

A study of various types online needs used in digital advertising business

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ABSTRACT - Display advertising is a type of online paid advertising typically using images and text and the most popular form of display ads are banners. Display ads differ from other ads because they do not show up in search result, SEM & SEO are two types of online advertising that promote content and increase visibility through searches. There is no doubt that social media advertising just keeps growing and growing each year. Consider this number: There are 1.65 billion active mobile social accounts globally with 1 million new active mobile social users added every day. Pay per click (PPC) ads explain their concept right in the name. These are ads that advertisers only pay when a user clicks on them, which contributes to the strength of PPC as a tool. Remarketing is a type of online advertising that does exactly what it says it does. This cookie-based technology literally follows the user around the internet, in order to remarket him/her again. Statistics show that 2% of web traffic converts on the first visit, which means 98% of users leave without converting right away.

Keywords - Display Advertising, Search Engine Marketing & Optimization. Social Media, Pay per Click. Remarketing/Retargeting

I. INTRODUCTION

Since the early advent of technology, the internet has completely changed the way people relate to advertisement. As computers became more accessible to a large portion of the world's population, this change has modified the way people are exposed to media and advertising and has led to the creation of online channels through which advertisement can reach users. Now a day, this ad would be considered the scum of click bait. No sane person would ever click on it fortunately: online advertising has rapidly evolved since the 90s, so you don't have to rely on attention-repellent banner ads any more. You can create engaging ads in multiple formats and target people who actually need your product or services. There are also a number of tools available, to ensure that you are creating delightful ads and optimizing your ads budget. Let's read on to dive deeper into modern online advertising and learn the capabilities of the most effective advertising channels on the internet.

Today online advertising forms an integral part of any firm's marketing efforts. This can be deduced from the fact that online ad spending has surpassed television advertising spending in 2017 with online ads expected to grow at a faster rate than television advertising, the gap is only going to widen. Online advertising sponsored search advertising contributes to about 42% of the total online ad spending followed by social media and video ad spending, most of this spending is done through online ad auctions. With the

exponential growth of search engines like Google, Yahoo and social networking sites like Facebook and Instagram, these auction facilities the sale of billions of dollars worth of advertisement and hence are an important source of revenue for these ad platforms. Most ubiquitous of these auction mechanisms today is the Generalized Second Price (GSP) auction, which we will look at in detail subsequently.

II. DISPLAY ADVERTISING

Display ads are a controversial topic in the digital marketing community. For almost 25 years, advertisers have abused them by tricking internet users into clicking misleading ads—some malicious display ads have even infected people's computers with viruses. It's easy to see why people have developed banner blindness and can't stop downloading ad blockers: display ads have the reputation of being intrusive, distracting, and irrelevant. On the other side of the spectrum, though, display advertising technology has advanced to the point where ad networks can leverage data and machine learning to offer advertisers more effective targeting strategies and consumers more relevant ads. Ad networks like Google Display Network and Facebook's Audience Network are the leaders in the banner ad renaissance. They can display your ads to the right target audience at the right place and time.

III. GOOGLE DISPLAY NETWORK

When you use Google's display network, you can design visually appealing ads and place them on over two million websites and apps, YouTube, and Gmail. You can also build new audiences by targeting people who are most likely to be interested in your product or service and remarket website visitors just by importing a list of their contact information. If you don't want to build out your ideal audience or deal with bidding, you can let Google ad words do it for you. There automated targeting and bidding features can identify your highest converting audience for the best return on investment.

- **Search Engine Marketing & optimization (SEM & SEO):**

Search Engine Marketing:

SME or search engine marketing is one of the type of digital marketing that includes PPC OR Pay Per Click advertising and search ads show up when a user types a keywords into a search engine. These ads are incredibly powerful as they show up when your potential customers search for a specific keyword, people who across your search ads are already looking for your product or something similar, so you won't be marketing to cold leads. A cold lead is someone who heard about your product or service, meaning it usually takes a while to convince them to make a purchase.

Search Engine Optimization (SEO):

SMO: To gain a higher rank in search engine result, advertising use various SEO tactics, such as linking. Targeting keywords and meta descriptions and creating high level content that other sites will link to while SEM is a paid strategy, SMO is organic, marketing it a sought out type of online advertising.

