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TYPES OF INTERNET ADVERTISING FOR BUSINESS

Every business needs to be successful: gain profit constantly because of having products in high demand.

But how we can achieve this? What we should do for that? Which methods will be effective for us?

The objectives of this study is to give general description about the most popular and influential method as advertising and to concretize in more detailed way some types of advertising online for businesses to be in high demand.

One of the most popular and influential methods is advertising. Advertising is the means of communication in which a product, brand or service is promoted to a viewership in order to attract interest, engagement and sales.

There are two forms of advertising: offline and online. Let's focus more on online advertising that is more suitable variant to use and make our business successful. It can be represented by the following types: contextual, targeted, remarketing and retargeting, email newsletters, teaser advertising, native advertising and video advertising. As we may see, there is a huge range of types of advertising in Internet for business, we can go deeper into contextual and targeted advertising. We use contextual advertising when we want to bring traffic as much as it possible, get leaders for a short time. Furthermore, using this type is a good option on the initial stage of our business, stage at which we release our product. We can divide this type into Search Ads and Media banners. Search Ads gives opportunity to be at the first page of search results and we can easily attract people who are interested in our product or service to the landing page. Media banners are banners that you can easily find on our partner's website; they attract attention and help to remember the brand.

Another one is targeted advertising. We use targeted advertising when we want to have a high degree of personalization of the advertising offer. It works in social networks and large marketplaces where we can immediately track the interests of users and qualitatively divide the audience into segments. When we set up targeted advertising, the audience is usually divided into segments based on criteria such as demographic, social, economic, geographical and psychographic [1].

Furthermore, the survey under this topic was conducted among the students of 19-20 years old, and 10 people have participated at this survey. The questions were about general understanding of advertising types as what is contextual and what is targeted advertising; which type of advertising would you like to use for promoting your business

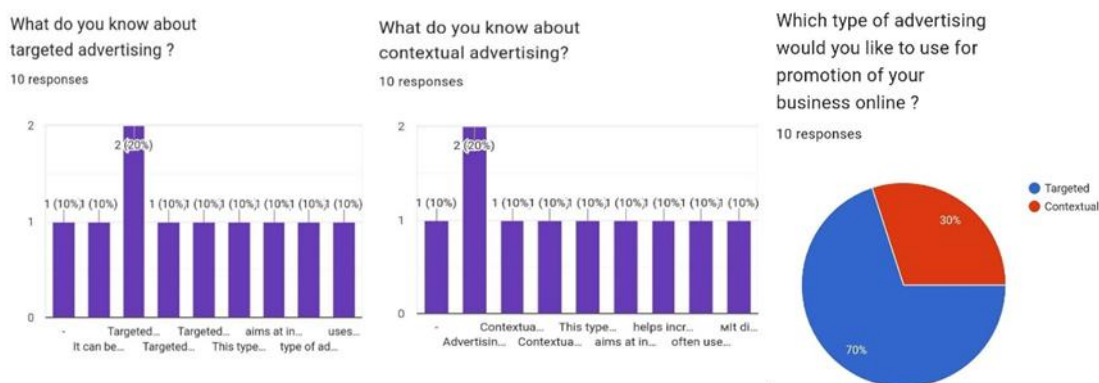online. The results of the survey is represented at the figure below.

Fig.1 Observation about different types of advertising to use online for promotion as a business owner

Based on data provided, following conclusions can be made. All participants of survey have some information about each type: someone more, someone less. Moreover, the most popular vision about contextual advertising is that this advertising which we see on websites, apps and social media. If we are talking about targeted marketing, this type is famous for helping in improving ROI for marketers. Also participants were asked about which type of advertising they would like to use for promoting their business online and most of them chose targeted. If we think about why this type can be used more frequent than contextual, there are some reasons for that as it helps to have more precise audience segmentation, launch more effective targeting, it can make more personalized approach for everyone leading to higher rate of engagement, increases ROI in many times, helps to optimizing campaigns for better results, it can be implemented across various platforms (websites, social media, search engines) for saving a consistent presence of brands, easier to create more correct marketing strategies.

After all it can be concluded that advertising is crucial for every business. A specific type of advertising is needed by each company for its own purposes. The choice must be made accurately, with clear understanding of why it needs to be implemented and what results may be achieved after its launch.

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