

INTERNET ADVERTISING STRATEGY THEORETICAL FEATURES

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Abstract

The article analyzes internet advertising, the peculiarities of internet advertising strategy research, the process of internet advertising strategy. During the process of internet advertising strategy, the purpose of advertising is determined, the target audience is selected, the internet advertising strategy is developed, online advertising tools are selected, and the effectiveness of internet advertising tools is evaluated. Modern internet advertising not only provides information about the possibility to buy a product or use the service, but also helps the user to do so more rationally, because informs about quality. The article presents a model of internet advertising strategy. The aim of the article is to evaluate the peculiarities of internet advertising strategy. The tasks of the article are to analyze the concept of internet advertising, to analyze the peculiarities of internet advertising strategy research, to analyze the process of internet advertising strategy, to present the model of internet advertising strategy.

Key words: *internet advertising, internet advertising strategy, internet advertising strategy process, internet advertising strategy model*

JEL Classification: *M31, M37*

1.INTRODUCTION

The internet provides internet users in Lithuania with the opportunity to use various advantages under COVID 19 conditions. The effectiveness of online advertising is obvious and, compared to other means, is likely to remain unsurpassed in all respects for a long time to come. The internet is a global, virtual electronic marketplace, with no territorial or time constraints, which allows for the virtual purchase and sale of goods and significantly expands the opportunities for companies. Online advertising. is a modern, mass media that opens up new opportunities in the advertising market. The Internet is interactive: by clicking on online advertising, the curious user can learn more about the product or service being advertised. This cannot be guaranteed by any other media. In Lithuania, more and more investments are made in creating the company's image with the help of a website. Volumes of online advertising increase in Lithuania in recent years, especially in pandemic conditions. There are many different social networks on the Internet that advertise different goods and services. Most social networks are for communication, photo and video sharing. In most social networks, you can not only share posts, but also sell products locally, such as Facebook and Instagram markets. Because people use different social networks, it is very important to communicate through different channels. In terms of online advertising, the last two years, i. 2020 and 2021 were memorable due to the global pandemic, which strongly influenced consumer habits and online shopping in Lithuania. As consumer habits change, so has the number of people searching for goods in e-shops and social networks. Despite the fact that people used e-shops in the past, this number has risen sharply in a pandemic. This was greatly influenced by social networks. Social networks have a significant impact on consumers' buying habits: the product search path has been shortened - in the past, people saw advertising on television and in newspapers. In the last two years of the pandemic, things are happening much faster. Users find their desired product simply by using Google search and get many different offers. They also see advertisements on social networks that attract attention. 29% of social network users order goods online on the same day they use them, 81% of people who shop online tend to buy a product to influence their friends' posts on social networks. Opinion leaders have a big influence. Often, consumers see what their trackers are advertising and are tempted to buy a product. The opinion and recommendations of other people have the greatest impact on consumers on social networks. With the growing popularity of opinion formers, companies are increasingly using their services, which are effective and encourage the consumer to purchase products.

