PLATFORMS OF ONLINE ADVERTISEMENTS AND THEIR EFFECTIVENESS: A STUDY

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Abstract

The developments in information technology are pioneering all businesses and firms. Online media advertising is the method of informing people, increase traffic, & trying to engage your clients and prospects through multiple online media platforms. Regardless of the recent growth in digital advertising, this analysis finds the effectiveness of advertising via new trends in online media. However, new trends in online advertising provide us the excellent platform for communicating directly between companies and customers.Internet advertising is more exact, with a user-friendly technique. In latest times, online marketing has emerged in new practices that outperform traditional mediums such as newspapers, television, and radio. Digital advertising is becoming increasingly targeted, personalised, informative, interactive, and social. Multiple communication techniques are used in several social networking platforms such as Facebook, Twitter, and LinkedIn, they have an influence on the customers, and moreover let them connect with advertising statistics provided.Customers become more connected to a product via latest digital advertising channels apart from banner and pop-up ads. Advertising through these channels are important because the majority of the consumers spend so much time on the internet. If you want to have mindshare over people you need to be where they are. The study's goal is to look into the efficiency of online advertisements platforms as a powerful asset for brand building. For this purpose, we investigate the effectiveness of online advertising through various channels of online media, such as company websites, and social networking sites etc.

Keywords: Online, Advertising, brand, Internet, Consumer, Communication, digital

Introduction

A few years ago, the traditional media was thought to be a very important communication tool. However, online advertising has evolved dramatically in recent years and has emerged as a critical form of communication in both advertising and marketing for building long-lasting brands. By utilising the mechanism of online media platforms, brands may interact with customers in an effective and inexpensiveway. Due to the evolution and admiration of this new media, for the past 10 years, businesses have used digital innovation to engage with their consumers and execute ad campaigns. Now, it is quite simple to develop a sustainable brand using online advertising.Marketing professionals have had more ability than ever to contact customers with

new goods and services.(AHMED et al., 2017)They have no longer use of pcs; they employ high technology laptop devices& smart phones, and real-time information exchange may be provided to their consumers anywhere and at any time through the use of the portal. As a result, consumer behavior has become a crucial component. Newspapers, magazines, TV, billboards, and other traditional print and digital media are experiencing major problems and issues as a consequence of the growth of new advertising platforms.Billions of clients view various brands on online portals, Websites, and YouTube, and for marketers, establishing their brand was a significant problem.(Ailawadi et al., 2003, p. 17)

With the advent of interactive media, advertisers got access to new commercial prospects.Content created by users on interactive media like Facebook, Twitter, &YouTube, for example, Users shared and discussed their interest for certain companies. Additionally, these channels lower the astounding cost of advertising while multiplying its impact. Through the usage of these new media, brands can now connect with consumers and engage in conversation with them while they browse or make purchases. Businesses can also stimulate or trigger consumers' purchasing patterns using a variety of techniques and measurement methods.In order to establish brand sustainability, the focus of new media is on gaining a complete grasp of how and why they impact customers' views and behavior. These opportunities are supplied by new media users.A broad notion called "new media" focuses on new media developments that replace traditional media like books, newspapers, and other types of writing. Manual tasks can now be completed more quickly and with greater complexity while requiring less time and effort. The vast majority of Internet users are aware with the concept of new media, which includes social networking sites such as Twitter &Twitter, as well as video blog platforms such as YouTube. Also with advancement of microprocessors and the usage of interactive applications on smartphones and other devices, new media has experienced tremendous development.Social interaction is an important component of online media, which is always growing in order to interact with many advertising channels. This process is simple because to real-time conversion.Blogging is a sort of new media that really has enhanced the amount of participation available.The freedom of anyone to upload a text, video, and photograph was seen like an improvement in communication, particularly with the growth of electronic-journalists. These days, personalization is prevalent, with tailored answers to each user's inquiries. A real-time communication channel, online digital media is used strategically to create brands through Ad. Campaigns. Businesses are currently leaning more and more toward the various internet media channels. An efficient way to communicate with customers in real-time and receive immediate feedback on products and services is through interactive online digital media. Companies use this media because it is more affordable and has a wider audience than traditional media.

