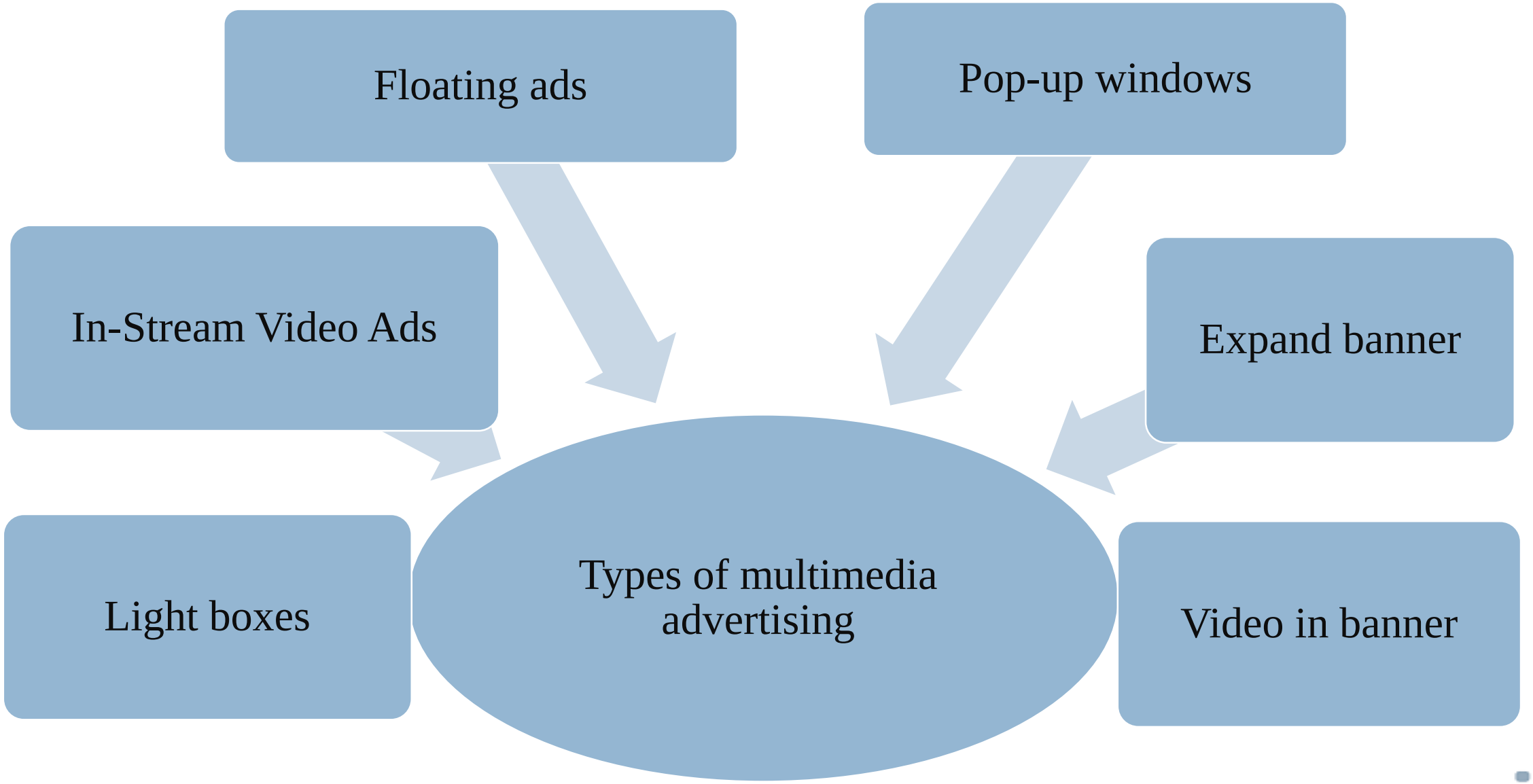
UNIFORM STANDARDS FOR SIGNS BY CLASSIFICATION IAB



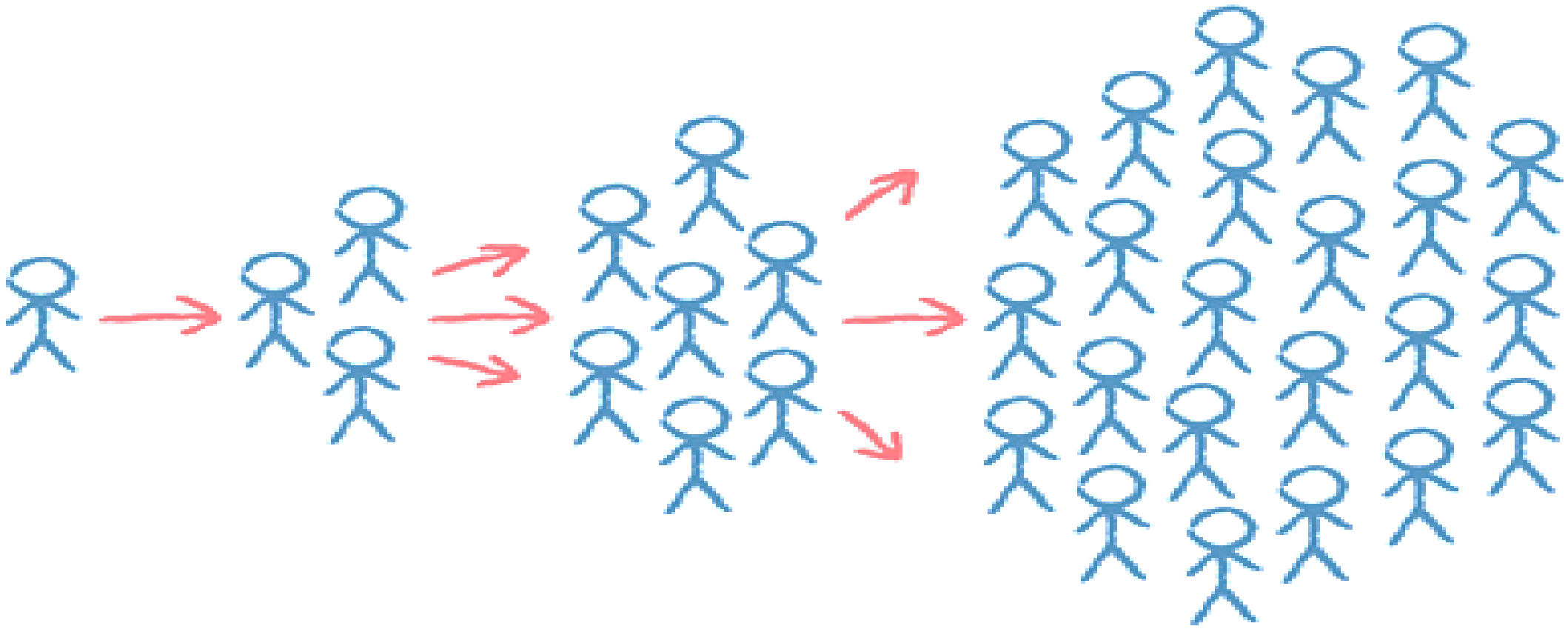
MAIN TYPES AND DESCRIPTION OF BANNERS

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

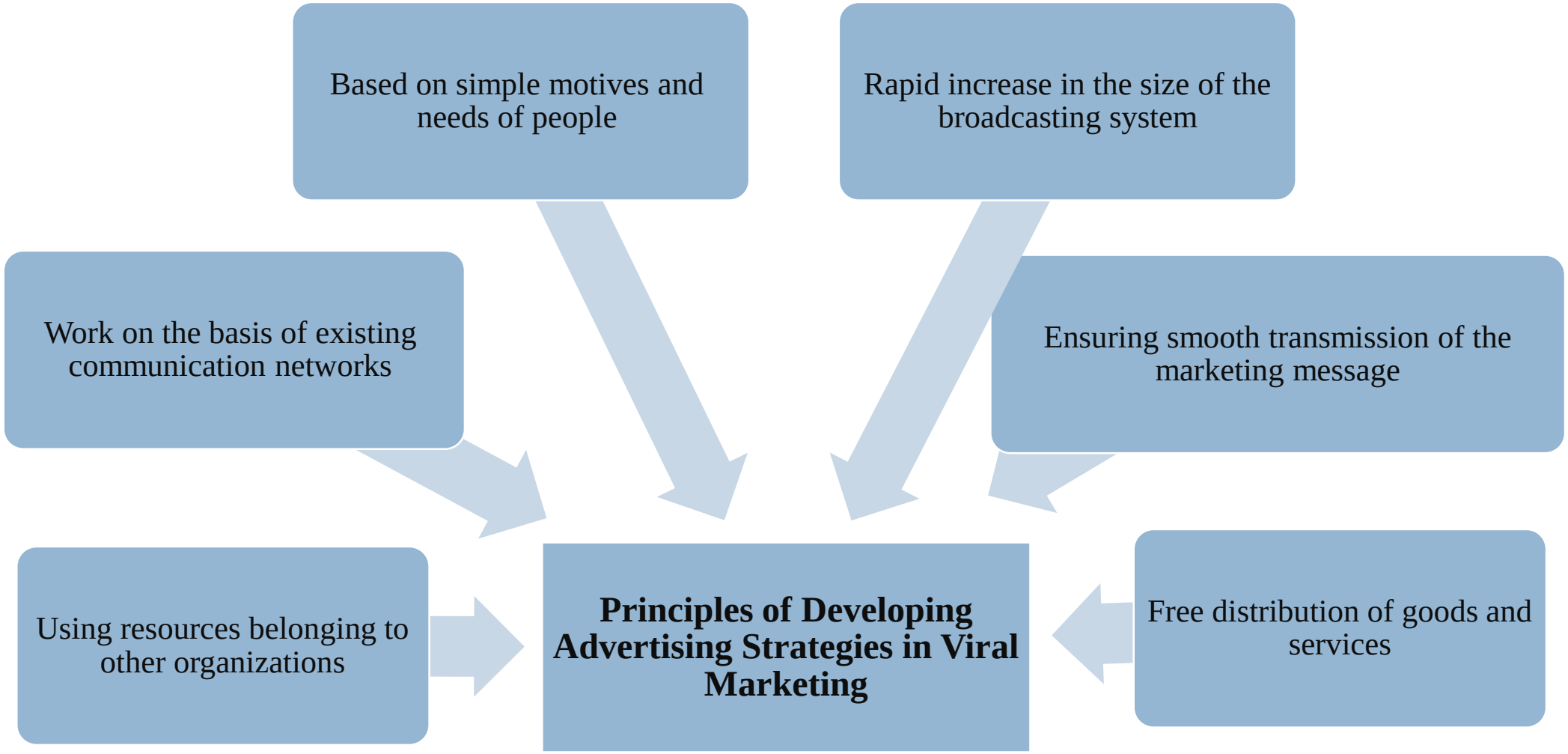
TYPES OF MULTIMEDIA ADVERTISING



SCHEMATIC REPRESENTATION OF THE SPREAD OF VIRAL MARKETING IN THE WORLD



PRINCIPLES OF DEVELOPING A VIRAL MARKETING STRATEGY

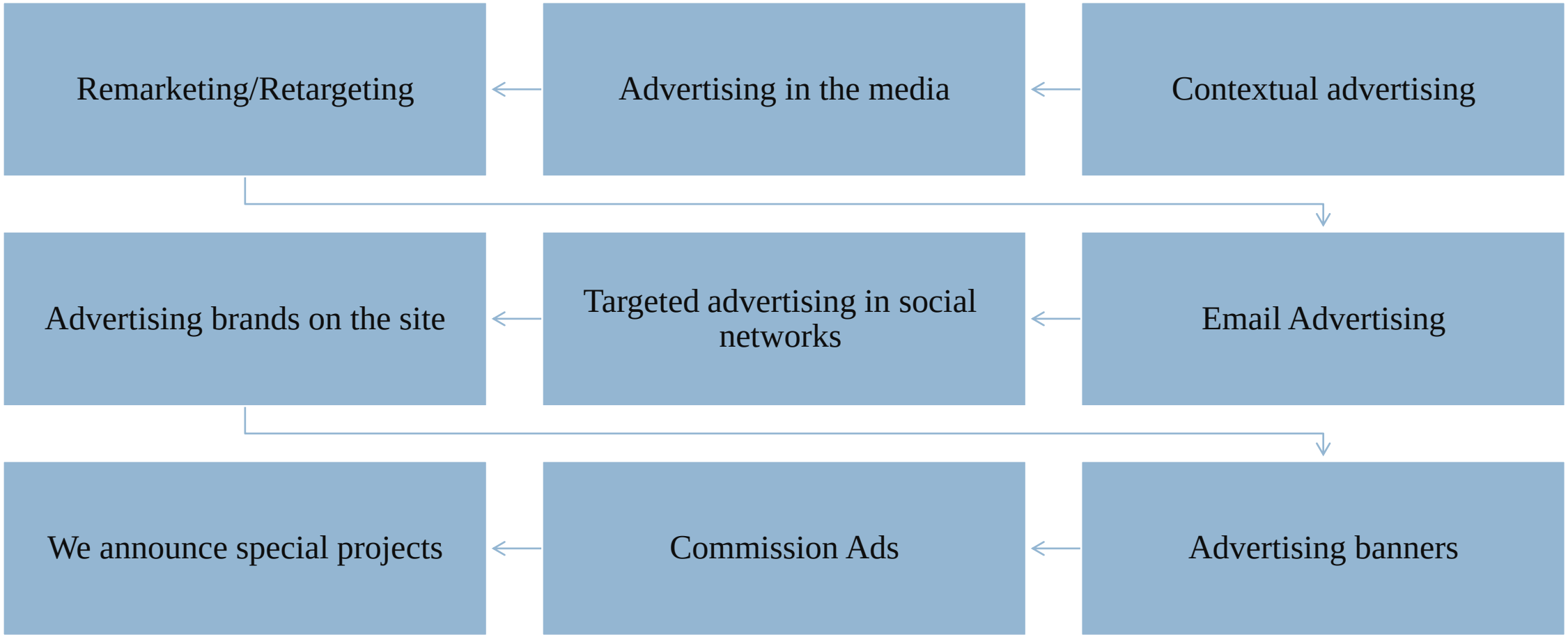


TYPES OF CAMPAIGN ADVERTISING FOR PUBLIC RELATIONS ON THE INTERNET

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.

