

## VARIETY OF ADVERTISEMENTS ON THE INTERNET

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### **Abstract**

The following discourse aims to analyse and discuss the predominant categories of internet advertising.

### **Keywords**

Market, advertising, planning, characteristics of advertising; Internet advertising.

The contemporary market proffers a plethora of digital advertising instruments, encompassing search and banner advertising, along with targeted and video advertising. Each type possesses unique characteristics that necessitate a strategic approach and detailed analysis.

Marketing and advertising professionals offer a variety of online advertising options, each with its own distinct purpose and function.

Search engine advertising enables businesses to display advertisements on search engines based on keywords related to their offerings. Philip Kotler, in *Fundamentals of Marketing*, characterises search advertising as a potent instrument for attracting targeted traffic interested in specific products or services.

Banner advertisements are defined as the display of static or animated visual images on websites. In his seminal work "*Ogilvy on Advertising*", David Ogilvy underlines the significance of aesthetically pleasing design and a unambiguous message in achieving effective banner advertising. The author posits that the primary objective of advertising is to facilitate the sale of products or services.

The implementation of targeted and affiliate advertising strategies is a key component of this approach. In his literary works, including the publication entitled "*Marketing at 100%*", Igor Mann frequently underscores the significance of successfully identifying and targeting the intended demographic. In his opinion, the targeting function in social networks is a tool that allows advertisers to allocate

their budget as efficiently as possible by ensuring that advertisements are only shown to those who are most likely to be interested in the offer.

In the context of affiliate marketing, Russian literature on advertising and marketing frequently characterises this practice as a collaborative arrangement between an advertiser and a partner. Within this structure, the partner utilizes their resources to promote the advertiser's products or services in exchange for a commission on each successful transaction or action. The author underscores the significance of selecting appropriate partners and establishing mutually beneficial terms of collaboration.

Akulich. M.V. in the book 'Video Marketing: Basic Concepts, Strategy and Implementation' reveals the fundamental principles of video marketing, as she writes, it is the utilisation of video to promote products or services, interact with customers and create content that attracts the attention of the audience. Videos of satisfied customers have been shown to increase trust in a product and influence the buying decisions of new customers.

'Contextual advertising' and 'email advertising'. The idiosyncrasies of contextual advertising and its settings are thoroughly delineated in the works of Denis Kaplunov, an expert in the fields of copywriting and online advertising. For instance, in his book Copywriting of Mass Destruction, the concept of contextual advertising is defined as the placement of advertisements that are aligned with the search queries of the users, thereby ensuring a high degree of relevance and, consequently, effectiveness.

Turning to the subject of email advertising, Denis Kaplunov identifies the necessity of segmenting the target audience, personalising messages and optimising the time of sending in order to enhance the openability and clickability of emails. Furthermore, he underscores the imperative for adherence to the prevailing legislation concerning personal data protection.

The concept of native advertising, which is characterised by its seamless integration into the content of a website, is a subject that has been the focus of considerable discussion in the context of consumer confidence. T.I. Bazitova, for instance, underscores the significance of transparency and veracity in native advertising to circumvent adverse audience responses. The necessity to create content that is both useful and interesting, and which fits organically into the context of the platform, is emphasised.

Pop-up and popunder advertising. The concept of pop-up and popunder advertising, regarded as a more intrusive form of advertising, has been the subject

of critique within the context of Russian literature due to its perceived aggressiveness and its detrimental impact on the user experience.

However, some authors, for example, T.I. Bazitova, have noted that with competent targeting and unobtrusive design such formats can be effective in attracting attention to special offers;

The following issue is to be considered: that of mobile advertising. Mobile advertising, which is targeted at users of mobile devices, is regarded as a promising direction due to the increasing use of smartphones and tablets. A. A. Frolova's research focuses on the adaptation of advertising materials for mobile screens, with a particular emphasis on the use of geolocation and mobile applications for targeting and the creation of interactive advertising formats.

It is evident that the efficacy of Internet advertising is contingent upon a strategic approach, a profound comprehension of the target audience, the judicious selection of advertising tools, and the continuous analysis of results.

The efficacy of online advertising is attributable to three key factors: accurate targeting, flexible budget management and the ability to analyse results. The creation of creative content that is capable of evoking positive emotions also plays a key role in attracting and retaining the attention of the audience.

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