Because there are so many online channels available, marketers may communicate directly with consumers, which helps businesses build stronger relationships and channels of communication with their clients. This is another key benefit of adopting interactive online digital media. In addition to being affordable and user-friendly, Digital internet media provides a number of digital methods for communicating with clients. As a consequence, businesses may simply

launch their products and services around the world via digital internet media. In fact, modern digital interactive media has defined the true meaning of globalisation. The new online media platforms attract viewers from various parts of the globe.The online advertisement platforms has the ability to interact, the customer may argue the positive and negative elements of the company's products, as well as provide suggestions and opinions about the goods and services.As a consequence, companies can receive quick feedback on their offerings and adjust their approach as required to keep their brands' long-term success.Utilizing these new media has become crucial for businesses, and marketers are aware of its value as a tactical tool for establishing brands.(Bellman et al., 2011)

Online advertising

Online advertising also referred to as Digital advertising, in which clients are sent promotional marketing messages about a product or service through the Internet. Display advertisements which including banner ads and pop-ups, as well as email, search engine promotion, social media advertising, and smart phone advertising, are all included.A publisher upload adverts into their website, and an advertiser distributes the ads. Online advertising may also involve affiliates who carry out independent promotional activities for the advertiser and agencies that assist in creating and placing the ad copy.So, in order to understandonline advertising, we must first understand its origins.(Confos& Davis, 2016)

The History of Online Advertising

Online advertisement was largely banned in the early days of the Internet. This was owing to the regulations of NSFNetandARPANET, two precursor networks of the Internet, which declared that "financial practices by for-profit institutions are generally not appropriate."

"In 1993, Global Network Navigator sold the first clickable online ad to a Silicon Valley law firm. Hotwired first used the term "banner advertisements" in October 1994. AT&T and other businesses purchased a significant amount of advertising space from the first commercial web magazine. Yahoo changed from being a web directory to a for-profit company in 1995, ushering in the first keyword-based ad on the internet."(Deighton&Kornfeld, 2009)

As Internet advertising gained popularity, significant advancements in the field occurred during the ensuing years. Banner advertising sizes were defined, and for the first time, it was possible to track their investment returns. It provided money for a variety of sites.

"However, in 2000, the Dot Com Bust struck, causing massive financial losses and capital decline for many enterprises. Despite banner advertising' dismal click through rates and ROI, many new and start-up organisations were still paying millions of dollars to acquire ad space, concentrating on growing their consumer reach rather than profit creation. By the end of 2000, profits from internet advertising had fallen by 32%."(Handayanto, 2016)Advertisers were looking for more effective alternatives to banner advertising as it seemed to be losing its effectiveness. Pop-up and pop-under advertising were popular during this time period because they were more challenging to ignore and bit more attention than conventional banner ads. However, because people found these advertisements to be obtrusive and obnoxious, pop-up filters were developed, which reduced their efficacy. Search engines became more essential as the number of websites increased in the

late 1990s.It also opened the door for various other online advertising strategies, such as Google AdWords, cost-per-mille, and cost-per-action. This resulted in the development of the pay-per-click ad platform, which enabled search engines to make cash. Online marketing has fast become a critical tool for so many firms.(Lee, 2016)

Then came the age of advertising on social media, where businesses recognized a new avenue for connecting with a consumer base that was already available on sites like Facebook, Twitter, and YouTube. Businesses, in particular, recognized enormous advertising possibilities in enlisting celebrities with sizable online fan bases to advertise their products and services, such as Katrina Kaif and Kareenakapoor Khan on Twitter.

On social networking sites, advertising videos, interactive media advertisements, and promotional tweets have all grown widespread. Internet adverts were adjusted so that they may target specific Internet users' preferences or demographics, giving a fresh push to an online marketing effort and reaching out to genuine prospective buyers. Online advertising will surely evolve in response to new trends, altering user tastes, and cutting-edge technologies. Even today, also with prevalence of cellphones and portable tablets, online advertising has already been adapted to work with these cutting-edge devices and the most recent customer demography.