4. ELECTRONIC ADVERTISING STRATEGIES

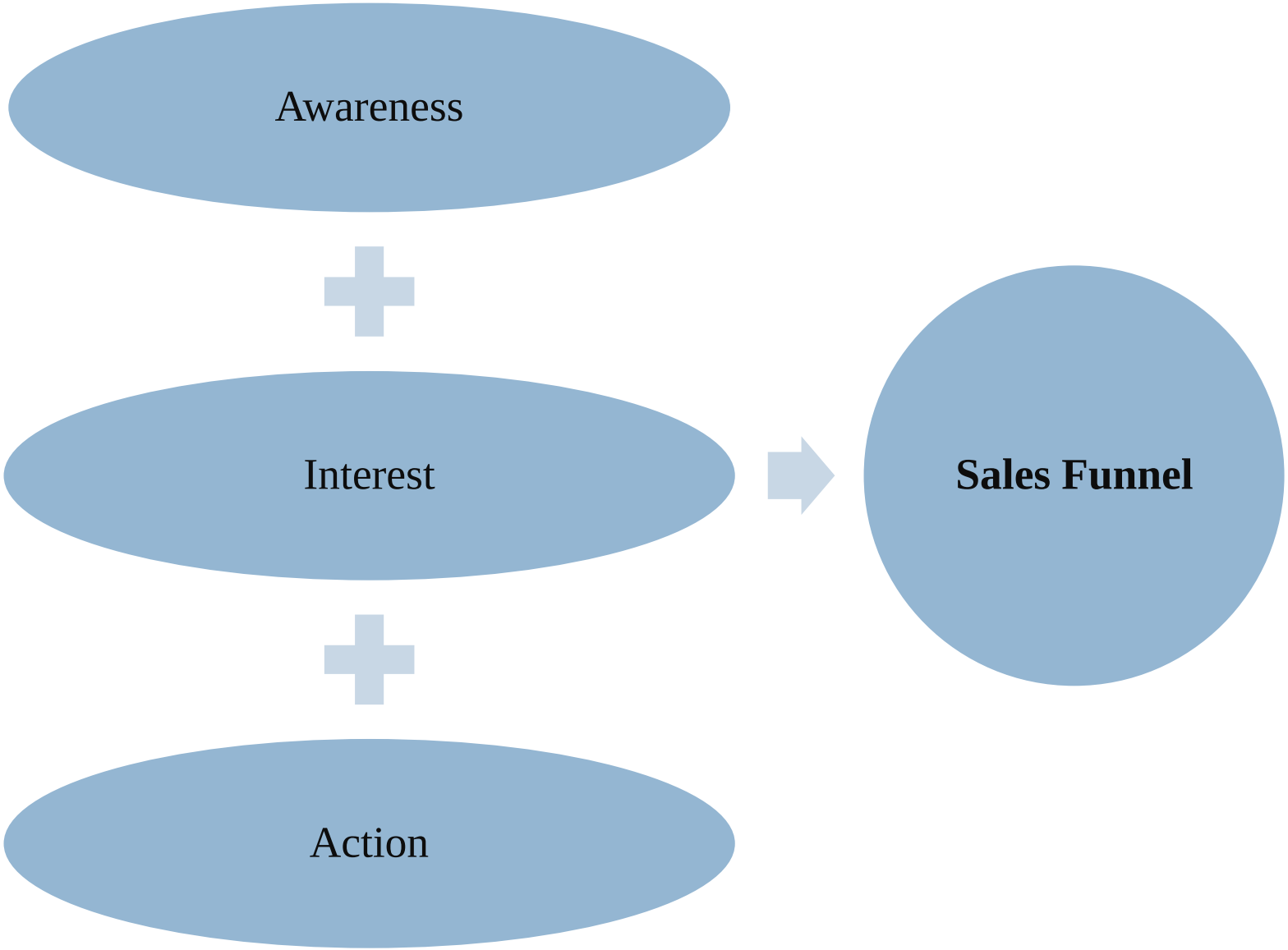
Types of Electronic Advertising



OBJECTIVES OF CONTEXTUAL ADVERTISING

- Consider the organization's product and brand.
- Increase brand awareness of the organization.
- Increase the share of potential customers.
- Repeat sales of the organization's products.
- Increasing sales of the organization's products.

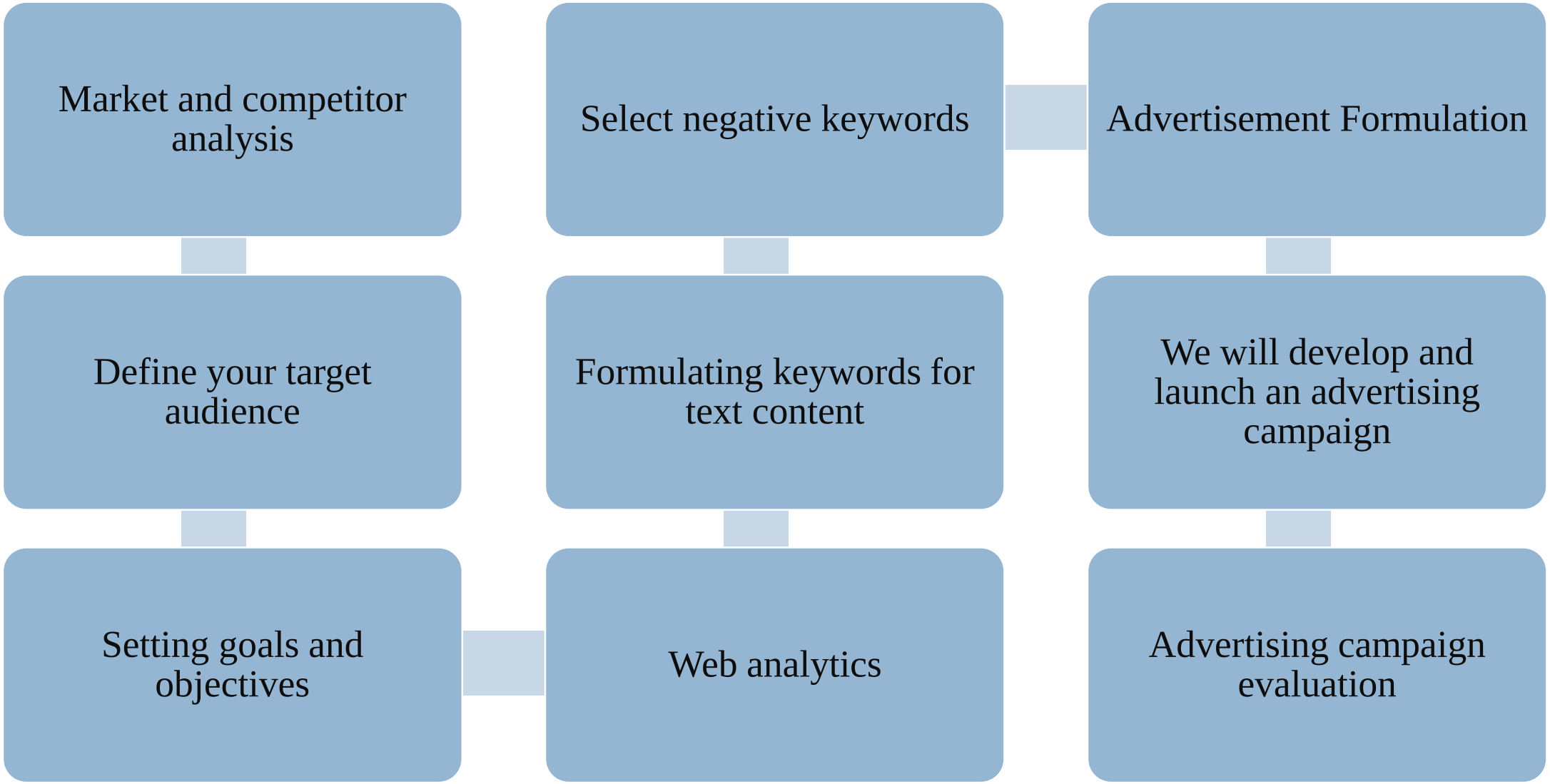
MARKETING SALES FUNNEL AS PART OF THE ORGANIZATION'S CONTEXTUAL ADVERTISING



FACTORS AFFECTING CONTEXTUAL ADVERTISING PRICING

- Competition through advertising campaign
- Quality advertising and banners
- Digital Advertising Platform
- Matching the landing page to user queries

Stages of preparing contextual advertising



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

Methods of formation	Functions
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 received by the organization is distributed over a certain period (month, quarter, year). It depends on the specifics of the industry, global business goals and other expenses of the organization (on average, 5-15% is allocated).**
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 extent as its competitors, but this requires a comprehensive and detailed competitive analysis.**
Contribution to the market	**This method involves taking into account the organization's share among other participants in the niche and advertising costs at the industry level when calculating the advertising budget (this is a fairly complex calculation method that requires lengthy calculations and data 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 take into account the ratio of sales volume, profit and money spent on advertising (this requires lengthy calculations and complex analysis).**
Experimental method	**The optimal advertising budget is calculated by reviewing and analyzing 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.**

RATING OF THE ADVANTAGES OF AUTOMATION OF CONTEXTUAL ADVERTISING

Save time: From managing bids to creating ads and copy to setting up reports, automation frees up time for more important tasks.

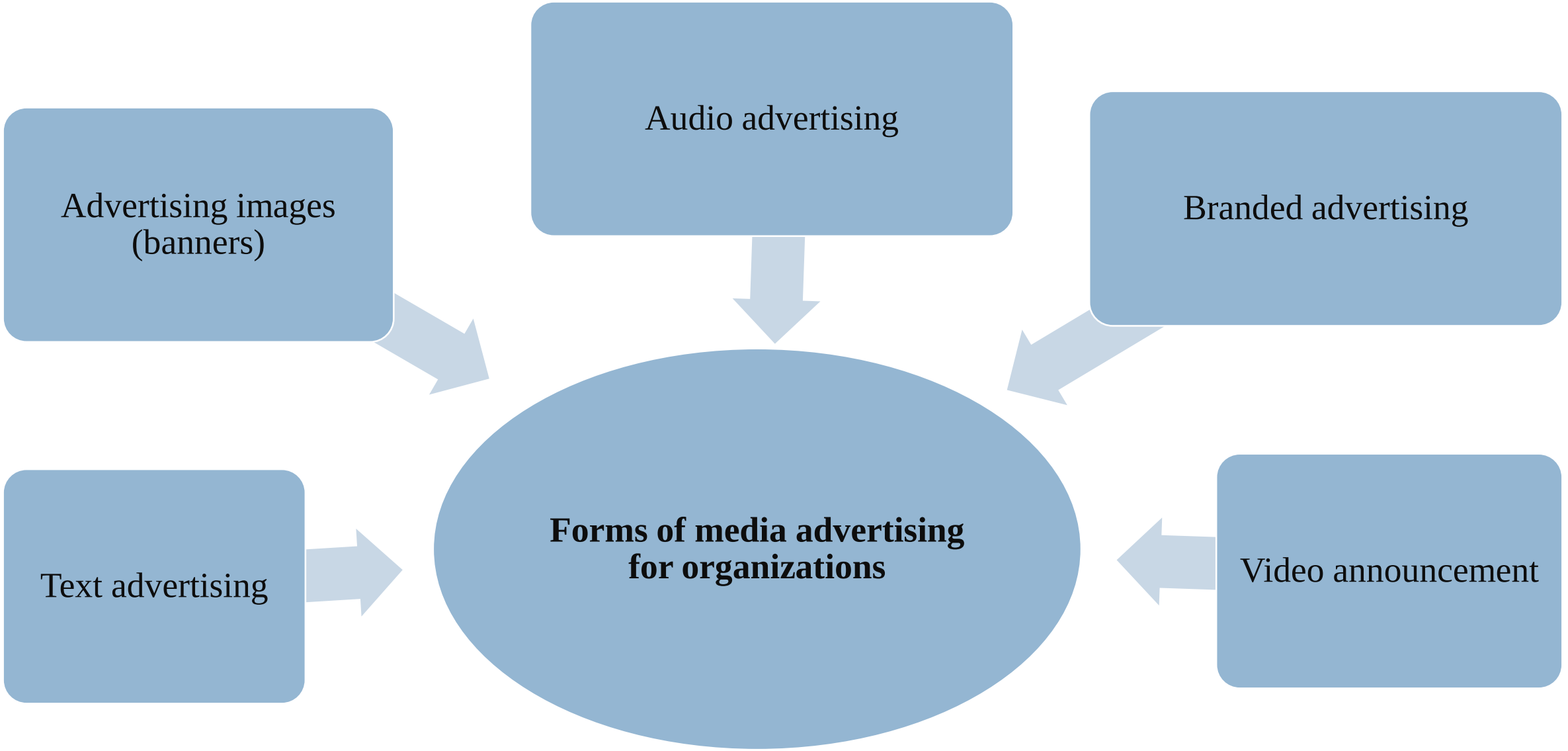
Boost your efforts: PPC automation gives you the power to run more ads in less time.

Ad Optimization: Creating compelling ads for different ad platforms is not easy. Automation is especially important if you need to test a large number of creatives.

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

Increased ROI on advertising. Smart automation increases the effectiveness of advertising and, therefore, increases the revenue from the campaign.

