

**THORETICAL ASPECTS OF INTERNET ADVERTISING**

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**Abstract**

*In order to increase sales more and more businesses are trying to move their business into the online space. Over the years, the number of Internet users has been growing dramatically. Advertising on the Internet requires less cost and charges higher interest rates. Advertising on the Internet indicates a rapid growth of marketing. It is attractive for its modern and customization capabilities, permanent innovation and audience reach and scale. In 2016 the the Internet was used by about three billion people around the world, and this number is growing every year dramatically. This article analyze the internet advertising and social network advertising.*

**Key words:** *internet, internet marketing, internet marketing strategy*

**JEL Classification:** *M30, M31, M37*

**I. INTRODUCTION**

Advertising on the Internet includes all online advertising services: an ad hosting, advertising sheet, Google Adwords, SEO, website development, web design, web programming, creation of logo, and company presentation on Facebook. Ads hos popular Lithuanian free billboards, advertising sheet creation, Google Adwords advertising services, SEO - Search engine optimization, web design, banner creation and hosting of mediation services for your company on Facebook and other e-marketing services. At present, the Internet is used by 58% of Lithuanian residents aged 16-74, and 76% of them are searching for information about goods and services, not every company can afford the luxury of losing a great opportunity to introduce potential customers to your business. Advertising on the Internet is becoming a necessity.

**II. INTERNET ADVERTISING**

In order to better understand what is, online advertising or the Internet advertising, one should clarify its conception. When examining various literature sources regarding online advertising themes, it can be noted that Lithuanian and foreign authors provide different online advertising concepts.

**Table 1. Internet advertising concept**

<b>Author</b>	<b>Concept</b>
McMillan (2004)	Internet advertising as any form of communication that meets the definition of advertising and can be found on the Internet. It's a message that is mediated (rather than being communicated directly as in personal selling), someone who can be identified pays for that message, the primary purpose is to persuade, and the action that results from that persuasion may take place now or in the future.
Tavor (2011)	Internet advertising helps to market products and services through interactive and colorful catalogs and provides audience with current and available information. It also allows them to make both local and international purchases. There are numerous websites designed to promote sales and to maintain relationships with customers. As opposed to other media tools, a company website can provide more comprehensive information on the product line and can turn directly to the target audience.
Evans (2008)	The online advertising industry concerns buying and selling advertising space that is accessed by viewers through the Internet. Industry observers often divide the on-line advertising industry into: (1) "search advertising" that appears on searchresults pages; (2) "display advertising" that appears on non-search web pages; (3) classified listings that appear

	on web sites; and (4) Internet e-mail based advertisements.
Brajnik, Gabrielli (2010)	Branding and direct sales are the reasons why a company pays for online advertising. Branding tries to increase the perceived value of a product/company to the customer; a direct sale advert tries to persuade the consumer to act immediately, by clicking the advert, placing a telephone call, or doing other activities. Three important adverts measurement and pricing models are the exposure model, where advertisers pay for impressions <sup>3</sup> and adverts are priced according to the cost-per-thousand (cost-per-mille) or a flat rate for a given period; the interaction-based model, which assumes that advertisers pay each time a user interacts with or clicks the advert, and adverts are priced according to the click-through rate <sup>4</sup> ; and the outcome-based model, according to which advertisers pay for performances based on lead generation, online inquiries, registrations, referrals, orders, or purchases.
Papadopoulos (2009)	Internet advertising (also known as online advertising) is the delivery of advertising messages and marketing communications through the Web. It has presented sustainable revenue growth since its inception in the mid-1990s. Internet advertising takes a multitude of forms, ranging from the “traditional” banners to today's rich media ads. Due to its wide success, internet advertising currently constitutes a significant marketing channel for a large number of firms, ranging from news agencies to car manufacturers and retailers, and it is thus gradually gaining attention in the context of marketing communications strategy planning and implementation.
Hollis (2005)	Internet advertising, that is the delivery of advertising messages and marketing communications through websites, has presented sustainable revenue growth since its inception in the mid-1990s.
Wei, Jerome, Shan (2010)	Online advertising is a new platform for marketers to create awareness and increase brand equity. The objective of advertising is to create awareness of a company, a brand, a website, or an event in order to stimulate sales and increase profits.
Rodgers, Thorson. (2000)	Online advertisements can be in the form of banner advertisements, popadvertising, sponsorship, hyperlinks, and websites. Although online advertising is an effective tool to reach larger audiences, it is important that advertisers incorporate features to make it more effective.
Fuxman, Elifoglu, Chiang-nan Chao, Li (2010)	Internet as a platform for customer engagement, including interactivity, enhanced reach, persistence, speed, and flexibility, and suggest that firms can use these capabilities to engage customers in collaborative product innovation through a variety of Internet-based mechanisms.