Online Advertising Platforms and their effectiveness

Advertisements on Search Engines

Search Engine Marketing (SEM) is the most popular forms of online advertising, with Google, of course, dominating the field. In truth, Google AdWords is a tool that you may use to do sponsor advertising. The major advantage of this sort of advertising is that it makes it possible to increase the positioning of your website through paid advertising. The goal of SEO is to raise a website's or webpage's placement in the "organic" (free) search results. Without a question, SEO is the most important type of digital marketing. SEO's purpose is to increase visibility by having webpages receive more attention on search engine result pages.The more prominent and obvious a page is in its location, the more engagement, traffic, and conversions it will receive. You can advertise your goods, services, or content in this manner, for instance using SEM tactics, using Google's advertising service or other platforms. Since your adverts will appear in the user's pertinent search results, users will find you more quickly.

Although there are other methods, pay per click (PPC) advertising continues to be the most popular because you only pay when someone clicks on your advertisement. It is very adjustable and allows you to select the maximum amount of clicks you want to pay for a specific term. This format can only support up to four lines of text and is supplied as follows: The title has 25 characters, the body has 70 characters, and the URL has 35 characters.
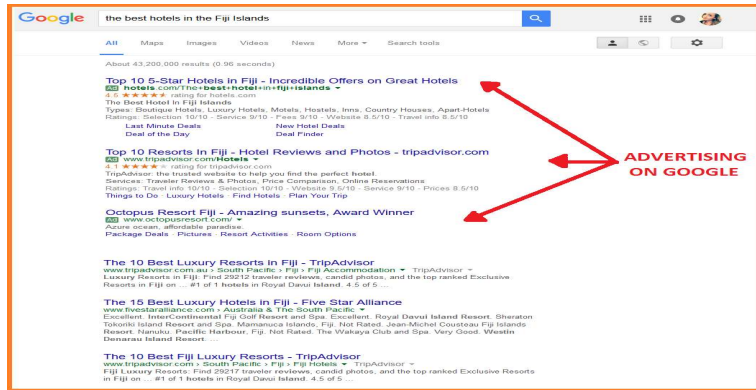
Image no: 1

Assume you wish to make a hotel reservation in the Fiji Islands for the coming month and Google "best hotels in the Fiji Islands." The image no: 1 show that there are adverts in the higher search results and organic results that have been positioned using SEO strategies in the lower search results. The latter outcomes demonstrate to you the visibility of your company by positioning it first.

With the help of SEO, you can strengthen your connections with your audience, enhance the customer experience, establish more authority, increase traffic to your website, gain an advantage over rivals, and boost conversions, which will lead to more revenue, repeat business, and business expansion. It is also one of the easiest and most successful advertising methods.

Advertising on Social Networks

Social media networks such as Facebook, Twitter, and Instagram have enormous potential for engaging with and reaching your intended audience. As a result, these sites are gaining prominence as among the most effective forms of social networks advertising.Businesses may set up official brand sites or profiles on platforms like social media and keep followers updated as often as they like. It may take a lot of work to manage your social media presence, especially if you are a really large brand, but it is worthwhile.

Social media should be used for social interaction, not just for advertising. These platforms provide customers or clients of your business fresh methods to engage with and learn more about what you have to offer. Furthermore, it gives clients the opportunity to communicate with you and discuss issues, seek assistance with an issue, or simply chat! Social media may help you establish your brand and promote your business by first building your number of fans on these numerous platforms.

Someone who enjoys what you're saying and following you on Twitter could subsequently buy something from your site. Alternatively, if anybody visits your Page on Facebook because a friend recommended it, they may already have trust in you and opt to utilise your service in the future. Simply said, the growth of social media equals the growth of enterprises. Social media may

be utilized in a wide range of creative methods to increase your fan and customer base. You can ask questions, organise contests or special promotions, or submit links to intriguing information (even if it's not your own!). Customers can be surveyed about new goods or services or asked for comments on your website.Above all, it's critical to convey to fans your appreciation for them, since this promotes brand development and long-term viability. After all, without your clients, where would you be? You can advertise on social media in addition to marketing yourself there. You can start an advertising campaign regardless of whether your business utilises LinkedIn, Facebook, Twitter, Pinterest, or even Snapchat. These ads frequently allow you to reach consumers based on their interests, activities, and more because they are highly targeted.