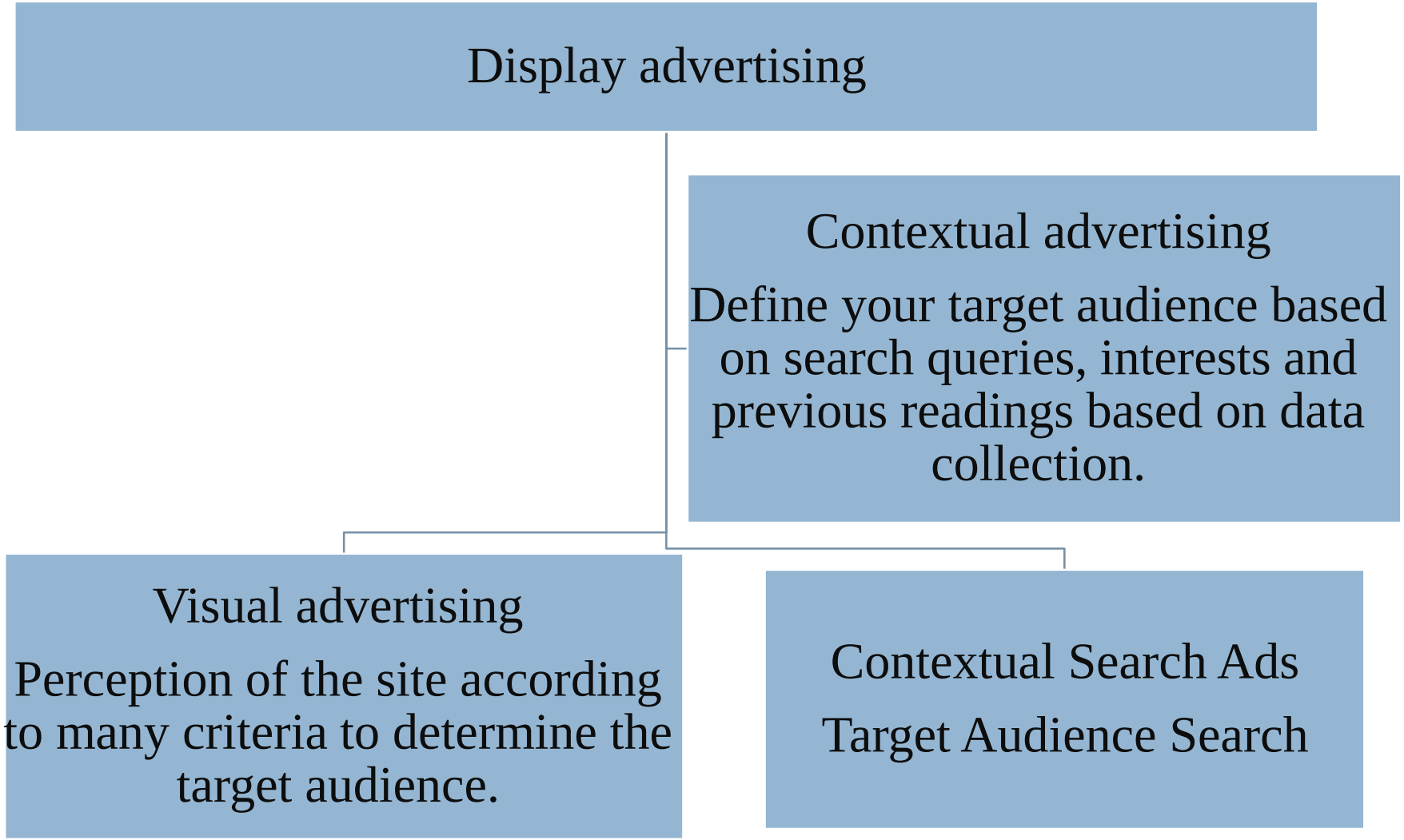
CLASSIFICATION OF FORMS OF MEDIA ADVERTISING OF ORGANIZATIONS



TASKS OF MEDIA ADVERTISING IN DEVELOPING AN ORGANIZATION'S ELECTRONIC MARKETING STRATEGY

- Increase the presence of the advertised digital channel.
- Increase brand awareness and popularity of the organization.
- Drawing attention to promotional offers and events, as well as new products in the organization's offer.
- Attract a new target audience
- Formation of demand for products advertised in the organization.
- Increase sales volume and help solve organizational efficiency problems.
- Formation of the organization's image. Attracting a new target audience.

THE RELATIONSHIP BETWEEN CONTEXTUAL AND MEDIA ADVERTISING IN THE CONTEXT OF DEVELOPING AN ELECTRONIC MARKETING STRATEGY FOR ORGANIZATIONS



SALES FUNNEL CHARACTERISTICS USING DISPLAY ADVERTISING

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.

ADVANTAGES AND DISADVANTAGES OF MEDIA ADVERTISING

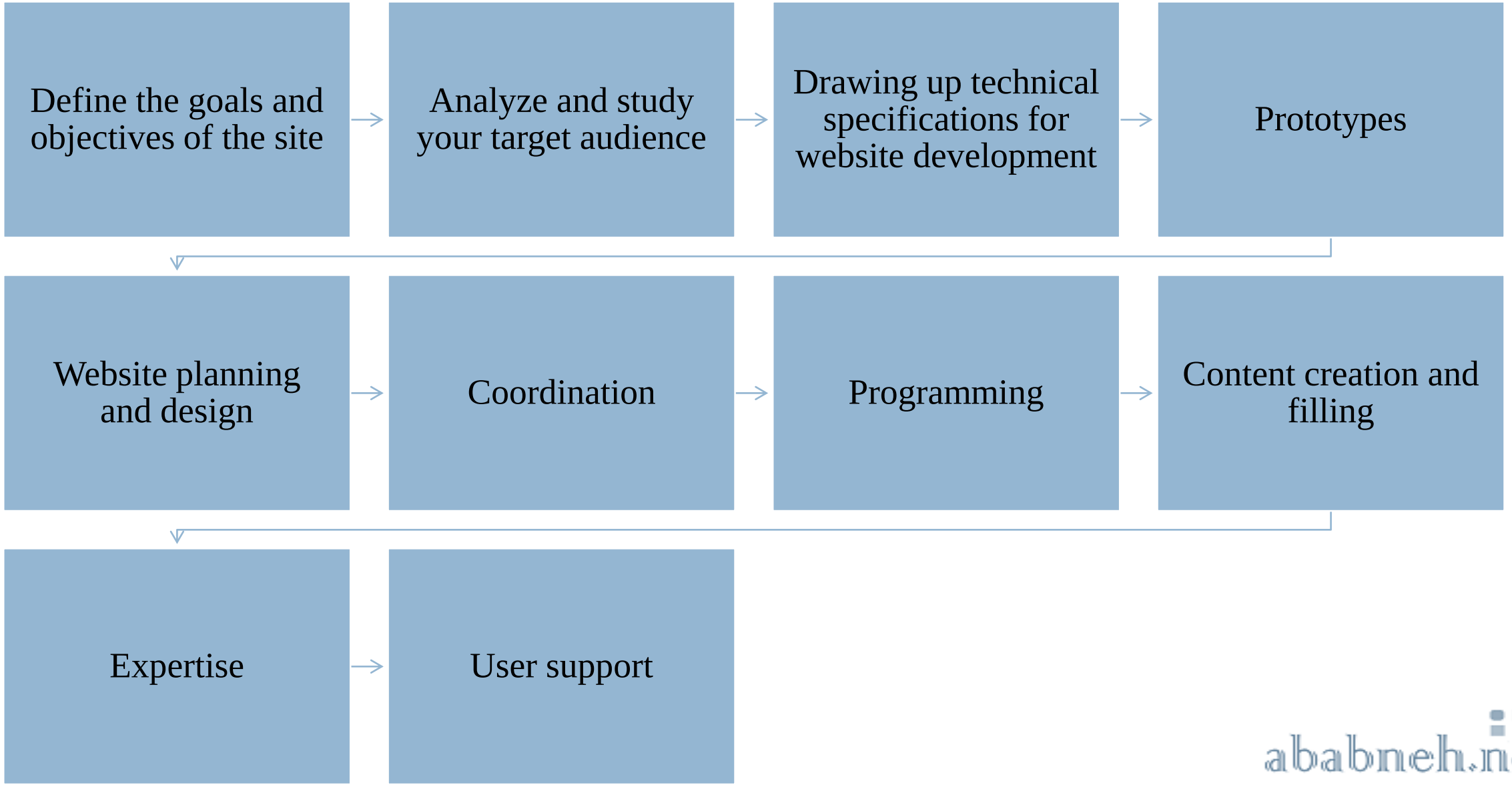
Advantages	Flaws
Reach a large audience: This helps to increase brand awareness and customer trust.	**Due to the popularity of media advertising, it can be difficult to stand out from the competition, and developing effective and innovative designs can take a long time.**
Helps solve productivity problems: Informational advertising can work at all levels of the sales funnel, including the decision level, and stimulate repeat purchases.	
Ability to customize detailed targeting: Reach the audience that is most likely to be interested in your products.	
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.	**Lack of advertising due to banners. Users become less receptive to bright banners and ignore advertising more often.**
Analytics. Analytics tools make it easy to track the effectiveness of media advertising, allowing you to make timely adjustments and not exhaust your budget.	
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 that allows users to load banner ads and video ads through YouTube.**
Price: In cases where competition in the context is high, advertising may be a good option.	

NETWORKS OF POPULAR DIGITAL PLATFORMS THAT ALLOW ORGANIZATIONS TO ADVERTISE IN THE MEDIA

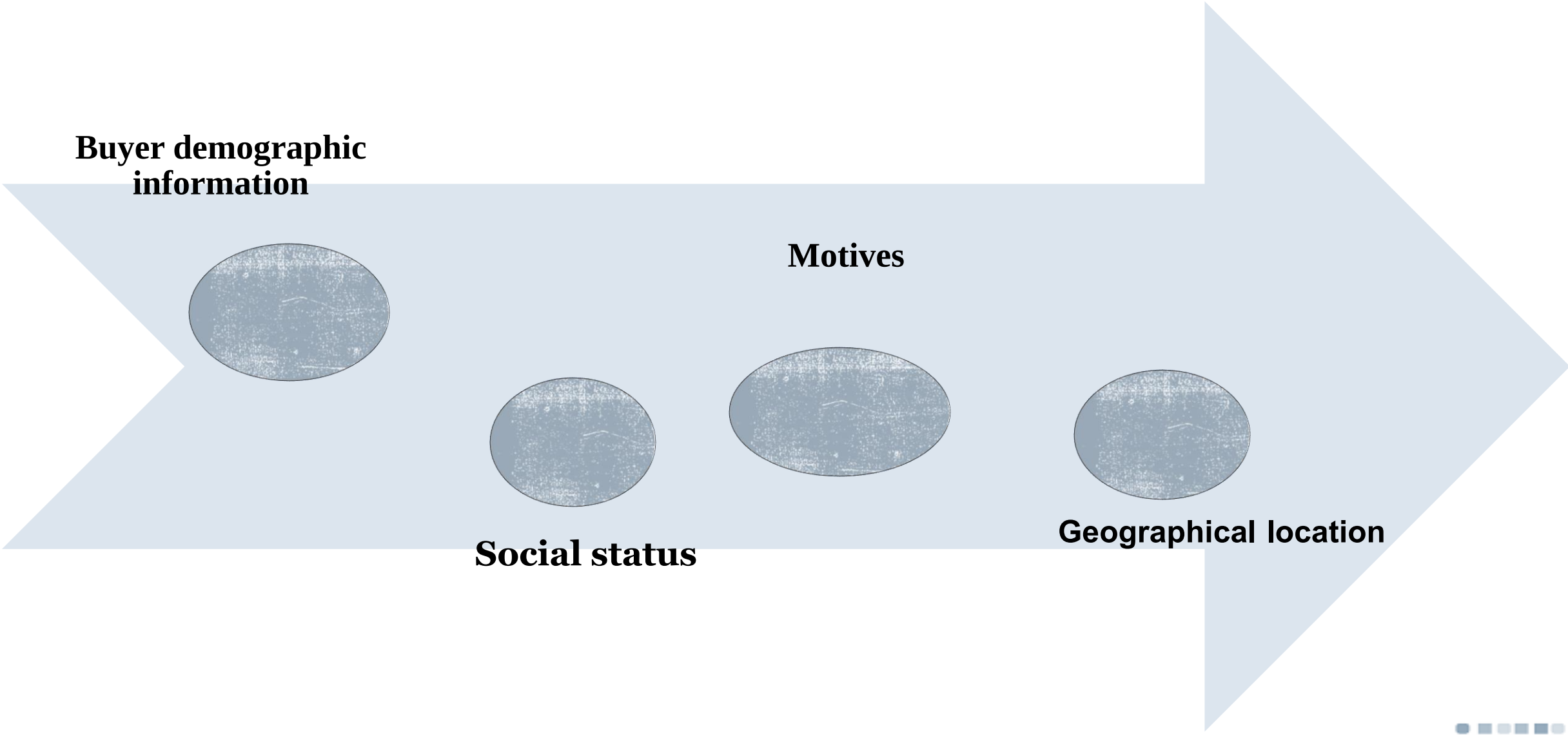
- News and sources of information
- Advertising banners
- Advertising network and search results
- View web pages and search results in google
- Social media

5. ADVERTISING ON WEBSITES

Stages of website design and development



CRITERIA FOR DETERMINING THE IMAGE OF A POTENTIAL BUYER



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TECHNICAL REQUIREMENTS FOR WEBSITE DEVELOPMENT

Detailed requirements for website development

All website functionality and performance characteristics must be identified and established as part of the technical business processes.

Specific requirements describing the creation of the website

The technical task should contain a detailed description of all expected functional and non-functional requirements for the website.

Requirements for data accessibility

The technical specifications for website development must be clear and accessible to all project participants.

CHARACTERISTICS AND FUNCTIONAL COMPONENTS OF THE SITE

- Ease of navigation on the site
- Update your website content in a timely manner
- Coordination of site elements
- Logical division of site content
- Web site compatibility across browsers
- Structure and layout of content
- The website address is easy to remember
- Ease of finding a site on the Internet.
- Website loading speed

CONTENT OF ADVERTISEMENTS ON THE WEBSITE FOR MARKETING PURPOSES

Web Ad Contents	Features and specifications
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.

ADVERTISING TASKS FOR A BUSINESS ORGANIZATION WEBSITE

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.

ADVERTISING IMPLEMENTATION TOOLS IN THE MARKETING ACTIVITIES OF ORGANIZATIONS

The information is important, easy to understand, easy to access, and easy to remember.

The information is random and difficult to remember.