2. INTERNET ADVERTISING

Today, online advertising is a fast-growing field of all forms of advertising. The popularity of online advertising is influenced by the cheap, easy and flexible provision of information as well receipt. The most popular forms of online advertising - advertising on social networks, Google ad words advertising, website advertising, e-mail advertising, billboards, search engine advertising, links, discussion group discussions. One of the most popular forms of online advertising in Lithuania is the advertising of influencers on social networks, which publish information about the company, its activities, describe goods or services. This advertising does not guarantee the desired result - reaching potential users. Jokubauskas, D. (2003) mentioned that internet advertising is a specific field that covers a fairly wide range of elements that are perfectly needed understand to effectively organize online campaigns. You need to have a good knowledge of advertising, the internet as a technology, based on limited research the needs and habits of onternet users, general statistics. Online advertising is a form of direct advertising where the use of the Internet creates a direct link between the consumer and the seller. The main factor in the emergence of online advertising is internet. The Internet offers great opportunities for business. The market for smaller companies, previously only local, can be anywhere in the world thanks to the Internet. Internet, from the primary transmission of messages services, has developed an excellent medium for product sales and advertising. Online advertising is one of the most important tools to increase sales and increase brand awareness online. The success of a business depends on a well-defined and prepared product or service campaign. Online advertising is a process of reaching and engaging the target audience using special techniques and tools on the Internet. Online advertising consists of many different services: Facebook, Instagram ads and paid advertising, Google Ads, SEO optimization, ad portals or various discounts that are offered to potential customers. However, most businesses do not get the desired result even after trying all these methods. Successful online advertising also includes a perfectly and clearly prepared website with an attractive, design and the most important information in a prominent place. Online advertising is not just about advertising on portals like Facebook or Instagram posts with promotions and games. The more people click on your site in search results, Google will see this as a sign that people are visiting your page, spending important time there, and buying shoes from you, not from competitors who are in the top positions in search engines. Such customer turnover and higher number of clicks on your website (CTR) can elevate you through several positions and offer people as a reliable and good shoe store in the top positions of search engines.

3. INTERNET ADVERTISING STRATEGY FEATURES RESEARCH

In the 21st century, businesses are struggling to take advantage of online advertising strategy. Truong, Y., Simmons, G. (2010) considered definition "digital marketing" evolved over time from a specific term used to describe the marketing of products and services. use of digital channels - up to a general term describing the process of using digital technologies to acquire customers and create customer preferences, promote brands, retain customers and increase sales. Jang, S., Kim, J., Song, R., Kim, H. (2018) mentioned that an online search index can be a good alternative brand sales indicator when it is difficult to get sales information at the brand level. Finally, online search reflects the latest trend of old times media (such as television, radio or newspaper) in online media is a phenomenon that affects consumers spending more time on new media. Samson, M. (2019) stated that informational advertising is used to inform consumers about a new product or feature and to generate initial demand. Its purpose was to inform the market about price changes, to correct a false impression, to describe services or brand provided, brand and company image building, customer communication value, to inform the market about a new product and to propose new uses for the product. Truong, Y., McColl, R., Kitchen, P. (2010) mentioned a literature review and interviews revealed five key trends which advertisers will need to be sensitive in shaping digital advertising strategies. Each of these trends is discussed in turn and includes: permission-based advertising; higher level of personalized ads; three on-screen advertising campaigns; increased interactivity; and a move to results-based metrics. The above-mentioned authors note that interactivity has become essential advertising on digital media. Users using their digital devices expects the ad to be interactive and likable (fun or informative). One reason is that digital devices offer many advanced features that shape consumer expectations for interactive and entertaining content, whether it's advertising or syndicated content. As a result, static advertising campaigns will be less effective attention and audience engagement, if in fact they ever did. Schwarzl, S., Grabowska, M. (2015) considering online advertising strategy mentioned that