Internet advertising- is considered a free or paid advertising provider of products, services or ideas for presentation or promotion of an interactive environment, which includes users and advertisers in mutual interaction. Internet advertising - a complex electronic transmission of information communication process, the formation of the consumer's mind psychological state to achieve the economic, cultural, social and other goals. Internet advertising includes paid or free advertising message, aimed at increasing the advertised product sales and awareness of it, and is transference to the media. Internet advertising is still considered to be unconventional online marketing tool. The Internet is empowered with the ability to establish an interactive relationship with the customer, to provide information about the product or service and get customer feedback. This can be done in a very short period of time and continuously (24 hours per day, 365 days per year) staying in touch. Any company that has its own web site and a branch office in another country automatically becomes an international company, because it can directly communicate with foreign customers online. Obviously, the company's activities may be limited to currency fluctuations, language barriers and the like. Selectivity Internet provides ideal conditions for the buyer to choose the most suitable product. It gives information about the product and makes it easier to offer businesses on the Internet, so the user selects ads according to its needs.

**Feedback.** It is easy to get feedback online. You can monitor traffic patterns on the website, direct e-mail to communicate by email, and get brief questionnaires about the customer opinion. It is much easier to plan for the campaign.

**Promptness.** Company can disseminate- suggestive advertising on the Internet instantly, so the Internet is often used in viral marketing. It creates high quality and witty and shocking promotional video clips. It is placed on social networks and spread at the speed of light.

**Billing ease of the Internet.** Using electronic banking enables to very quickly and conveniently pay for goods or services. Also, Lithuania has long been running the electronic signature law, which further simplifies many financial transactions.

**Information** on the Internet capacity can store any type of information (text, pictures, illustrations, etc.), which can not be performed by other advertising channel, like radio, to disseminate audio advertising on television - audiovisual, or newspapers, which only advertises a text and so on.

**Price.** Online advertising is relatively cheap, because it spreads suggestive advertising, it does not need to retransmit and, thanks to viral marketing advertising, spreads without additional effort or investment company. Moreover, information storage company web site does not require high costs.

**And updates.** The updating information on the website or through social networks is very simple, because it does not require significant time resources. In other media information the updating is expensive and it takes a lot of time.

**Attractiveness.** Advertising on the Internet, as well as television, can be very convincing, since it allows to convey many of the advertised product features (video, audio). These tools allow developers to develop advertising imagination and ingenuity.

Advertising efficiency rating on the Internet can be accurately determined by the campaign performance. It measures its unique visitor traffic on the Internet site, the retention time opens the internal pages and various other indicators. To summarize the main features of communication on the Internet it should be noted that online advertising has many positive features of communication with customers. They are properly utilized without excessive investment, which would require other means of dissemination of advertisements, we can expect really good results in the company's activities. Advertising on the Internet opens up great opportunities for the company promptly and purposefully to provide the latest information on its activities or the products sold.

Internet advertising as a means of dissemination of advertisements is quite attractive because it has a number of different measures to provide information to potential customers. Internet advertising dissemination technology is constantly evolving, so there are more steps to reach potential customers. Examining the scientific literature sources and considering the advice of the personal can be identified at the moment as the most popular and most used online advertising tools.