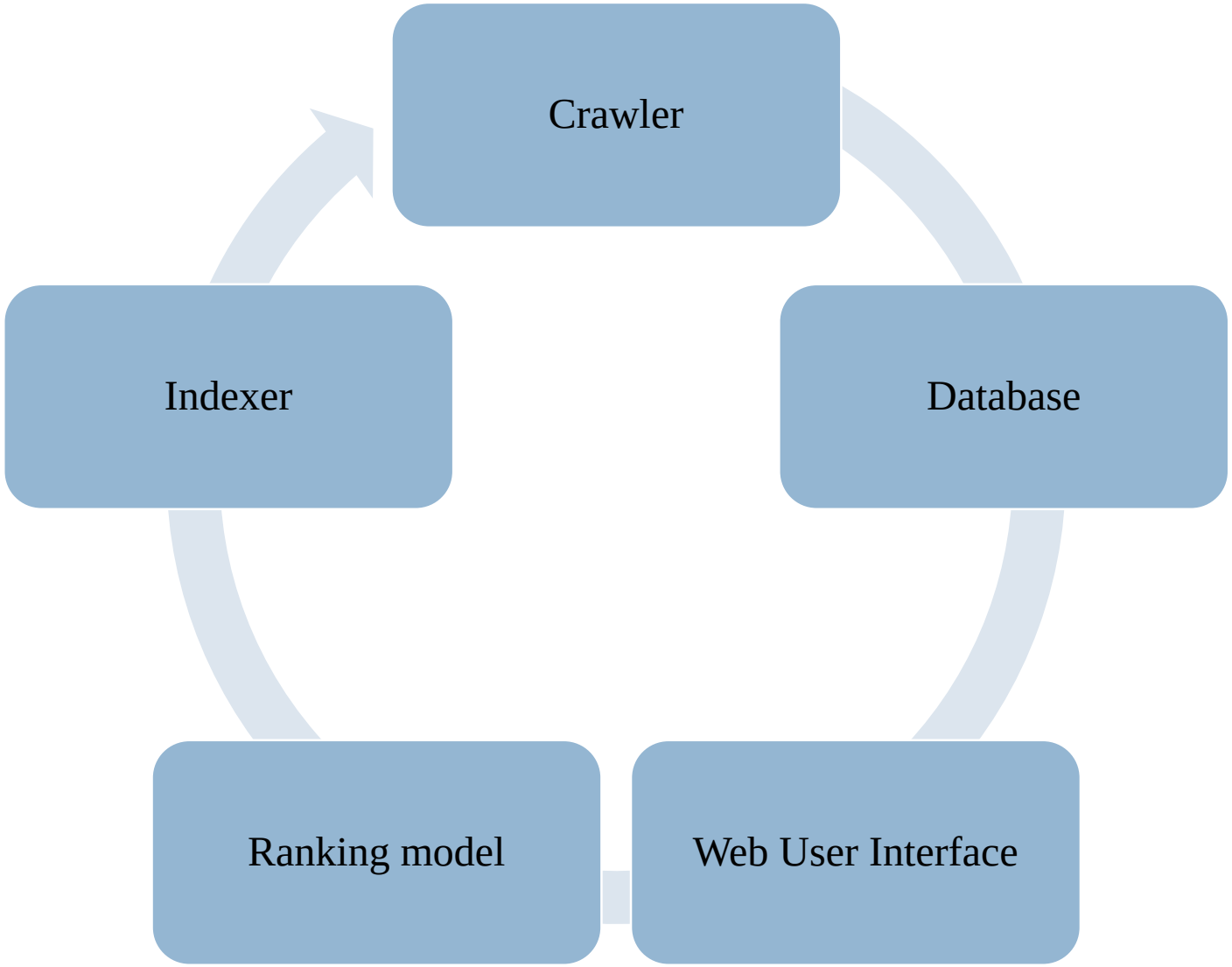
This information is useless, inconvenient for consumers and therefore ignored by them.

TYPES OF ADVERTISING THAT ORGANIZATIONS USE TO PROMOTE WEBSITES

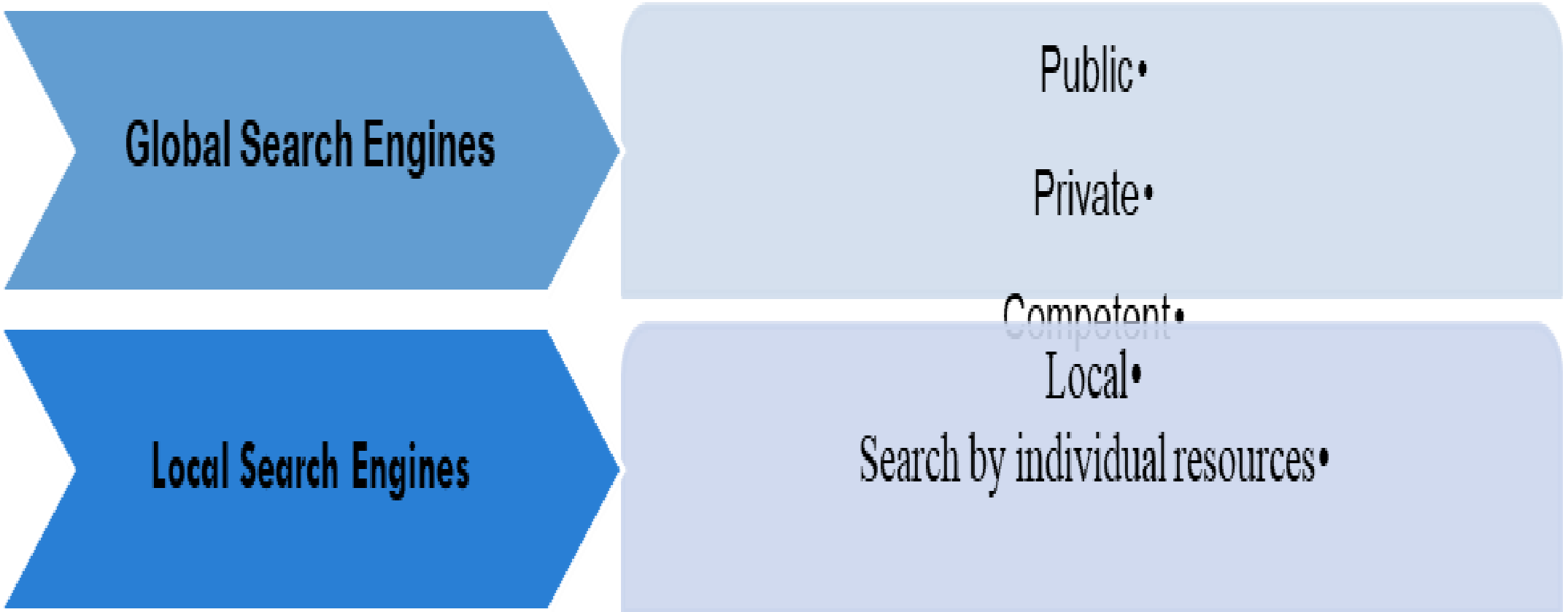
Types of advertising for website promotion	Functions
Contextual advertising	It is a form of online advertising that is displayed on websites based on keywords, content or topic of the website. It is a method of targeted advertising that is commonly used in advertising on blogs, websites and other online 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.
Advertising banners	An image containing animation or graphics that, when clicked, redirects the visitor to the advertiser's website.
Teasers	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 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 advertising in social networks	Social media advertising is a way to display advertisements or sponsored marketing messages on popular social media platforms and target a specific sub-audience.
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 mobile applications	An online advertising method that works on Android and iPhone. Most adults have devices with Internet access (mostly young people aged 15-35).
Advertising in YouTube videos	Advertising in YouTube videos
Pop-up windows	This ad is aggressive. Sometimes after closing the advertiser's pop-up, the ad 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 organizations.
Advertising on thematic sites	Users visit forums and communities with specific goals: to find business 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.

6. ADVERTISING IN SEARCH ENGINES

- **Search engine structure**



TYPES OF SEARCH ENGINES IN THE MODERN WORLD



TYPES OF SEARCH ADS

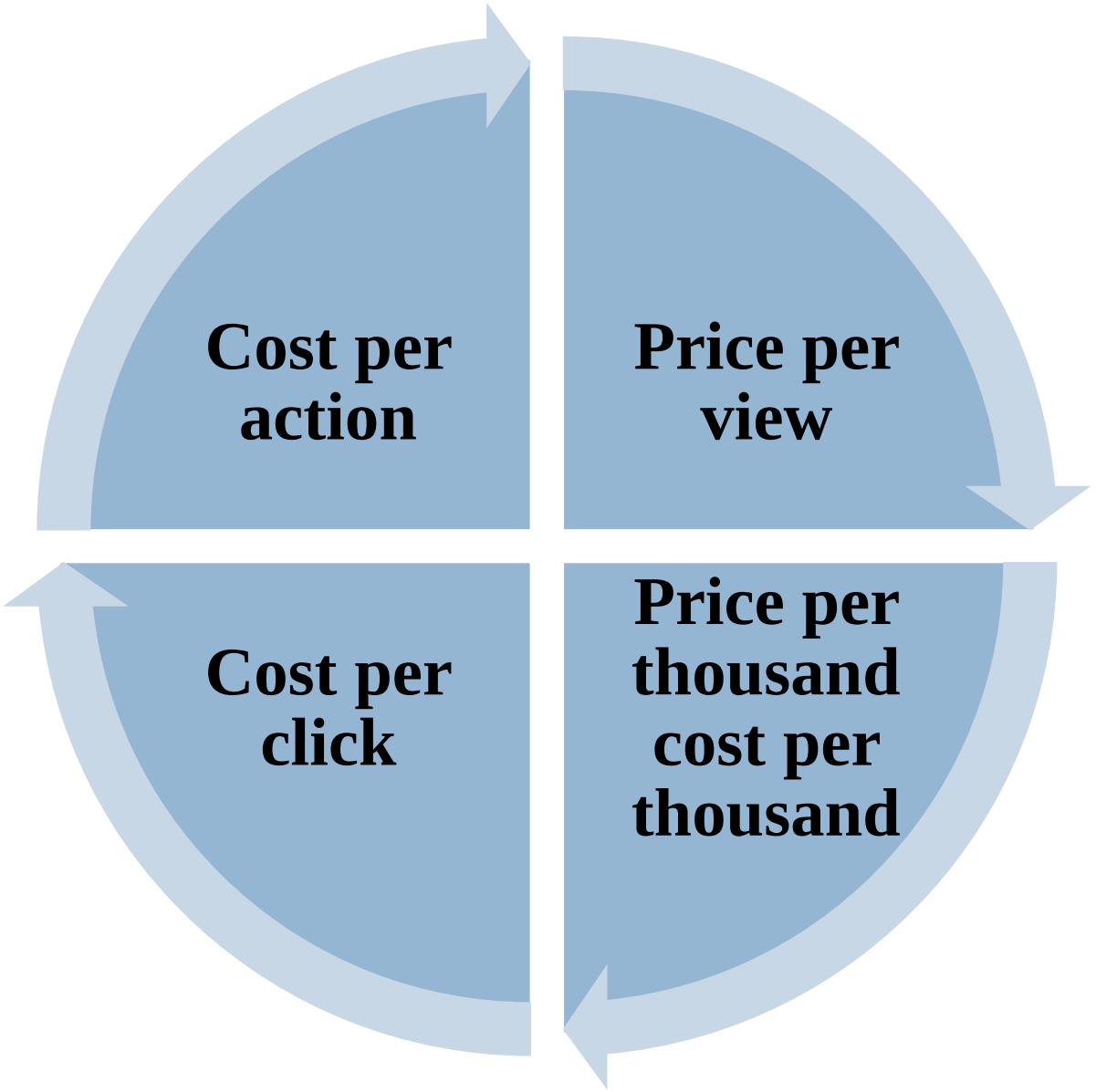
1. **Organic Search Advertising:** This is the most effective form of online marketing because it is free and based on user behavior rather than tracking or cookie targeting. Campaigns should be targeted at keywords that are relevant to the website's content and audience.

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.

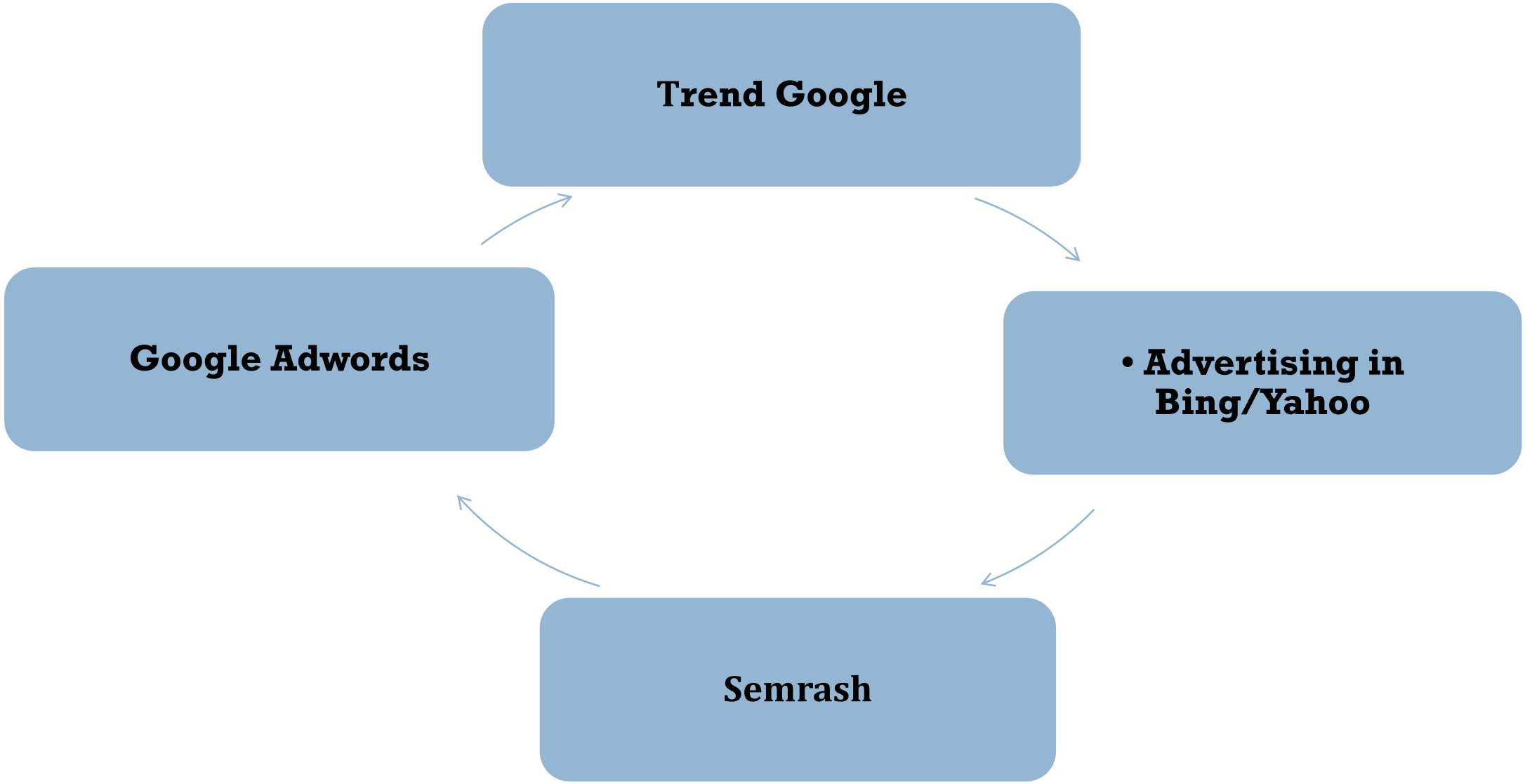
COST OF ADVERTISING IN SEARCH ENGINES



BENEFITS OF SEARCH ENGINE ADVERTISING

- Perfect targeting
- Lightness, flexibility and speed
- Budget control
- A convenient way to display information and manage your campaign
- Increase brand awareness
- Relatively low cost of attracting the target audience and ease of use
- Fast results
- Accurate reports