internet marketing offers businesses a lot of opportunities. This is a developing world, so it is necessary to constantly develop strategies. It is much easier for customers to find competitors' replacements online because of the minimal effort a person has to put in to get to another site. Each web page has many different points of contact, such as advertisements and offers, making it difficult for businesses to direct potential buyers to a particular website without "losing" them online. Obednikovska, S., Sotiroski, K., Mateska, E. (2019) mentioned that with an internet marketing strategy, you can target your market and business positions to make it easier to find what those looking for it offer, i. Y. Bring the right product to the right consumer. This is not only the first step in the sales process, but also the key step to the success of an online business. Online sales can be increased by optimizing your search. Nizam, N., Z., Jaafar, J., A., Supaat, S., H., (2017) mentioned that their study is intended for target marketers and advertisers to the consumer selection and identification of advertising media whether online advertising would be effective in achieve and create a goal audience. The Internet has grown in recognition as a advertising platform as it allows 24 hours advertiser-user interaction. How more users are turning to the internet purchasing platform, this is important for local people businesses look for online advertising. Small a company that can offer online shopping can be helpful advantages over competitors. So it is necessary for organizations to understand Internet customers previously advertise online adapt this new marketing practice. Ahmed, R., R., Streimikiene, D., Berchtold, G., Vveinhardt, J., Channar, Z., A., Soomro, R., H. (2019) considered that new online digital media advertising has given new directions to the usual habit advertising design, giving customers a central place to share ideas. It has improved correspondence holes more than usual. Lockett, A., R. (2018) considered that the profit of online marketing include: a) economic pricing, b) application (c) the various demographic characteristics at once; (c) the convenient provision of products and services; and (d) allow customers to easily explore products and services to expedite purchasing decision (Durmaz, Y., Efendioglu, I. H. (2016)). Internet marketing provides business opportunities to gain economic value through cooperation with stakeholders, customers and employees (Purkayastha, A., Sharma, S. (2016)). Small Retail Business Leaders must include internet marketing strategies in their business plan to reduce opportunity for failure, to expand your business and become more profitable. Kannan, P., K., Hongshuang, A., L. (2017) describe the research framework for digital marketing that highlights the points of contact between the marketing process as well as the marketing strategy process in which digital technologies have and will have a significant impact. Truong, Y., Simmons, G. (2010) considered that particularly critical a strategic challenge for advertisers using digital media is intrusive. Several authors recently suggested that consumers perceived online advertising increasingly negative due to the fact that certain advertising formats are EST users. Rangaswamy, A., Moch, N., Felten, C., Bruggen, G., Wieringa, J., E., Wirtz, J. (2020) point out that several marketing literature articles have addressed issues related to the digital business platform, such as the value of vendor reputation on platforms, sales force compensation in two-way markets, optimizing the distribution of marketing resources, media platforms, the "value" of advertising on social media platforms, managing risk perceptions platforms and how platform characteristics mitigate the word-of-mouth impact on sales.

4. INTERNET ADVERTISING STRATEGY PROCESS

As stated Borza, S., I., Borza, J.S. (2014) in recent years, large companies have used different strategies to offer much more attractive product. with the ultimate goal of selling them better. These strategies are very often used in marketing elements, management products and sales products. However, when it comes to software products, we have to do it take into account the fact that these strategies must be accompanied by suitability criteria, an important aspect of which products to have in the face of the market. Borza, S., I., Borza, J.S. (2014) argue that It is very important to decide which customer he will serve (using segmentation and application methods) and how this will benefit them (differentiating and positioning). In general, it identifies the whole market and then divides it into smaller segments. Then selects the most important segments and focuses on customer satisfaction in these segments. Saura, J., R. (2021) mentioned that internet marketing is defined as a set of methods developed online to persuade consumers to buy a product or service. Today, the daily plan of companies involved in internet activities includes technologies such as search engine optimization (SEO), i.e. search engine optimization for major search engines; search engine marketing (SEM) or software advertising, i.e. strategies to advertise ads on search engines or banner ads on websites; as well as social media marketing (SMM), i.e. y. strategies for communicating with consumers on social networks through social advertising. According to Hopkins, CS. (2010) an advertising plan is a set of advertising campaigns that is scheduled to run over a period of time. There can be three types of advertising plan: the company's annual advertising plan; a plan for a separate advertising campaign; an individual strategy for each ad not included in the ad campaign. Advertising strategic planning consists of many things, such as setting goals, identifying the target market, developing an advertising strategy, selecting advertising tools.