**E-mail.** This is one of the personal marketing techniques, which provides the opportunity to maintain a close relationship with each individual client. Of course, in order to maintain a close contact, it may require considerable time resources and e-mail. Email is usually used as a promotional tool for the dissemination of newsletters. To e-mail mail service used as a promotional tool is necessary to have a friend. Email database allows the selection of the company's effort necessary information from the already available data on the current leads or using external data sources. Arvydas Bakanauskas and Vytautas Liesionis (2008) provide customer data sources classification that examination may be made of these e-mail addresses of sources:

**Internal data sources:** users of the application form; consumer complaints; Consumer inquiries; Consumer information file; Market Research (in); service reports.

**External data sources:** external users of a certain type of lists; market research; subsidiaries clips.

Thus, a number of internal and external data sources, which use to be concluded. email database. It is also worth noting that the online space is still- a popular way to get e-mail. mail addresses. If the company has its own web site, visitors can allow typing their email address. mail address to receive news about the company's activities, promotions and so on., so naturally accumulated potential customers e-mail, mail addresses.

If the company does not have access to a sufficient quantity of e-mail. Email addresses it usually makes use of other companies collected databases. It's a pan before the above-mentioned subscription basis or through special programs, also known as "spiders" that scans websites and their content upon discovery e. mail distinctive symbol "@" record in the database detected e-mail, mail address.

However, e-mail address is usually known only to the sender, so these contacts can send only generic information about the company discounts and so on. Letters sent not to its clients often travel to junk split as spam, so the information does not reach the addressee.

Čereška (2004) divides e-mail into two categories: the desired and undesired. Preferred e-mail advertising allows the user to select a topic of interest or insight. The user has to register his interest for the site, to provide the required information about himself, leave the e-mail address and receive free interesting information.

Spam - is the commercial mail whose information invading entirely to the consumer was not requested and 'polluted' by electronic mailboxes unnecessary material and had a psychologically negative impact on the user.

Markauskas (2008) states that sending information by email, or other remote means of communication is possible only on the user's consent or without the customer's explicit expressed objections. The informatikon senters should be informed about Article 13 of the Law on Advertising "Requirements of Advertising, Disseminated by

Other Means of advertising“ of the Republic of Lithuania , so the user must always be given the opportunity to refuse newsletters.

**Google Search Engine.** Most of the Internet users in Lithuania, the same as in other countries, almost daily use search engines such as [www.google.lt](http://www.google.lt), [www.bing.com](http://www.bing.com), [www.yahoo.com](http://www.yahoo.com), [www.yandex.ru](http://www.yandex.ru) etc. It is therefore very important that the company's website address of the search engine query results can be made as high as possible. Website optimization for search engines is an extremely valuable online advertising tool because it gives long-term results. SEO is twofold: internal and external. Internal optimization, the website content conversion, the search engine robots indexing the pages make it easier to find relevant information. The main keywords placed headers, meta descriptions, frequently used site content. Transformed website link structure are also the essential keywords. It is your company's website in search results for relevant keywords placed above other sites. External optimization is backlinks accumulation of other sites with related keywords. In case, the company's website gets more backlinks from high ranking (Eng. Page Rank, short. CTR) with websites, the higher the probability that the company's website in the search results will be displayed above. Search engine marketing, the purchase of advertising space in the search query results for relevant keywords. This gives short-term results, as the company's website in the search results will be limited until redeemed advertising space. The most popular of this beacon of advertising with Google AdWords allows the company to advertise page of Google search engine.

**Discussion clubs.** Discussion clubs (forums), it's an entirely different online advertising tool, because they can not be directly related to the company's advertising. Company representatives are expected to register only with the company's activities in the relevant forum. Such clubs can exchange useful, relevant information or help others to reply to the questions and problems. This ensures a good company name and perhaps attracts potential customers. Also, the discussion can be found in clubs and between business partners, who are guided by the same purpose to discuss the topics of interest.