SEARCH ADVERTISING TOOLS



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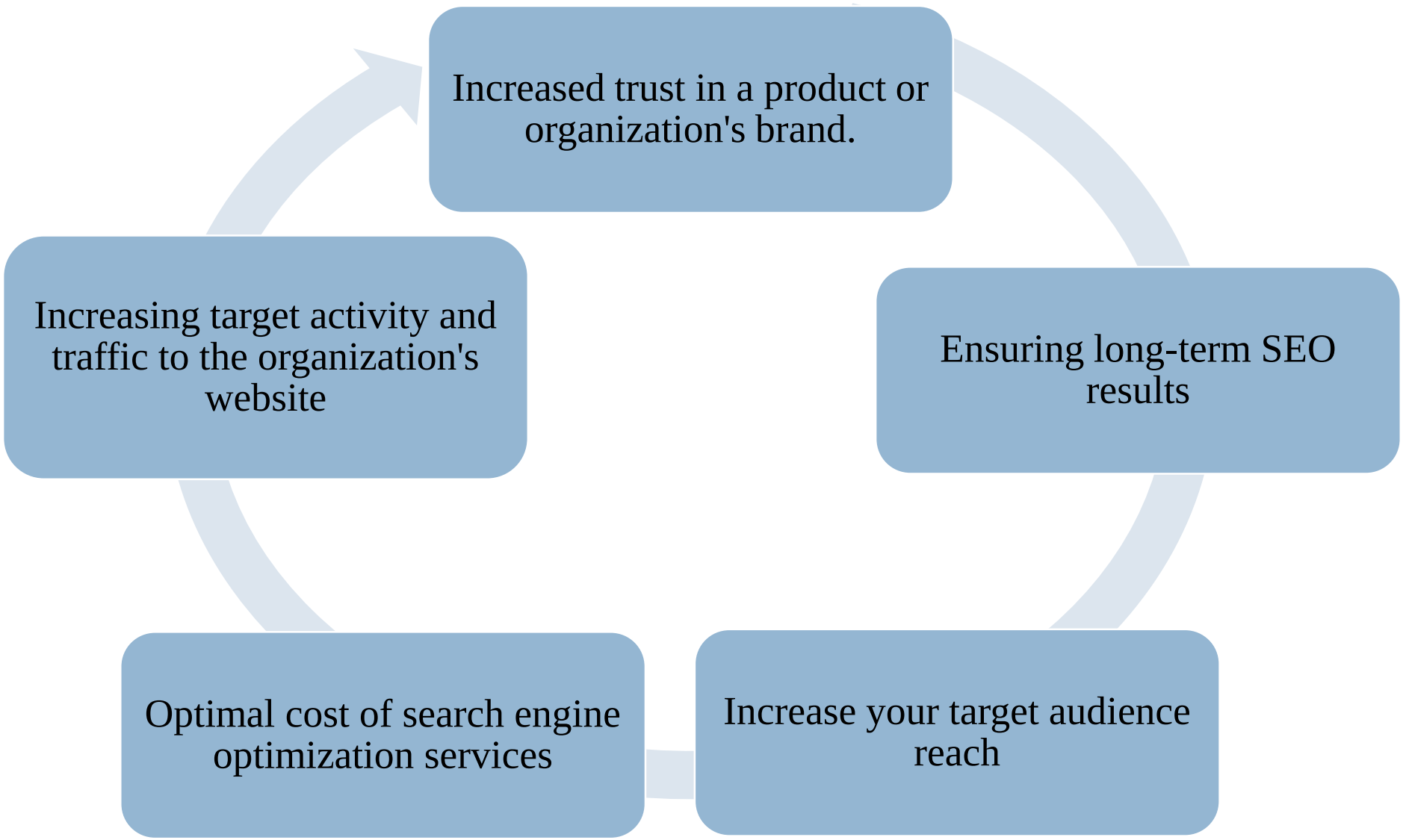
COMPARISON OF SEARCH ENGINE OPTIMIZATION AND SEARCH ENGINE ADVERTISING

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

BENEFITS OF WEBSITE PROMOTION FOR SEO



7. ADVERTISING THROUGH SOCIAL NETWORKS

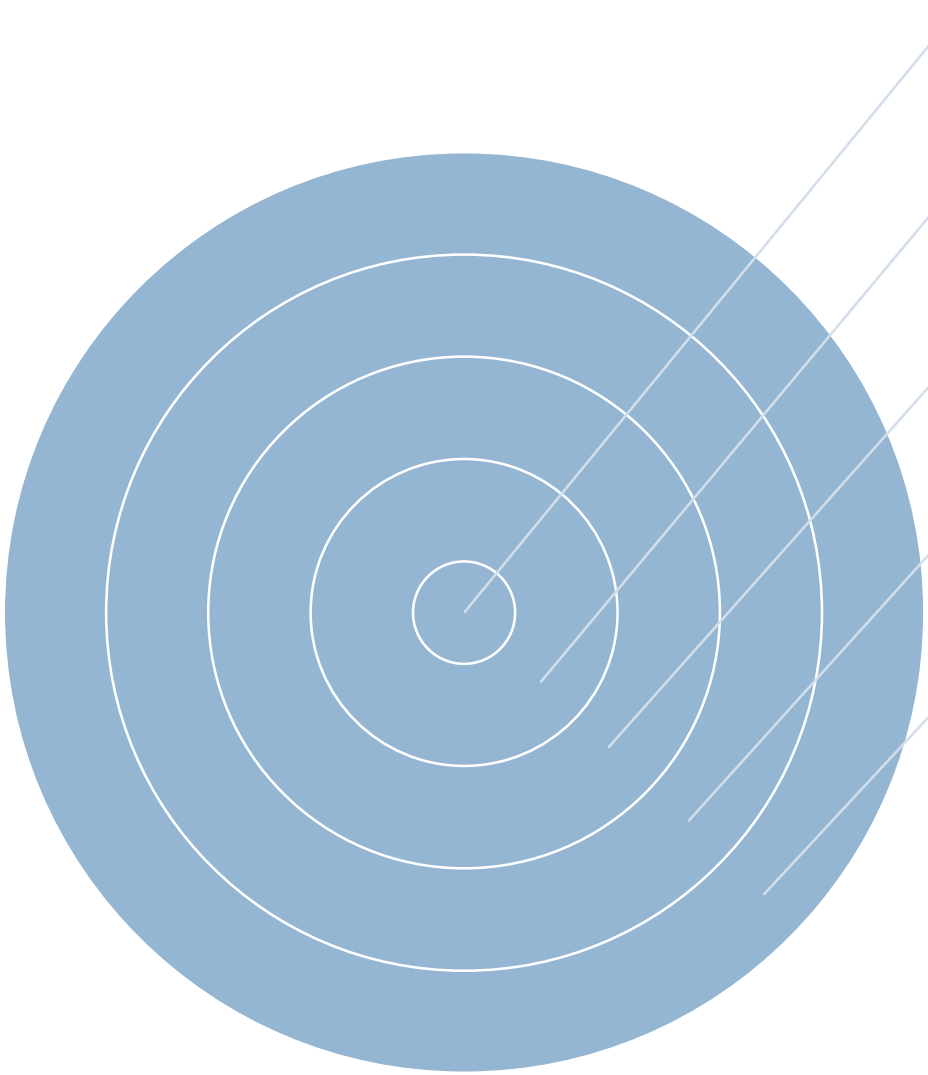
Generations of development of social electronic networks

Generations of Network Evolution

Social Electronics

First generation	Second generation	Third generation	Fourth Generation
Creation stage	Spread stage	Communication stage	Application Stage

IMPORTANT MARKETING TOOLS IN THE MODERN ERA WHICH ARE CONSIDERED VERY IMPORTANT FOR SEVERAL REASONS



- Wide and targeted coverage
- Presence of a target audience
- The ability to interact and share
- Continuously evaluate and improve performance
- Reduce costs and achieve effective return on investment

BENEFITS OF SOCIAL MEDIA ADVERTISING

- Knowing customer information
- Reaching a large number of target audiences
- Lower cost compared to traditional advertising methods
- Gaining customer trust and loyalty
- Increasing the number of website visitors

TYPES OF ADVERTISING IN SOCIAL NETWORKS

- Text advertising
- Display advertising
- Video advertising
- Interactive advertising
- Advertising exchange
- Story-based advertising

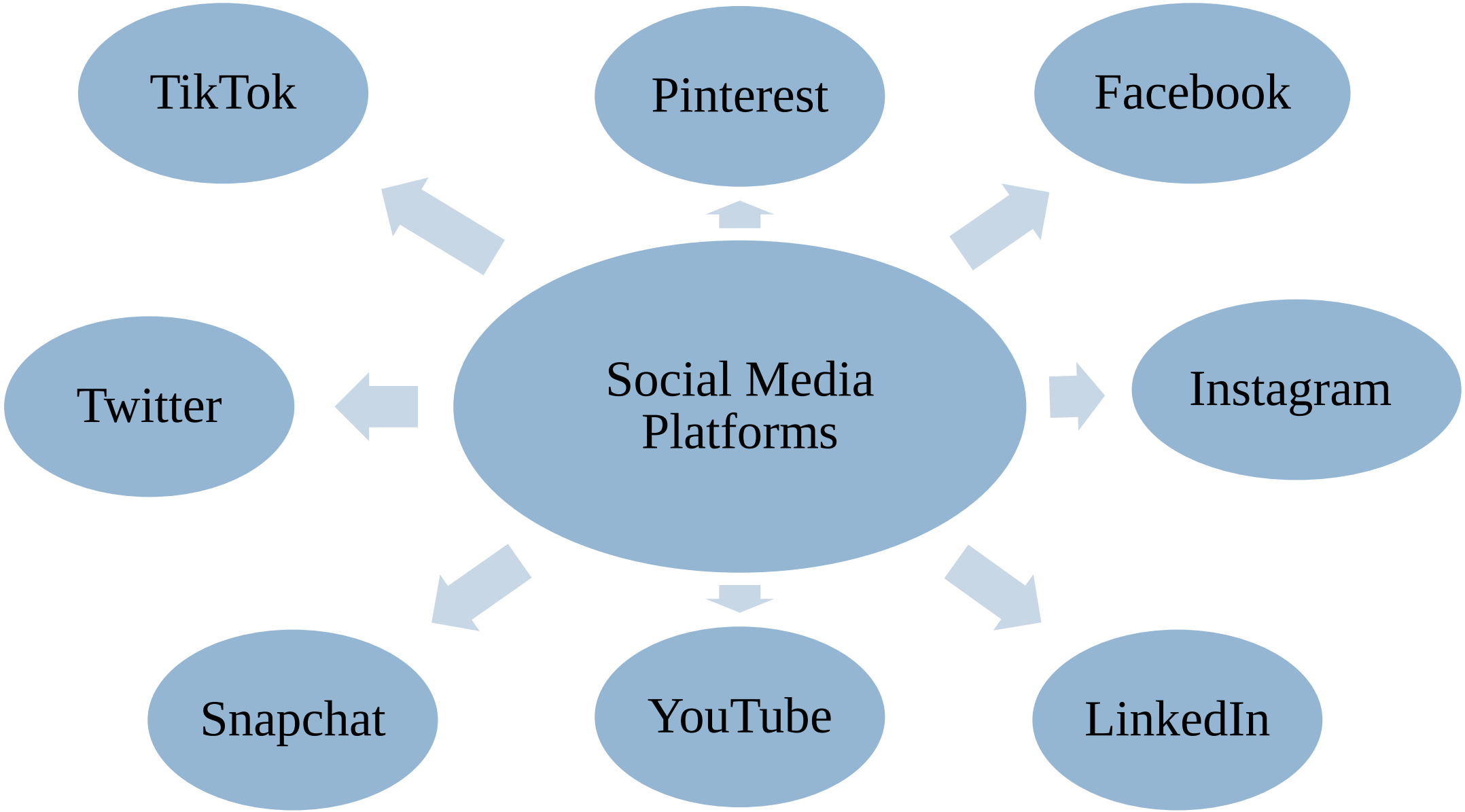
POPULAR TYPES OF SOCIAL MEDIA CAMPAIGNS

- Brand awareness campaigns
- Engagement Campaigns
- Sales promotion campaigns
- Conversion Campaigns
- Product/service promotion campaigns
- Interactive campaigns
- Event Promotion Campaigns
- Paid Content Promotion Campaigns
- Direct response campaigns
- Content Marketing Campaigns

A QUICK GUIDE TO CREATING A SUCCESSFUL CAMPAIGN

- Clearly defining the goals. Defining the campaign goals
- Define your target audience
- Select the appropriate platforms
- Content differentiation
- Set a budget and schedule
- Aim effectively
- Optimize your ad formats
- Monitor and adjust
- Ads for A/B testing
- Track conversions
- Communicate with users