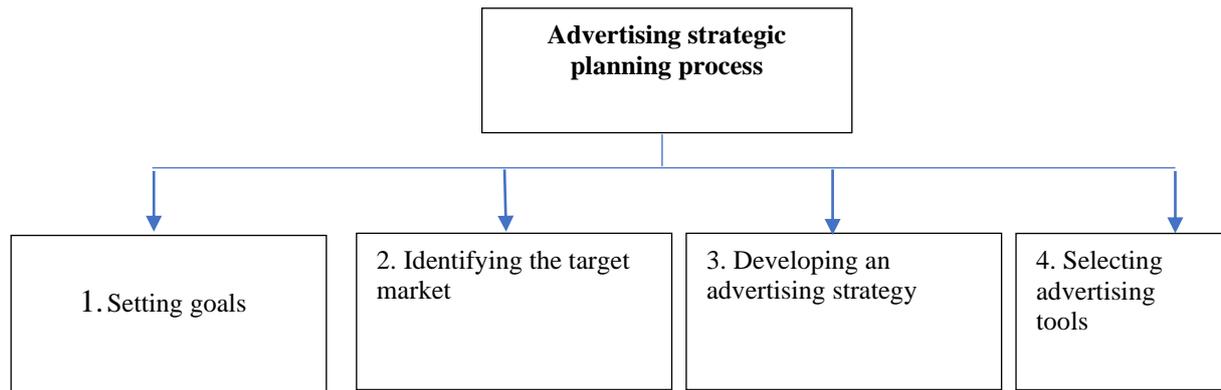


Figure 1. Advertising strategic planning process

In the advertising plan, three things: the target audience, the advertising message; advertising distribution channels. An advertising plan is an advertising schedule that specifies the time, place, means, frequency, duration of advertising, advertising format, price and other important requirements.

Setting an advertising plan goal. When setting goals, it should be borne in mind that an advertising plan is very similar to a campaign, so the goals of a campaign must be related to the goals of marketing communication (as well as the goals of the advertising plan). They cannot contradict already made and existing decisions about a company’s marketing strategy. An advertising plan can be created to achieve 3 goals: communicative, specific and economic. Communication goals must be related to the content of the advertising message. Communication advertising goals are related to the impact of advertising. The communication objectives are usually to create demand and demand for a type of product, to create and increase brand awareness, to form and change brand perceptions, to create and promote a willingness to buy, to create and maintain consumer or trading partner loyalty. These objectives are described by the relevant indicators: level or change of awareness, change in consumer opinion.

Targeted market analysis is one of the key elements in setting campaign goals. The target audience is the people who are most interested in your product or service. Gathering data about your customers is very important to form the message you want to convey correctly. The goal of communication is to reach as many target audiences as possible and to try to keep the focus on your audience direct. The goal is to directly reach those who are interested in your products or services.

Advertising plan budget. To create a budget for advertising communication according to one of the proposed methods: according to the available funds; percentage of economic financial indicator; turnover of goods; competitive priority; based on goals and objectives.

The budget, based on the amount of funds available - is used most often, although it has a significant drawback - it ignores the impact of advertising on sales. Percentage of any economic financial indicator. This method is used to calculate a certain percentage of sales. Competitive priority method - also called self-defense method, focusing on competitors. Based on the goals and objectives - the budget is based on specific goals and objectives for a separate campaign. The disadvantage of this method is that it is difficult to price a particular task, determine the effectiveness of the task, and price it.

Creating an advertising message. An advertising message should encourage a potential customer to contact the company themselves or accept the opportunity to receive additional information about a product or service. The effectiveness of an advertising campaign often does not depend on a large budget, but on a creative idea or concept. Advertising is message : cultural, political, social, commercial - business, etc. Advertising and the communication process are perceived as the payment for the provision of information about a product / service or idea through mass advertising media. Deltuvaitė, E., Jaškunienė, E., Liepuonius, A., Valiauga, A. (2011) state that these measures are aimed at influencing the consumer's mental functions - perception, behaviour, thinking and emotions. When creating an advertising message, you need to evaluate the content, structure and format of the message. Advertising content can be rational, emotional, and moral. A rational message reference shows objective and logical explanations that the product provides the desired benefits, is of better quality, more perfect. This reference focuses on the product, its practical, functional benefits. The emotional appeal tries to extract the emotions that will motivate the purchase. Advertising media. Once the advertising message has been created, the means of advertising must be chosen - the means by which the message will be conveyed. Čereška, B. (2004) states that when planning advertising measures it is necessary to determine:

- Audience scope (size);
- The frequency of advertising and the level of its impact;
- Types of advertising media;

- Advertising media;
- Advertising broadcast time.