- **Social Media Advertising:**

Within social media advertising there are several type of digital advertising campaigns that you as a business owner should be running, you can run ads on LinkedIn, p interest and even you tube, you can advertise on these platforms to generate leads, drive sales, increase brand awareness, and reach all types of people. All of these platforms are great but we are going to talk in depth about two of the most popular sites to advertise on Face Book and Instagram, Face book is great if you are wanting to increase your brand's visibility, you can target specific demographics, locations or even interests that your customer's have with Face book there are several different types of advertisement you can run depending on the goals of your business. You can set ads specifically for things like generation, conversions, or app installs.

It's important when creating advertisement to realize how many ads are already out there. How will you make your

campaign stand out? Check out some of our ideas to increase website traffic, Instagram ads also integrate directly into the platform itself it can be difficult to distinguish ads from regular posts at first glance because they look exactly like a normal post. There are a few differences like a clickable button on the photo that says learn more or Shop now as well as text that says Sponsored like in this Intel ad, it looks just like a regular part of your feed but Intel paid for it show up the user has the opportunity to engage with the ad by clicking to learn more, commenting or liking the post. 80% of instagram's users are outside of the U.S. So if you are looking to advertise on a global level, instagram is the perfect platform. You should always do market research to see where your potential customer is spending their time and which social media platforms they prefer.

- **Pay Per Click (PPC):**

PPC ads allow you to create your very own customized advertisements, set budgets and view metrics once your ads are up and running with PPC there are two of ads that you on search engines like Google. They are search ads display ads these people on the other hand at least have an idea of that they want and they have probably about your company before

For the first time, here's an example of how PPC works:

Let's say I need to sell my car obviously I'm going to go to Google and type in a phrase like "Sell My Car" When I press enter a list of results will appear the first four and the last three will be advertisement. The position depends on the bid each company places on the key word as well as a quality score from Google a high quality score indicates that your ad is more relevant meaning that you have a better chance of ranking higher. Each search ad contains at minimum a headline, and description Google give you 30 character to write your headline and 80 characters to write your description this may not seem like a lot of room to get your point across so you'll have to be crafty tell customers your main selling point like Get same day cash for any car or Drive more sales as you can see one of these ads contains a rating as well an address and phone number these add-one such as contact information or additional link are called ad extensions their job is to give searchers additional details about your company, product, or service.

- **Remarketing/ Retargeting Advertising:**

Ever wondered how the internet knows that you're interested in buying a product? That avocado slicer from Amazon keeps popping up on every web page and every other Instagram post! This type of digital advertising is called remarketing once a user shows interest in a product you can gather that data to use to your advantage in the future. Businesses retarget though email as well as through social media and search engine marketing some customers think email or social media that are retargeting them are a

sign that they should purchase that product and this is why retargeting work. Don't just retarget once send emails and make sure that you are running retargeting ads on social media this way your customers can't miss your ads! You can also offer a discount for a product that a customer has already viewed this can be done in the form of a social media ad or an email or both in order to retarget you will need to collect data from your customer this means that you will need to have analytics tracking set up on your website this is as simple as pasting a snippet of code onto your site but if you feel like you need a professional to help you then let us know! The more retargeting you can implement the better if your customer see products that they have viewed in every possible place, they will eventually make their way back to your site for a purchase and don't miss out on sales retargeting should be huge component of your digital marketing strategy.

IV. CONCLUSION

Social media helps get the word out and generates brand awareness, First and foremost- social media does in fact help get the word out about your business. But even more important than the exposure, it provides you with the opportunity to grow relationships with your target audience. The importance of social media in marketing interested in your business or your area of expertise by building your online community interested with help you explore their motives and needs when over 90% markets report they are or will be using social networks for business. Though research it is found that marketing strategy through social networking sites is relatively efficient and it reduces money spends on advertisement it is cost effective also an advertiser use a variety of methods to create effective advertisement, They start with a basic appeal, which is the main selling point, or theme, of an advertisement, social networking sites proves a platform to innovative advertising to be effectively for business growth.

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