SOCIAL MEDIA PLATFORMS WHERE ADVERTISING IS POSSIBLE



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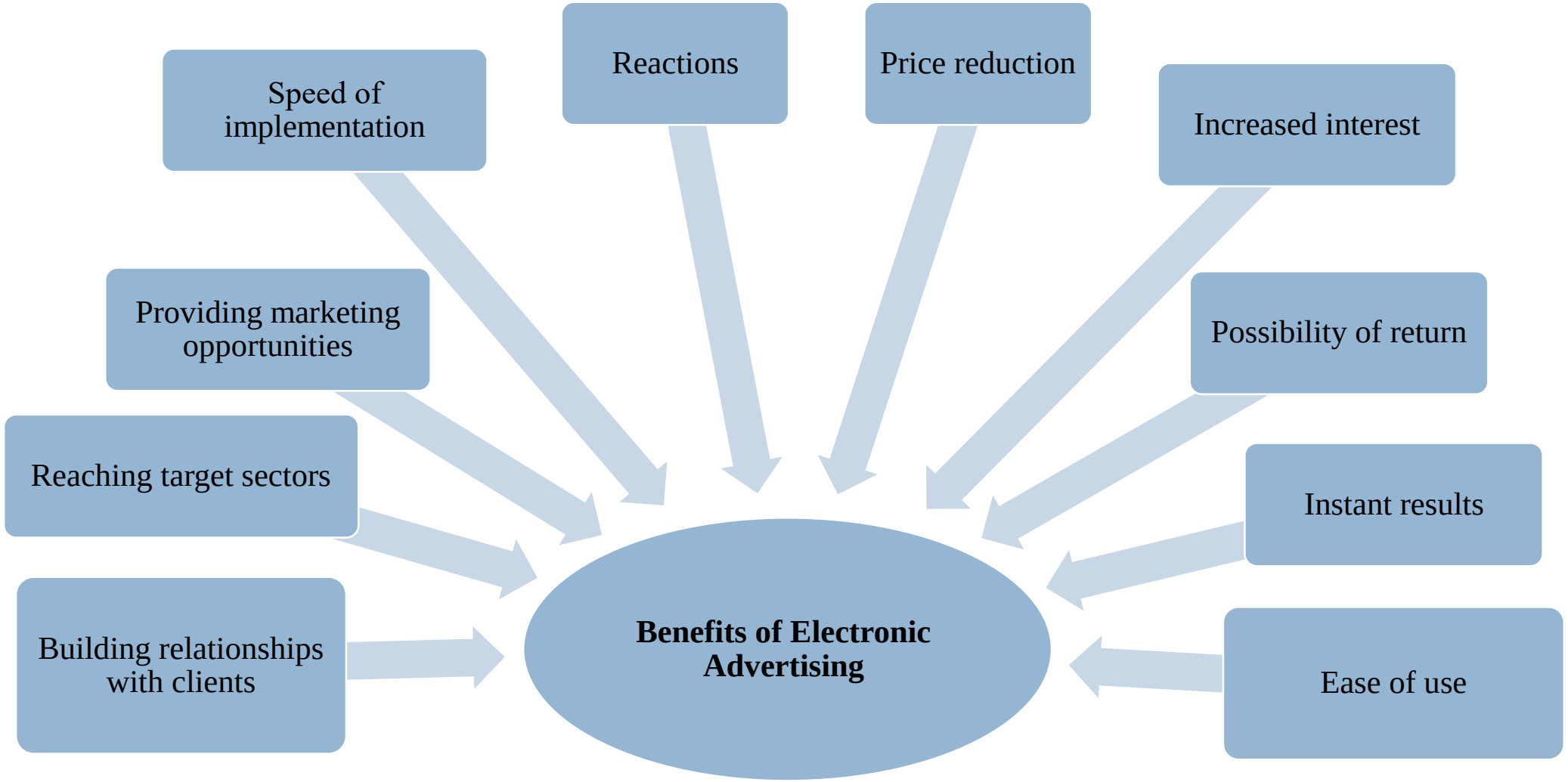
ADVANTAGES AND DISADVANTAGES OF ADVERTISING THROUGH SOCIAL NETWORKS

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 to contact them.	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 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.	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. 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 operate without 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.
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 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 concentration and causes scattered thinking.
10. Feedback. The ability to quickly communicate with users, allowing you to immediately respond to audience comments.	

8. ADVERTISING BY EMAIL

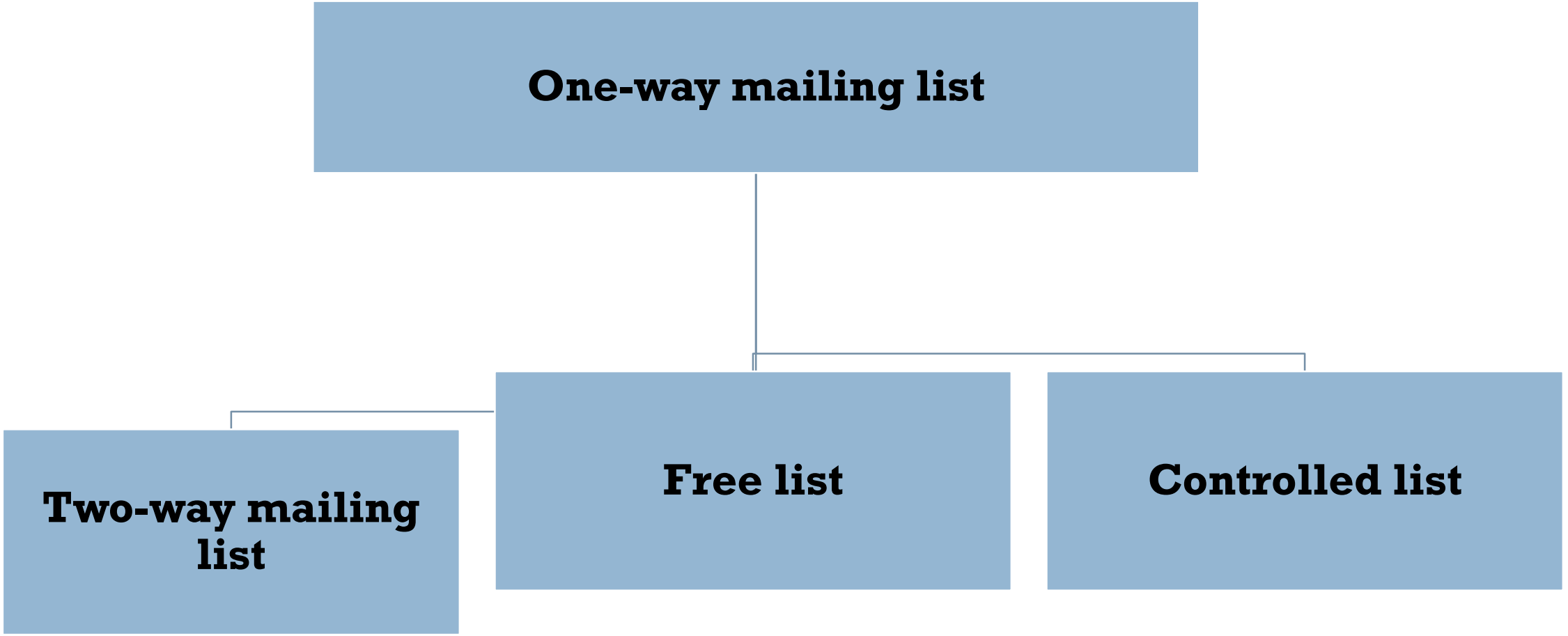
Benefits of Electronic Advertising



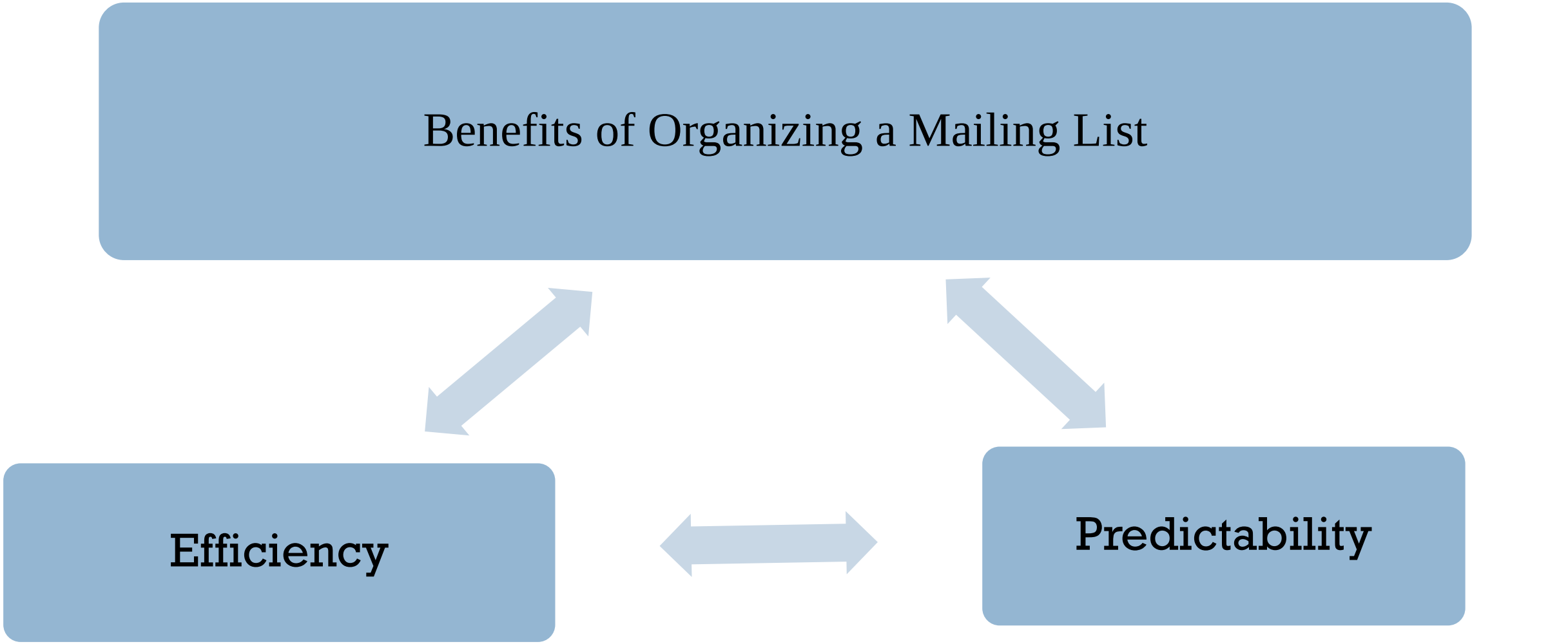
HOW TO GET USERS EMAIL ADDRESSES

- Using Free Email Sites
- Organizing competitions or lotteries
- Registration on a closed site
- Offered to free software users
- Offers to provide an email address
- Obtaining names, addresses and interests of new clients
- Sending messages to customers via existing customers

TYPES OF MAILING LISTS



BENEFITS OF ORGANIZING A MAILING LIST



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REASONS TO CREATE AN EMAIL LIST ON YOUR WEBSITE

- Direct communication with clients
- More efficient organization and management
- Focus more on potential customers
- Increase the number of returning visitors
- Increase sales

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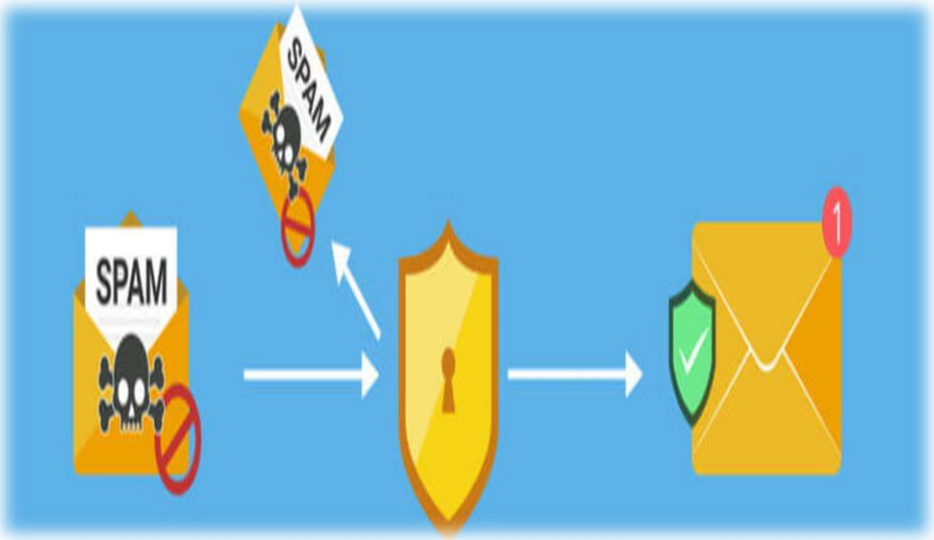
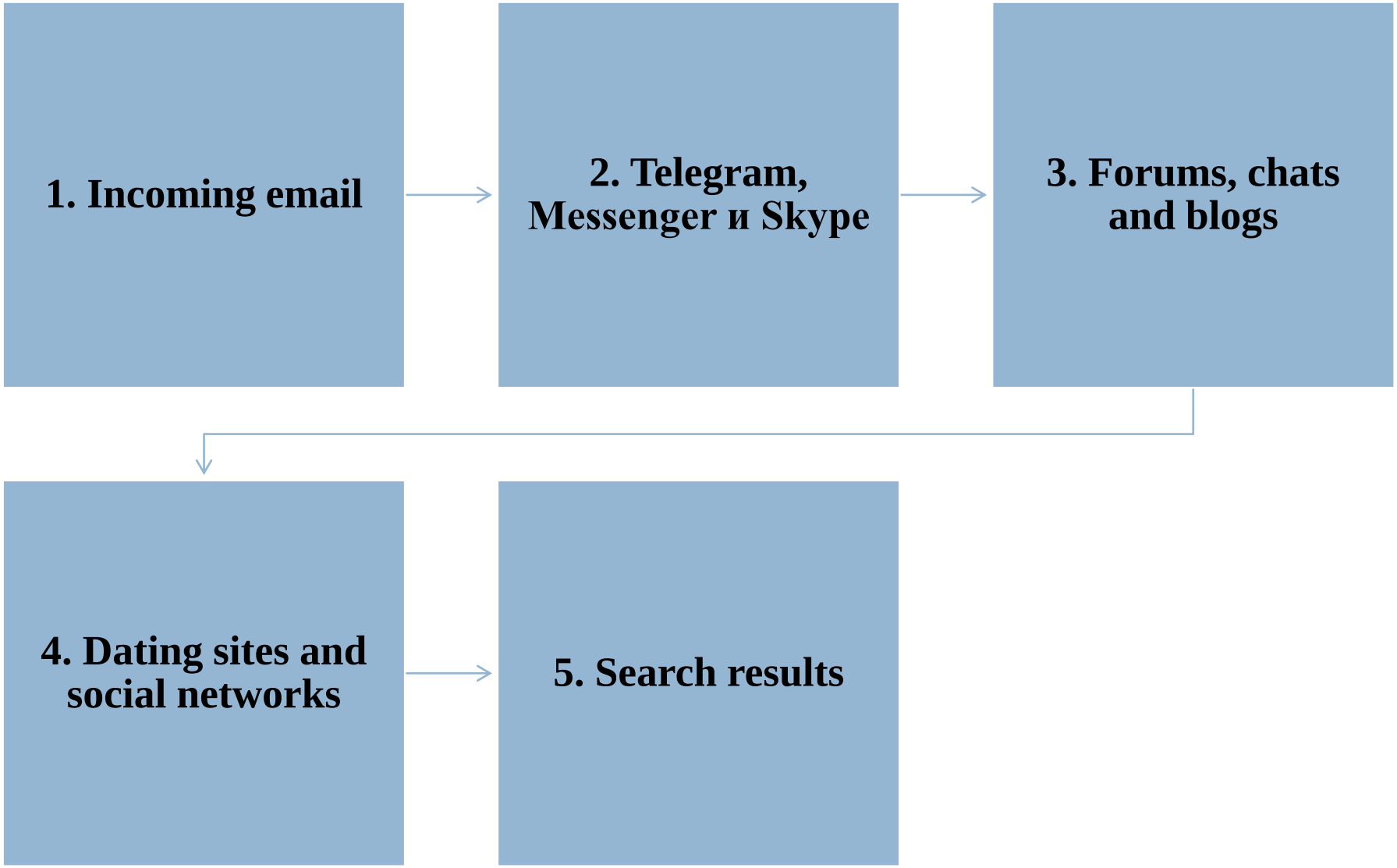
SPAM



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.