Sama, R. (2019) mentioned that advertising on each media platform has a different composition that engages consumers clearly. Digitization led to changes in consumer media habits. Thus, a deeper understanding of advertising is needed to identify the different media platforms and their impact on habit behaviour. Boudreau, M., C., Watson, R., T. (2006) considered that Internet advertising the strategy is concerned with the development, hosting and distribution of electronics messages that users will read and that will affect them the advertiser is most willing to make an impact. Creativity is also in keeping with the traditional advertising factors (such as the message to be communicated) must also include the Internet technologies that can affect consumers.

5. INTERNET ADVERTISING STRATEGY MODEL

Advertising strategy is one of the components of marketing strategy. The advertising strategy will depend on the marketing strategy chosen by the company (what target audience, what marketing complex, whether the company uses a niche advertising strategy, what strategy is used by competitors). Businesses need to plan their advertising in a planned way. Advertising creation must start with identifying the target market and consumer motivations. Kotler, P. Keller, K. L. (2007) suggests doing this based on the 5M model: mission (what are the aims of advertising?), money - how much can you spend?, message (which message to send?), media (which media to use?), evaluation (how should the results be evaluated?) (see Figure 2).

According to Kotler, P. Keller, K. L. (2007), *advertising goals* are first set. *Advertising goals* are formed based on company and marketing goals. They need to be linked to the company’s marketing strategy. One of the goals of advertising can be to increase brand awareness, increase sales, create a desire to buy. Goals can be both economic, i.e. profit-raising as well as communication, which are related to the field of communication.

Selection of advertising media. Once you have created a promotional message, you need to choose the advertising tools. The first problem is how to choose one or more advertising tools. Taking into account actions such as audience preference for certain advertisements social networks (Facebook, Instagram, Twitter, LinkedIn, Tiktok), website, blog, influenza advertising), type of product advertised, nature of advertising message, several tools to decide which of which will be the main ones and which are additional, and distribute them to the intended advertising campaigns budget.