Social media advertising is indeed a lot superior effective method of generating contacts and converting interested customers into reliable customers. This is because social media, unlike traditional advertising platforms, enables engagement and interaction with consumers. You can create prospects for success by developing a mutually beneficial relationship between your business and a customer.

Furthermore, social media advertising helps you establish your company as a thought market leader in your field. In addition to adverts for your goods and services, you may promote blogs and free digital information. By promoting free content like blogs, whitepapers, and e-books, you can give customers useful information while building a connection with your business. This kind of inbound marketing strategy helps your business succeeds because it allows you to pique customers' curiosity and then persuade them to work with you. Traditional media doesn't really allow you to accomplish this. I have to visit the store to buy a product if I see it advertised on a billboard or in a television commercial.We can learn more about social media advertising by clicking on the link as soon as we see it.[i]

Image no: 2

Banner

The fact that banners were the first adverts to debut on the Internet contributes significantly to their status as the most well-known type of online advertising. They include precisely putting advertisements of accessible mediums, sizes, and design on a website page. The site you select will be visited by those who click on the advertisement. The problem is that we're so bombarded with advertisements these days that we rarely notice them. As a result, if you wish to promote online, you should really consider alternatives such as Google Ad Words. or advertising on social networks. For instance, when reading a news item on any online publication, let's use DailyMail.com as an example; you will encounter advertising like these:

Image no: 3

Pop-ups

Pop-up adverts and pop-up windows both are forms of Internet advertising. It is a display area, commonly a small window, that comes out of nowhere (or "pops up") in the graphical interface's foreground. JavaScript commonly creates a pop-up window with advertisements in it.You've probably closed dozens (if not hundreds) of pop-up adverts while surfing the web. This is the industry norm for web advertising and is also quite annoying.These are webpages that emerge and send you to a webpage from the one you were previously browsing. Although this strategy was formerly effective, it is now more frowned upon on the Internet.This is a popular online business approach of placing a pop-up within your personal website that allows users to login, subscribe, or even input their Gmail account to access completely free content.

Image no: 4

Blogs Advertising

This is not referring to banners or Google ads which appear on each and every blog; rather, we're referring to a type of indirect advertising that is often done through branded content, building an advertisement around an occasion, a story, or a reflection.Because this method is still relatively new, many organisations are unaware of its advantages. It is a sort of collaborative advertising, and to capitalise on its potential, you must seek out powerful individuals in your business to pay for positive reviews of your goods or services in articles they write. When we say "pay," we don't simply mean money; you may also provide those goods and services or other things that benefit both of you. If you know which blogs your target audience reads, this is an excellent technique for being identified and generating traffic.
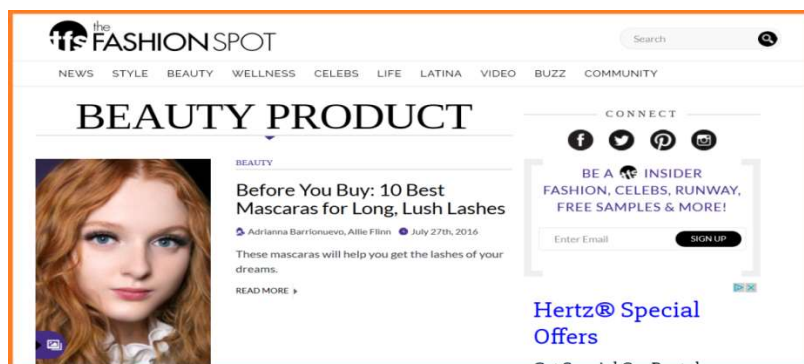

Image no: 5

The Fashion Spot, for example, is a well-known fashion and beauty blog that discusses a variety of products and services, as shown in the image no:5.

Advertising on cell phones

Because nearly everyone on the planet possesses a smartphone or other type of mobile device to which they often connect, this is undoubtedly one of the online advertisement methods that have increased in popularity in recent times.As a result, more and more businesses choose to tailor their marketing to the media that is expanding the quickest. And in contrast to earlier times, Previously, the bulk of mobile advertising were just simple copies of PC adverts—whether they be text, video, or images—are more designed to be watched from a smartphone without being intrusive.