WHERE SPAM IS DISTRIBUTED



TYPES OF SECURITY SPAM

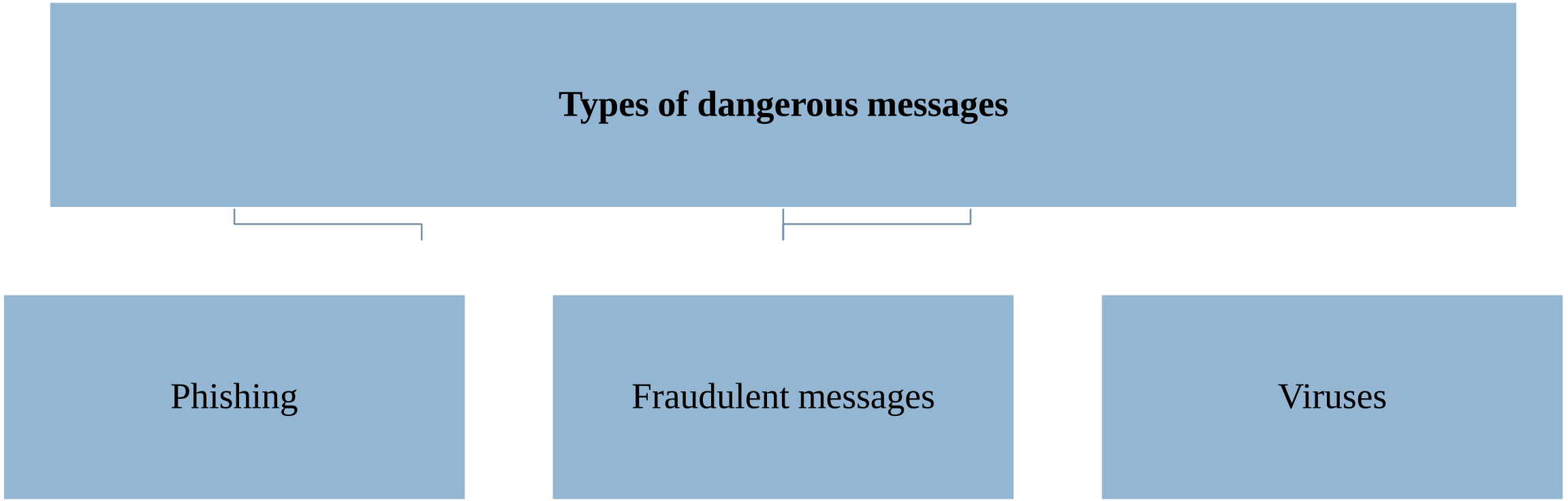
1. **Official advertisement.**

2. **Unofficial advertising**

3. **Manipulation of public opinion**

4. **Requests for sending messages.**

TYPES OF DANGEROUS MESSAGES



PREVENTATIVE METHODS TO COMBAT SPAM

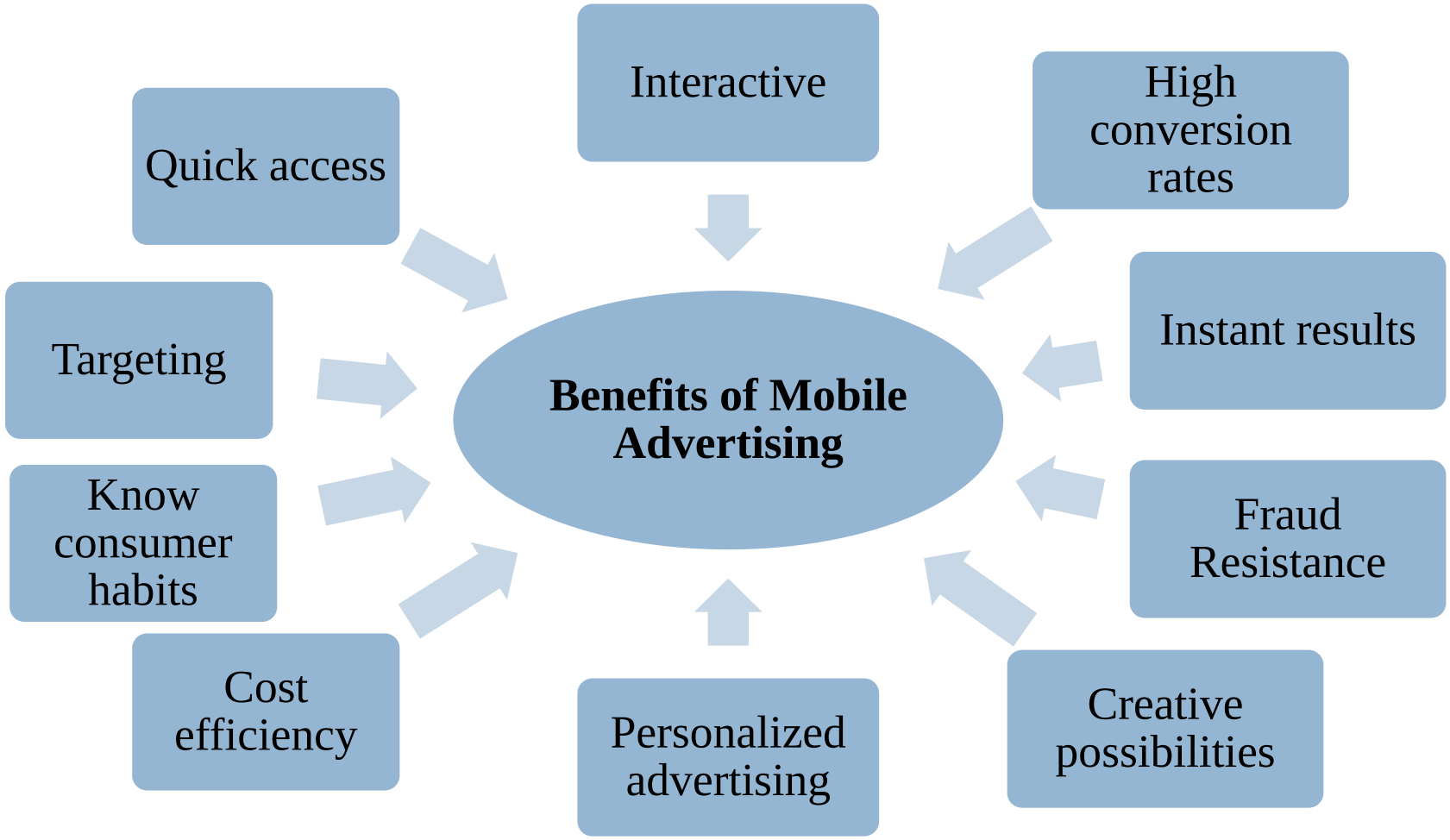
№	Preventative methods to combat spam
1	Create multiple email accounts: You should only connect to trusted websites and services to interact with dubious resources, after which you can safely use additional addresses.
2	Avoid clicking on links in messages you receive from an unknown sender.
3	It is recommended 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.

9. MOBILE ADVERTISING

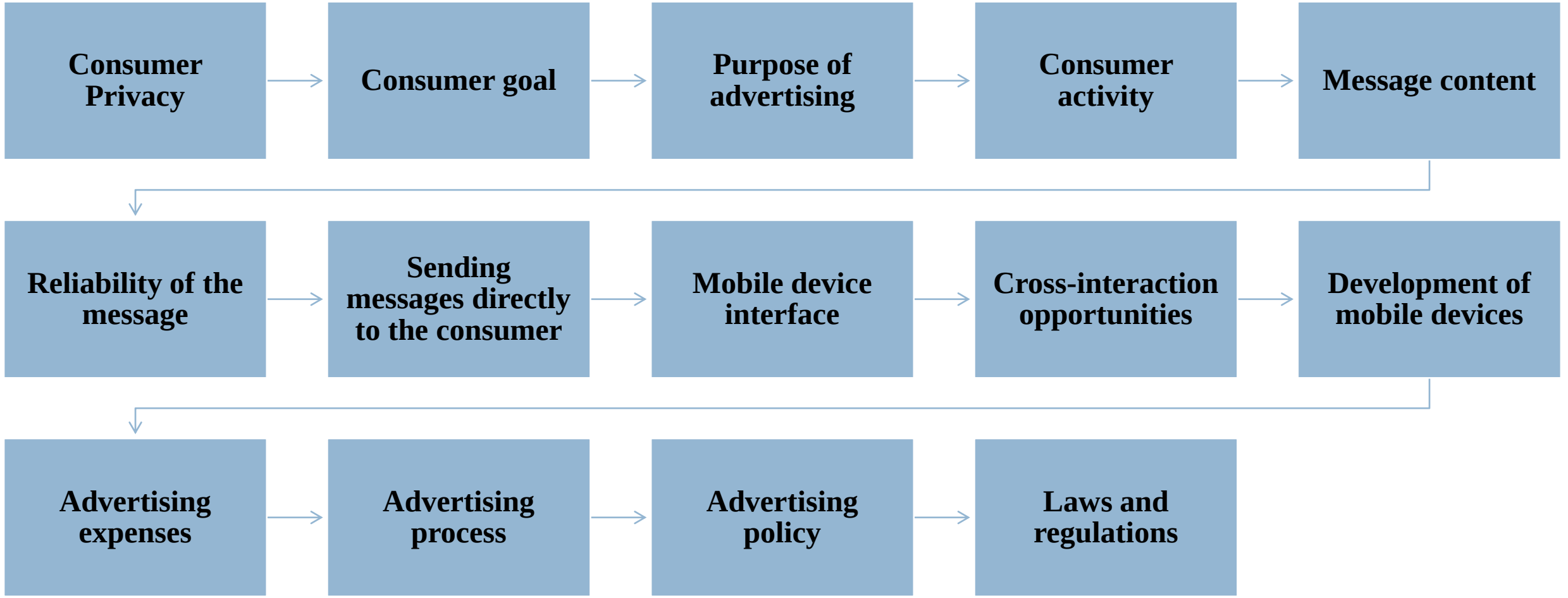
Sections of Mobile Advertising:

1. Personalized Advertising: Mobile phone advertising differs from traditional advertising in that the advertisement is sent to the consumer who has consented to receive advertising messages through the mobile phone, as the amount of data transmitted through mobile phones increases when the advertising organization obtains the consent of the consumer.
2. Incentive Advertising: Providing financial rewards to individuals who express their interest in receiving promotions and advertising campaigns sent through their mobile phones. For example, mobile phone service providers reward consumers with free minutes when they call to listen to audio advertising.
3. Location Advertising: The advertising message is sent through the 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.