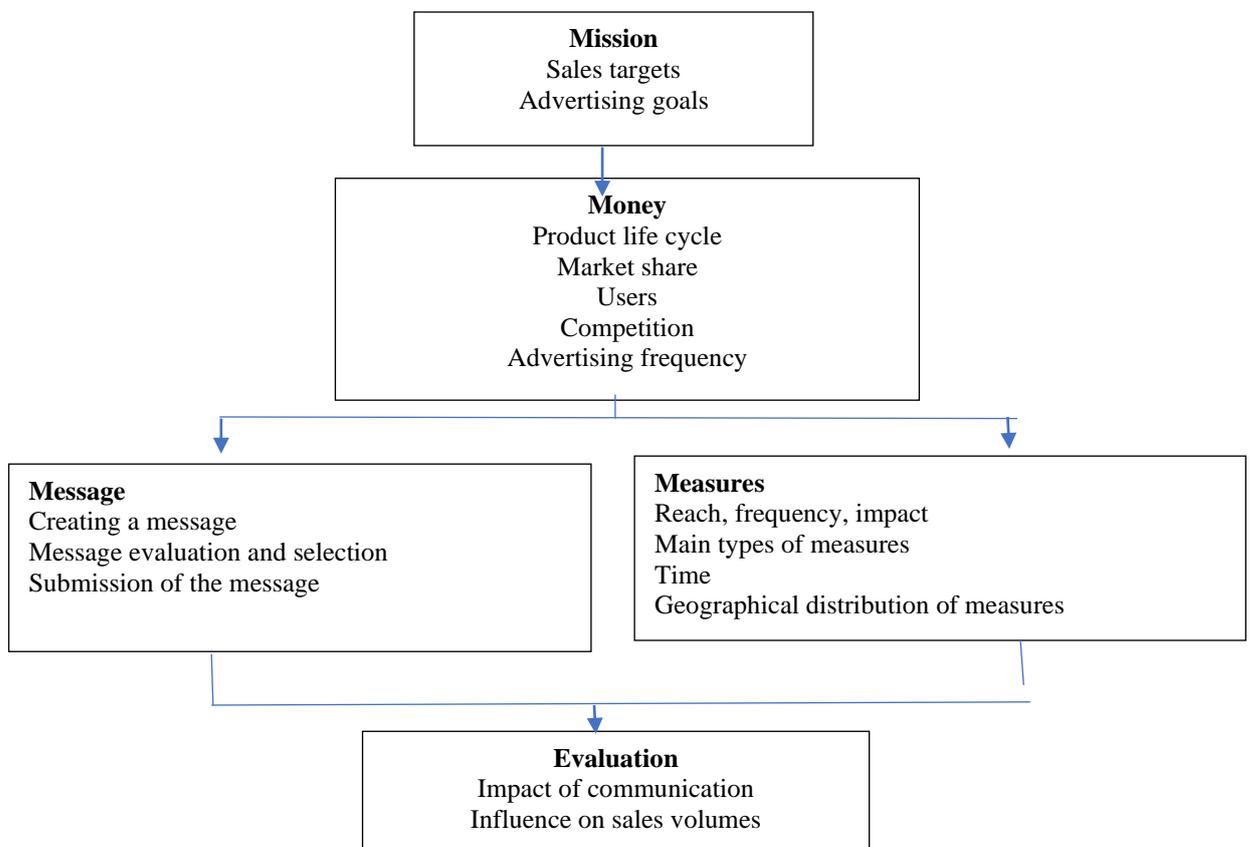


Figure 2. 5 M (based on Kotler, P. Keller, K. L. (2007)).

Internet advertising budgeting. According to Kotler P. (2000), the advertising budget is planned taking into account the following factors:

1. Stage of the product life cycle. New goods have a higher budget because they are intended to make consumers aware of the product and to persuade them to try it.
2. Market share and number of consumers. Brands with a large market share generally require lower advertising costs; percentage to maintain market share from sales volumes.
3. Competition and advertising noise. The market is particularly costly, with many competitors and large sums spent on advertising.
4. Frequency of advertising. The number of ad repetitions required for a message to reach users has a significant impact on your advertising budget.
5. Product substitutability. Creating a distinctive image for consumer goods requires intense advertising.

Internet advertising provides an opportunity inexpensively reach a very wide audience, greatly reducing advertising costs. Based on the strategic planning model of online advertising, it is possible to create a high-quality and effective advertising campaign that would allow to achieve the goals set by the company. The main purpose of this model is to present the stages of advertising planning, detailing them, which an advertising company should pay attention to when developing an effective advertising campaign.