**Social networks.** Social networks is very convenient to communicate directly with potential customers, increase brand awareness. Facebook social network provides the opportunity to create a company or product fan page or directly advertise the company web site. On the Facebook fan page the company can communicate with potential or existing customers, provide them with the latest information about the company's activities, the shares and so on. Detailed statistics to track feedback, track the actions of the fans. With the help of this information it can promote the activity of the fans and increase sales. Direct Facebook advertising allows companies to advertise a website or Facebook fan page full social network by selecting the target audience by age, sex, education, and other criteria. Only the target audience sees the company's advertising, so it's very effective, but rather expensive online advertising.

**Charter Articles.** This is one of the non-traditional advertising media, which can be both direct and indirect. Business book articles about successful operations, the products or services, news, etc. usually placed at various blogs, news portals and other websites. Mesmerizing, will feature headlines articles attract more interest and activity caused readers commenting or sharing on social networks. Sometimes web portals present success stories of companies or other forms of indirect advertising. Such items may be recognized as surreptitious advertising. Article 8 of the Law on Advertising "Identifiable Advertising" of the Republic of Lithuania states that surreptitious advertising is forbidden, so companies should carefully choose indirect advertising customized items.

**Advertisements.** This is one of the oldest and most popular online advertising media. Advertisements are placed on other websites attracting visitors to the company's site. Banner (panels) are divided into static, animated and interactive. Barrels bands information does not change, so it does not attract the attention of visitors. Dynamic bands informative texts, illustrations are alternately substituted for one another, so the dynamic image is attracting the attention of visitors. The most effective interactive banners that encourage visitors to take some kind of action: to choose one of several available options to play a short game to perform the task, and so on. Graphs sites are hosted in different sizes, which are measured in pixels. Top banners are fixed Leaderboard (728 x 90), Banner (468 x 60), Button (125 x 125), Half Banner (234 x 60), Skyscraper (120 x 600), wide skyscraper (160 x 600), a small rectangle (180 x 150) Vertical banner (120 x 240), "small square" (200 x 200), a "square" (250 x 250) "Medium rectangle (300 x 250), Large rectangle (336 x 280). Renting advertising space advertising bands usually paid for the advertisement placement period, testimony (Eng. Pay Per View, briefly. PPV) or unique clicks (Eng. Paid To Click, short. PTC). It is also one of the oldest online advertising media, which until now has been very often used. Website content is placed and highlights the reference to the phrase by clicking the visitor to the company's Web site. Backlinks occupy much less space than banners, but their effectiveness is significantly lower because links are mostly report only the text content. Most often a user clicks on a link and opens a new browser window with the advertised website without closing the previous site. When purchasing sponsored links a user usually pays for link placement period or unique clicks (Eng. Paid To Click, short. PTC). In summary, speaking about the most popular online advertising tools, it can be said that the online space provides a lot of measures to promote the company

website. Therefore, in the online advertising it is very important to choose the right tools that enable the company to optimize its advertising goals.

**III. SOCIAL NETWORK ADVERTISING**

The world is rapidly increasing the popularity of social networks, many companies rushed to take advantage of these opportunities for your ad. The company employs a blogger or commentator, who for a fee represents it in the World Wide Web. By creating specific content, they attract a specific area of interested people who can become potential buyers.