Both social networks and Google AdWords, banner ads, and other kinds of advertising may contain them. In order to ensure that your page is optimised for mobile viewing, choose a responsive design, change the design, and remember that people do not use cellphones and desktop computers in a similar manner. Above all, ensure that the response phase is quick, that calls to action are clear, and that buttons are visible.

E-mail marketing

This irritating, obtrusive, and ineffective style of advertising, known as bulk email advertisements, has dominated the Internet for a long time. We get so many emails every day that we have evolved a kind of resistance to advertising and can send it to the Spam folder in less than two seconds. Email marketing is completely unrelated to this, but it goes much further and should be included in your digital marketing strategy as a whole.*Email marketing might fill a whole article—probably more—but for the purposes of this discussion, we're talking about advertising, and by that we mean hiding promotions and ads inside of regular, helpful, and friendly emails that recipients won't need to discard. Although it is a nice and friendly kind of promotion, you should use it as part of your overall digital marketing strategy rather than as a stand-alone method.Apple, for example, is among the companies that frequently utilises it to send deals to clients without their recognising it as an advertisement. They also include a "buy now" button in the email:*

Image no: 6

Video advertising

We watch an increasing amount of video content, making video advertising the king of all monarchs. The number of viral videos is increasing, and certain social networks, like YouTube or Vine, are only for videos. In reality, you may advertise your goods and services very effectively using these platforms. Before the video even starts streaming, the viewers will see video ads from websites like YouTube, Vine, and Vimeo. These ads may also be placed to website.Additionally, videos of banner ads and advertisements that may be put on a website have been shown to generate twice as many people than still photos or plain text. This is a sensible choice to keep in mind, and it's also affordable and simple to set up.

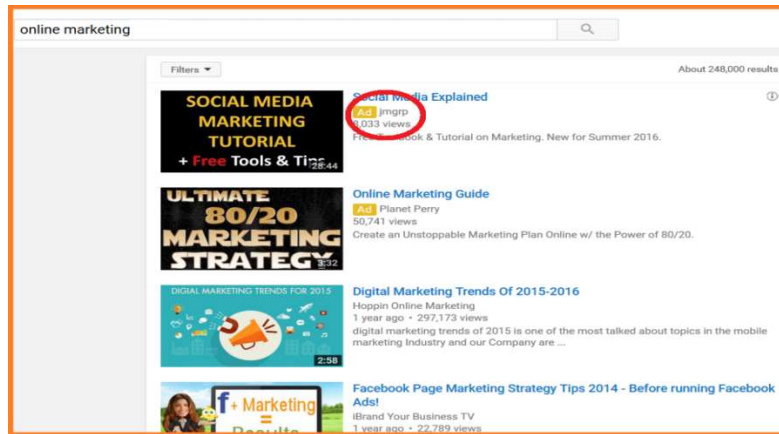The first result on YouTube, for instance, is an ad when we search for "online advertising."

Image no: 7

Conclusion

The World Wide Web's phenomenal growth over the past 10 years has fundamentally altered the advertising landscape. Any skilled marketers make use of the internet's potential to consistently and effectively reach their desired audience. Nearly every day, new websites, social networks, and cutting-edge online channels develop, and this trend shows no signs of slowing down.Presently, companies across the globe are implementing internet advertising more and more. Onlineadvertising has rapidly emerged as the most effective kind of advertising globally as it was realised how beneficial it is for promoting goods and services online. Internet advertising platforms allow businesses to have more intimate connections with their global customers that help with branding and long-term viability. Businesses may engage with their consumers in a personalised and cost-effective way by using internet advertising.Despite the numerous opportunities that online advertising may provide your business, developing an effective internet marketing plan may increase customer interest in your brand or services and support business growth. Online advertising platforms have many benefits over more conventional types of advertising, allowing company owners to connect with their customers in a quick, appropriate, & economical way. Business owners are aware that going digital is the way of the future. They are now prepared to board the future ship. The secret to success, though, is to stay current with emerging digital technologies and advertising trends. If you want to grow your firm, you must acquire new skills and use them to the fullest extent possible. It's crucial to establish a digital presence since it raises awareness and gives your brand a place to exist online.

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