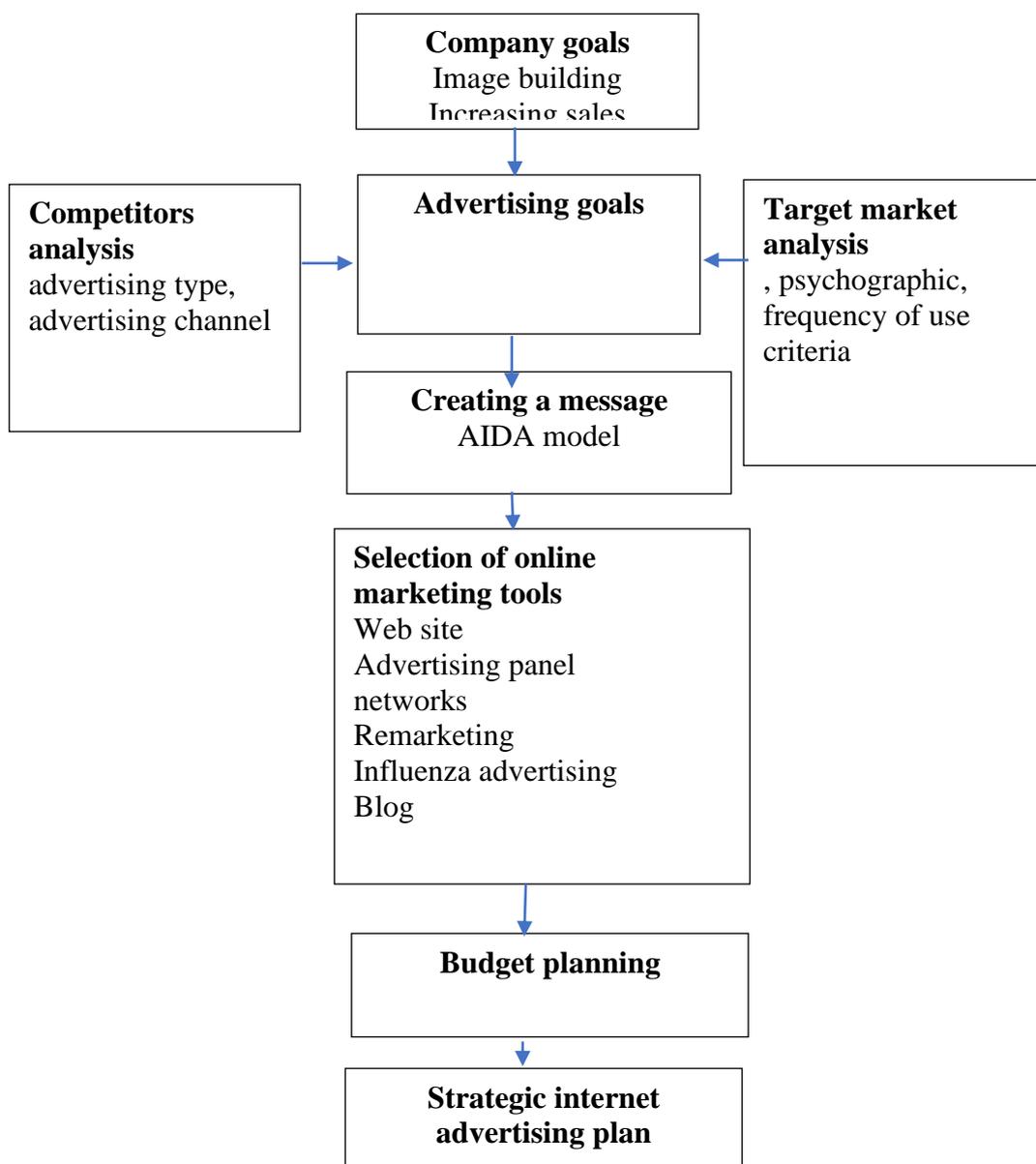


Figure 3. Online advertising strategic planning model (based on Kotler, P. Keller, K. L. (2007), Lisauskaitė, K. (2012)).

CONCLUSIONS

At present, online advertising is penetrating very rapidly in various areas of business. With a wide variety of goods and services, online advertising is becoming one of the most important means of informing, introducing and engaging and persuading existing and potential buyers, visitors and customers. Online advertising helps the consumer to choose a product, encourages individual buyers and sometimes large sections of consumers to buy the product. It helps to form customs, opinion. Online advertising describes the benefits, prices, range and quality of goods. Advertising needs to be used more often to fight strong competitors, to advertise frequently purchased goods. Many advertisers are convinced that potential buyers need to repeat advertising often. The main purpose of repeating an advertising message is to remind the information or the strength of its impact. The sooner the information is forgotten, the more often it is appropriate to repeat it. The paper presents an online advertising strategy planning model that can be used to develop an advertising strategy.

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