**Table 2. Concept social network, social media and social network advertising**

Author	Concept social network, social media and social network advertising
Todi (2008)	According to Danah Boyd and Nicole Ellison, social networking sites can be defined as “web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.”
Esther, Emmanuel, Okey (2015).	Growing popularity of social media has also brought about a paradigmatic shift in the way advertisers now use traditional media to ‘catch’ their target audiences, leading them to invest more effort into communicating with consumers through online social networking. This social engagement thus presents marketers and advertisers with the opportunity to promote their goods and services and affect the purchase decisions of their customers and targets through online marketing and social media.
Vinerean, Cetina, Dumitrescu, Tichindelean (2013).	The Internet and especially social media have changed how consumers and marketers communicate. The Internet has distinct characteristics (Peterson et al., 1997), such as: - The ability to inexpensively store vast amounts of information at different virtual locations - The availability of powerful and inexpensive means of searching, organizing, and disseminating such information - Interactivity and the ability to provide information on demand - The ability to serve as a transaction medium - The ability to serve as a physical distribution medium for certain goods (e.g. software) - Relatively low entry and establishment costs for sellers. Social media, especially social networking sites, provide a virtual space for people to communicate through the Internet, which also might be an important agent of consumer socialization.
Lee, Hosanagar, Nair (2014)	Social networks are increasingly taking up a greater share of consumers’ time spent online. As a result, social media – which includes advertising on social networks and/or marketing communication with social characteristics – is becoming a larger component of firms’ marketing budgets.
Jothi, Neelamalar, Prasad (2011)	Social networking websites are online communities of people who share interests and activities or who are interested in exploring the interests and activities of others. They typically provide a variety of ways for users to interact, through chat, messaging, email, video, voice chat, file-sharing, blogging and discussion groups. As World Wide Web grew in popularity, social networking moved to web-based applications.
Chatzithomas, Boutsouki, Hatzithomas, Zotos (2002)	Social media represent a hybrid element of the promotional mix. They combine the features of the traditional tools of Integrated Marketing Communications (B2C) and a significant channel of word of mouth communication (C2C) where marketing professionals cannot control the type, the range and the distribution of information. These media are notably important and powerful to every company that acknowledges and at the same time makes use of them, as consumers seem to gradually distance themselves from the traditional promotional approaches (e.g. limited trust towards traditional advertising as a source of information affecting consumer decisions).
Perdue (2010)	Safko and Brake (2009) observe that social media “refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media” (p. 6). Weinberg (2009) notes that social media “relates to the sharing of information, experiences, and perspectives throughout community-oriented websites” (p. 1). Comm (2009) says that social media is “content that has been created by its audience” (p. 3).

Ramsaran-Fowdar (2013)	Online social networking is building communities that bring people together on the Internet. In today's information-centered society, Internet-based social media and networks are used as tools for online exchange, connection, and communication, allowing users to manage existing relationships while creating new ones (Ryan & Jones, 2009).
Trusov, Bodapati, Bucklin, (2010)	The success of Internet social networking sites depends on the number and activity levels of their user members. Although users typically have numerous connections to other site members (i.e., "friends"), only a fraction of those so-called friends may actually influence a member's site usage. Because the influence of potentially hundreds of friends needs to be evaluated for each user, inferring precisely who is influential—and, therefore, of managerial interest for advertising targeting and retention efforts—is difficult.
Alsubagh (2015)	The Internet is part of the day-to-day lives of the vast majority of the world population, and within this environment, a new form of communication has gained prominence in recent years: social networking sites (SNSs). In this Internet age, some SNSs at increasing their users at a growing pace. Connecting individuals to others is among the most effective and significant business developments of the 21st century.

For large Internet companies that just a few years ago purchased-very expensive and frequently visited social networks have already begun to raise doubts - where the effect, where the money is, why so actively visited social networks do not give a tangible response from visitors? We are talking not about placing a banner and clicks - developed markets focus on more solutions and evaluation forms.

The majority of such participants in the project part of the youth, who can click, watch, interact, but for the most part are not solvent buyers. Active participants, i.e. those who mostly write, or use other means to attract communication, has several problems - those who are not are not responsible for what you write, and at the same time do not have readers full confidence. The environment in which the active participant is expressed, not always results in a sound reputation with players that can adversely affect the overall environment background and have the same negative impact on the reputation and take responsibility for creating. And the negative impact of active members of volatility, especially if they are working on a voluntary basis, and one day they get simply tired of wasting time and money that harms the project. This distrust between passive users (readers) gives birth to a skeptical attitude towards the environment and the proposals that emerge in the environment. That's why advertisers who try to quickly and relatively cheaply attract large audiences, fail. In order to successfully use social formats of your ads, you must first make sure that the players trust each other. Ideally, the project would be developed in a professional environment which raises confidence. Social networking is one of the most popular ways to communicate with friends, colleagues and business partners - Facebook, Twitter, Myspace.