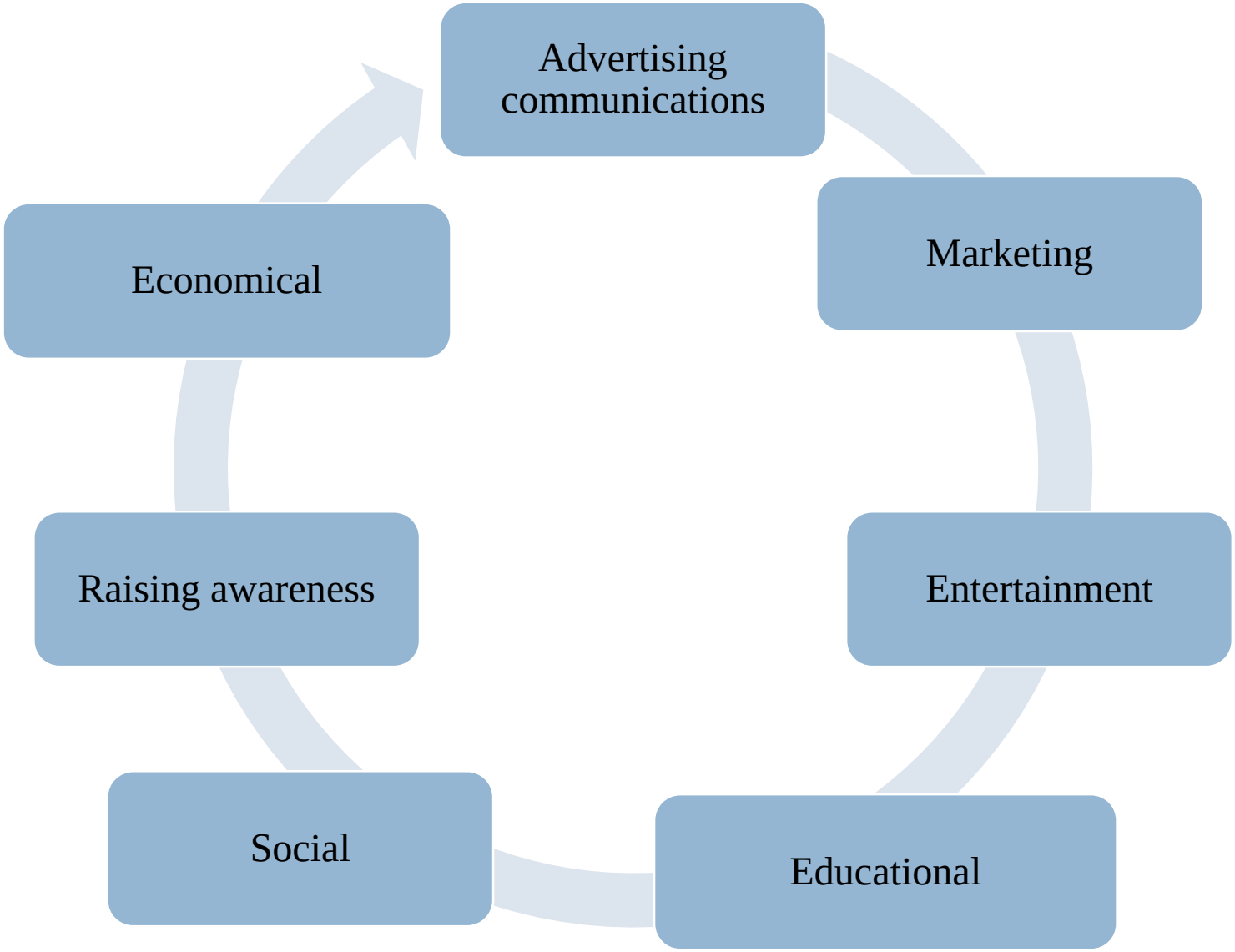
BENEFITS OF MOBILE ADVERTISING



FACTORS AFFECTING MOBILE ADVERTISING



ADVERTISING MESSAGE FUNCTIONS



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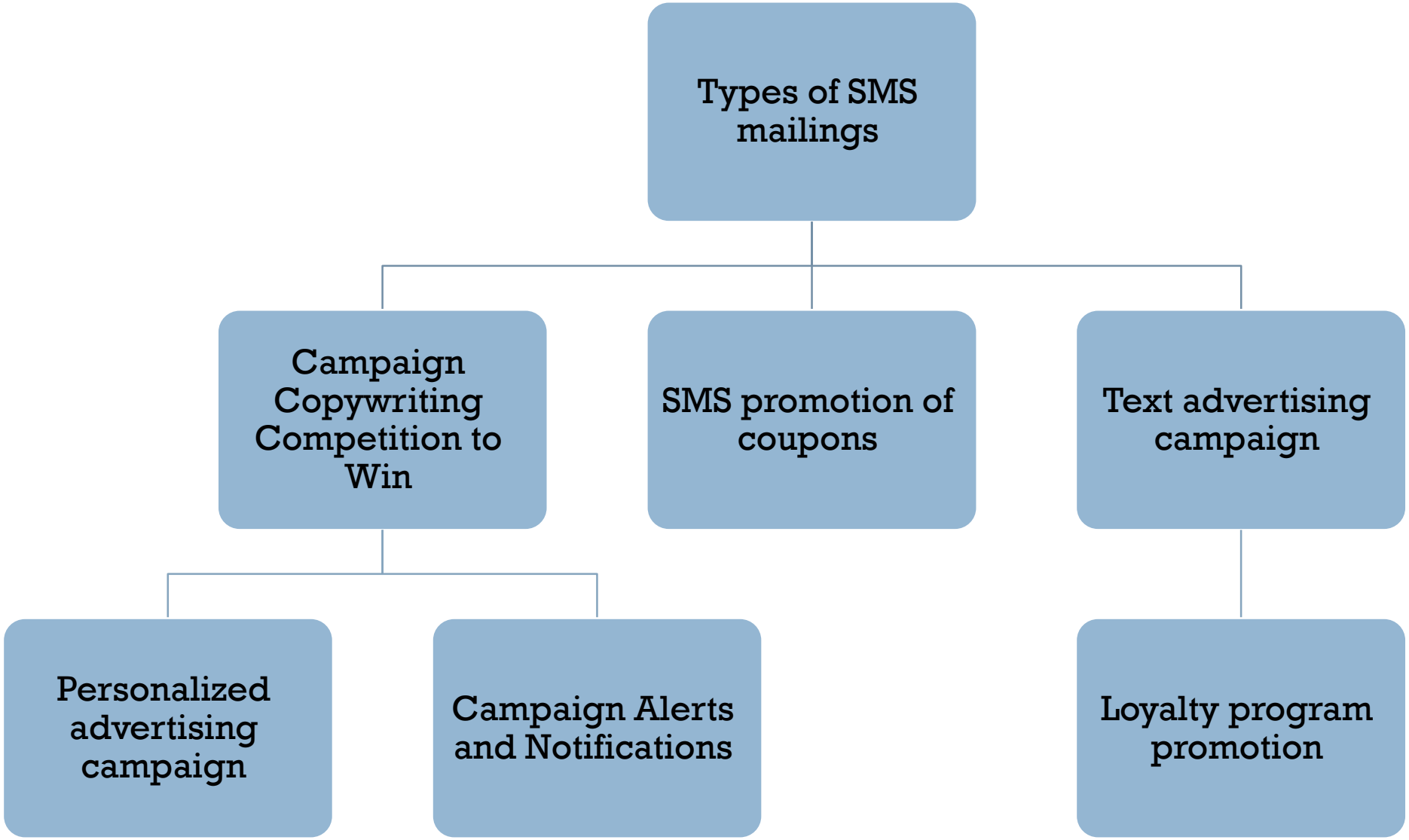
BENEFITS OF TEXT MESSAGE MARKETING

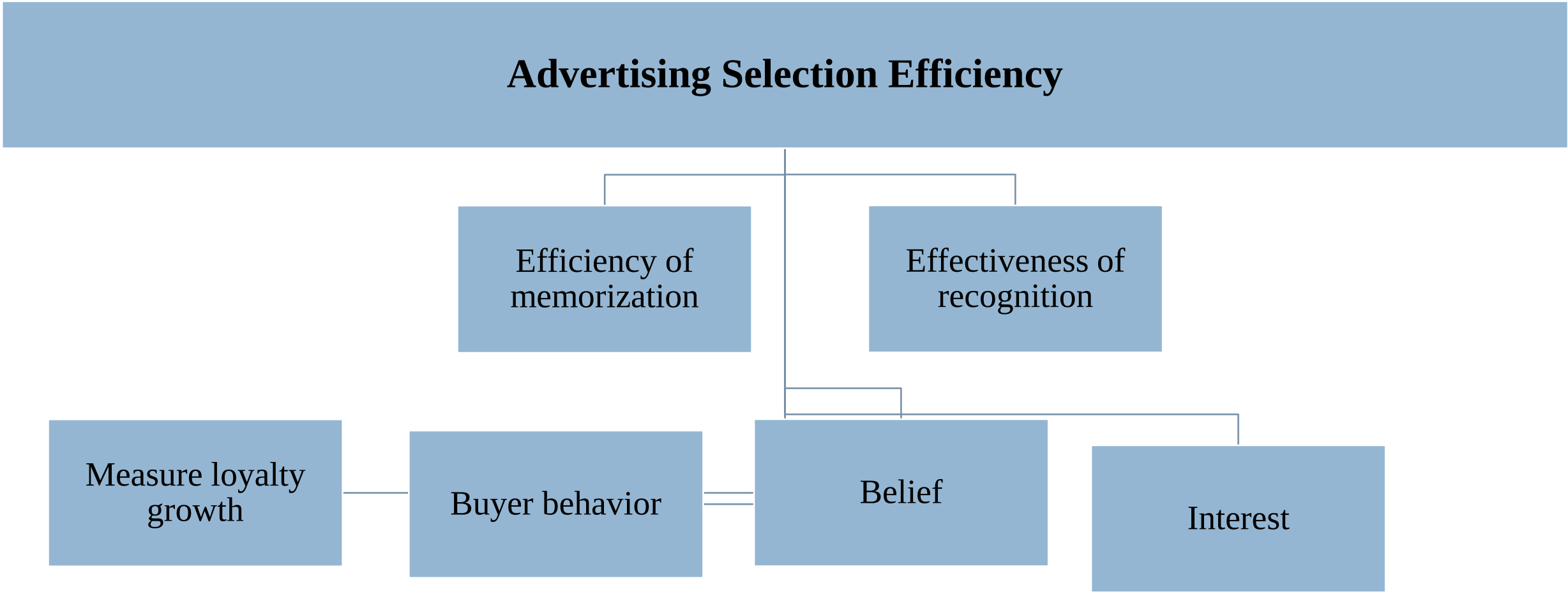
Benefits of Text Message Marketing		
.1	**Continuous, immediate and direct communication with customers**	Compared to email, where the subscriber expects to find time to open and process the email, the engagement rate of messages is high as 90% of SMS messages are read within 3 minutes of receiving them, which is useful for effectively communicating important information.
.2	**Messages are short**	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 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, 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.
.5	**Messages are always saved**	Once a message is sent and received by the user, it remains stored on the phone in case the user needs to remember the details of 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.

TYPES OF SMS MAILINGS



10. METHODS OF ANALYSIS AND EVALUATION OF THE EFFECTIVENESS OF ELECTRONIC ADVERTISING

Advertising Selection Efficiency



INDICATORS OF QUALITATIVE AND QUANTITATIVE ASSESSMENT OF THE EFFECTIVENESS OF ELECTRONIC ADVERTISING

Visits to a site
Hosting
Click Through Rate (CTR)
Click to buy (CTB)
Click to Interest (CTI)
Fixed advertising costs
Cost per mille (CPM)
Return On Investment (ROI)
The cost an advertiser pays for each action (CPC) Cost Per Click
Cost per visitor (CPV)
Cost per action (CPA) Cost Per Action
Internet Advertising Performance Indicator (CPB)
Selling price Cost Per Sale (CPS)
Cost per view (CPV) of the ad
The rate at which an ad is viewed each time it is shown Cost Per View (VTR))
An advertiser adding a Call To Action (CTA) incentive to a web page
Эффективная частота Effective Frequency

AUXILIARY INDICATORS USED TO PERFORM CALCULATIONS

Auxiliary indicators used to perform intermediate calculations

View Ads

AD Impression:

Identifies the total number of impressions of a specific banner created by a website or publisher (advertising materials downloaded from users' computers and recorded in server log files) over a specified period времени.

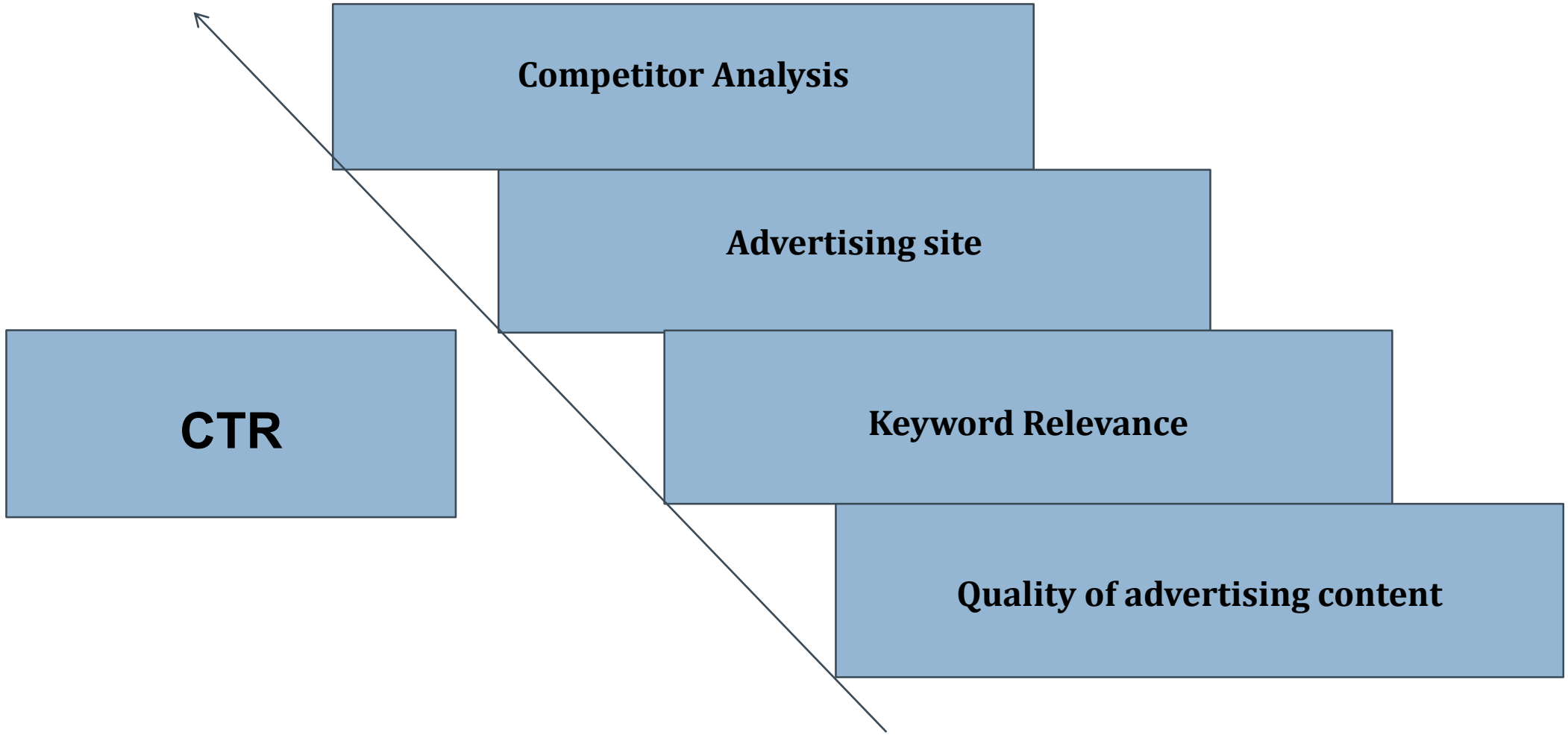
AD Reach: The number of unique users who viewed an ad banner in a given period of time .(excluding repeat ad views))

Ad Repetition

AD Frequency:

Determines the average number of times a user sees a banner ad, calculated as the total number of impressions divided by the number of unique users: Ad Frequency = Ad Impressions / .Ad Reach

TOOLS TO IMPROVE CTR



Internet Advertising Performance Indicators Percentage

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

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INDICATORS OF ECONOMIC EFFICIENCY OF ADVERTISING

	Indicator	Calculation formula
		P = (R / Z) *100
	r = additional income.	**p = advertising profitability. %**
1. Advertising return on investment:	Z = ZR + PD	**z = общие расходы на рекламу**
		TD = TC * P * D / 100
	Tc - Average daily turnover before announcement.	**Td - Additional turnover factor.**
2. Additional calculation of turnover:	d = number of days taking into account the turnover of staff in the advertising process.	**r = Relative increase in average daily yield over the announcement period.% ,**
		(E = TD * HT / 100 - (ZR + PD
	TD - additional turnover factor.	**E – economic effect of advertising.**
	Zr- advertising expenses.	**HT - trade margin per unit of goods relative to the selling price**
3. Economic Impact Index:	**PD- additional costs for sales growth**	
		E = T (IP - I) * B * H / 100 – ZR
	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.	**E = economic effect of advertising.**
	(IP - I) = increase in average annual sales index due to advertising.	**I = trade products.**
4. Index of economic effect of long-term advertising activity:	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
	пр = increasing sales of a product during an advertising campaign.	**er = advertising effect**
5. Advertising Impact Index on Advertised Sales:	**zr = cost**	

THANK YOU FOR YOUR ATTENTION