**Visibility.** By using social media channels you can inform in the most efficient way of communication, that is word of mouth, by recommending and commenting. If you can offer something distinctive and unique, you can be absolutely sure that you will talk about, that is your social network page will attract followers, who will share relevant information - do not forget that having a large circle of followers means getting more new customers.

**Accessibility.** Advertising in social networks not only involves the user, but also makes him part of systematic marketing, i.e. your entry dividing the consumer is becoming the most effective advertising tool. Social networking provides the user with a unique opportunity to instantly locate your business page and learn more about your services. In addition, if a customer wants to contact you, he needs to write a personal message, the buyer does not need to search your contact page and call the administration - he may directly enquire about the proposed goods, leaving his social network account. By using social media channels you can publish your sales proposals and to encourage consumers to become fans of your page – the more "Like" you get the more effective your sales results become.

**Contents.** Social networks have no content restrictions - customers can allure of text, images, videos, or other means of advertising. In addition, knowing your target audience, you can offer buyers a specific range of topical products. Tracking customer responses, evaluating and analyzing customer feedback.

Social networking content possibilities are endless, so you can try everything until you find what more attracted the attention of customers. However, monitoring of large enterprises marketing can be divided into several popular trends.

**Sets and lists.** Consumers like structured and informative content so we test the kit principle: "10 ways to change the interior of the kitchen," "Top of the 9th decade hairstyles, Video Technical Trends," a defective appliance repair: 5 practical tips, and so on. This kind of items users not only read, but also share with friends. In addition, posting a relevant content, win a customer favor.

**Games.** An interesting, catchy and playful content of interest is likeable not only by children but also adults - an offer to play a short game logic and guess the riddle. Try to come up with something that will last longer than a few seconds, but will not require very complex work. Be creative and remember that an interesting content will get more 'Likes' banal and well-known conundrum would not encourage the user to share the message with friends.

**Offers and competitions.** In order to increase the flow of potential customers, from time to time you should publish a lucrative offer and highlight its benefits to the user. Extremely high levels of customer interest in receiving and competitions - offer the consumer a valuable prize (you can offer both an object and a service), but do not forget to be creative.

**The difficulties and dangers.** Although social networking marketing impresses for its unlimited possibilities and low prices, however, it is unpredictable, that is you can never be sure about the reaction of consumers, which means that a poor decision can ruin your company. Since you can not predict the user actions, you must be careful. Marketing professionals know how great stories sadly ended when extremely large and powerful company decided to create a social networking users, encouraging them to play, for example, say one word about a new product. Unfortunately, instead of the desired applause, the company received a negative consumer reaction and not due to the fact that this product is poor - so-called "social networking" trolls "deliberately damaged the brand image. When you create a marketing strategy, do not forget that social networking visitors value honesty, so be cautious when posting competitions or offering services Sale off - if users feel that they are being deceived, without any hesitation publicly condemn your company. To become known, you can not be limited to "Likes" or comments of users- you must think about the formation of a positive image of the company. When creating a company social network page, deselect the optimistic illusions and maintain a rational mind, that is understand that the majority of active Internet users will not be favorably disposed. Advertising in social networks can attract many potential customers. This will allow you to stay connected with customers. This is a great investment in the future success of business through social networks.

Benefits to the customer:

- Fan pages and groups content maintenance and administration;
- Facebook advertising content creation and administration;
- Positioned goods or service mark, its image;
- Improving the body image;
- Increase sales of goods or services;
- Exposure to consumer buying habits;
- Available to the target audience;
- Creating and deployment of applications Facebook and other platforms;

#### **IV. CONCLUSIONS**

The most popular online marketing tools: web site customization for search engines (SEO), search-based advertising (Google AdWords), advertising on social sites (Facebook, etc.), and advertising in informative portals. Marketing e-mail is another popular tool. However, do not limit yourself to these tools - the Internet is a huge network, which invents a variety of things, and of course, creativity usually wins. Undoubtedly, in the near future more online marketing tools, tools and techniques will be created.

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