DIGITAL ADVERTISING – THE MANAGEMENT OF ONLINE FORWARDING NEWS AND PRODUCTS

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Abstract: Digital communications have emerged in various forms and have had skyrocketing evolution in front of traditional media. Online, mobile and social media seen as social networks and gaming altogether have become a prolific host for innovative messages that are fluid and benefit from technological progress to transform the basis of advertising and its relation to markets. In this context, not only has the use of digital media a practical effect, but it also demonstrates that social networking media competes economies and borders based on a new set of rules that bring active participation as well as marketing and cultural shift. Consumers find new ways to seek information, to share and use while advertisers constantly challenge their creativity to find new ways to appeal to a more and more complex target audience. Advertising has thus become one size fits all kind of product, a complex of ideas and technologies that can fit a "cross-pollination" of media systems that integrate all platforms into one.
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1. Introduction

Even though traditional media continues to dominate the advertising budgets, producers move the investments on portable devices – smart phones, tablets, etc that connect to the internet and allow information exchange through email, allow for online shopping or information download. New Media allow for integrating traditional information in the online which leads to a multiplying

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effect that is more effective than the traditional, singular and independent solutions (Wakolbinger et al. 2009) Web 2.0 and web 3.0 technologies turned users into active participants for their own destiny, since individuals are both instruments and beneficiaries, the reason why their involvement is the key to success (Dragomir, Konrad, 2011) Consumers can create new ways to access and select and they have changed the way they interact with all types of media simultaneously. Also, the consumers' drive will affect the balance between the producers, traders and consumers, determining advertising communicators to declare that the power balance has moved from the producer to the consumer (producer). This means that a consumer can adapt the product and make it meet personal and private needs, a basic issue in any communication plan influenced by continuous technological progress and emergent social changes.

2. Online advertising

In this general context, researchers are skeptical about online advertising for various reasons. Among these, the online advertising targeted public is extremely general and hard to define and thus metrics linked to the online campaigns efficiency can be wrong due to the lack of clear results that indicate people's confidence. For example, *click through rate* (CTR) indicates the number of accessions on a site and the number of a particular advertising appearance on that site (which converts into information about the impression made by the content on the targeted public). The higher the CTR, the higher the ad relevance on the site and the bigger the effectiveness, even though online advertising proves a better effectiveness if it shows an increasing conversion rate for visits with product acquisition.

Out of the most popular online advertising one can identify the online banners, the search engine optimization (SEO) or the search engine marketing (SEM) which are instruments used by advertisers to divert online traffic towards various sites. Google Adwords, on the other hand, allows a company to create an ad that comes up on different sites or in different Google search results. The SEO actually designs prioritized web pages that are then placed as high as possible in searches, while the SEM is beneficial for small businesses that optimize their sites according to searches through Bing, Yahoo, Ask or other similar search engines.

Among the advantages of using online promotion we mention the efficiency tied to costs- online advertising is less costly than paid media and it

can reach a larger audience as well. The online monitoring helps a better reach of the targeted public due to the internet that takes information to a more numerous global and local audience. On the other hand, internet provides opportunities for bilateral conversations, a conversation through which the sender issues a message for a site while the receiver that is actually a user will answer accessing a banner or a link, then the sender modifies the link or the message according to the user's needs and requirements. As far as monitoring is concerned, if this is difficult for press and television, online advertising allows content producer register the number of impressions and visitors and especially how many visits have been made for a single company.

As far as the disadvantages of using social media, one notices that there are enough arguments against using it for advertising purposes. On example could be the fact that the internet does not render feeling or proactive attitude the way a promotional message should do. Moreover, feelings cannot be expressed without narratives that render state and attitude. On the other hand, the presence of inordinate popup commercials determine consumers block or ignore them, which leads to a decrease of ads effect designed this way. Plus, the existence of too many advertising messages can only harden the choice made by the targeted public which can either be lost among many messages or can no longer notice something that would be of interest otherwise.

3. Publicity inside social networking sites

Consumers use online communication and other people's opinion to get informed and let themselves impressed to achieve products through digital media. Defined by Marken, social media (Marken, 2007), is a business that delivers opinions, experiences and perspectives which we have with others around- colleagues, friends or consumers in relation with the brand, anytime and anywhere this type of communication is wished for. In this view, social networking sites have been named as the third dimension of online marketing communication or the social influence marketing, as a recognition of the role digital social influence has over the targeted public behavior. Also, due to web 2.0, the relationship between producer and consumer has changed with the advent of user generated content that gives a new approach to this extremely visible power balance in *Facebook, Orkut* (Brazilia), *Qzone* (China), *VKontacte* (Rusia). If the already mentioned ones allow access only in interest circles without a condition of defining the relationship status, *Linkedin* requires a

relationship status confirmation between the one requesting the connection and the target to then allow relationship building on influence levels. One of the advantages of using marketing communication inside social marketing sites is generating contacts through its own connection network. In this respect, *Twitter* demonstrates more and more the importance of this aspect as well as of the impromptu feature of the messages. What is important though is that the message inside social media has to be balanced and positive to develop relationships among customers and simultaneously give useful information on all the promoted products. One advantage is that the message can always be updated and easily promoted to online constantly moving groups that gather or dissipate themselves. The differences and innovation are stimulated due to social networking sites communication, especially through monitoring performed on current companies which can determine changing the initial messages to oppose competitors.

From a different angle, advertising communication on social networking sites is difficult to attain due to a long term careful planning, which give a cronophag trait and nonlucrative feature. Only long term involvement and planning make social marketing advertising communication a positive element. Plus, a permanent update of the site, adding rightful information, keeping users informed with relevant issues and answers to their long term inquiries are elements that are needed for a good functioning of social presence. Many initiatives are failed though due to lack of resources that feed potential customers requirements. These need a permanent dialogue generated by the promotion of a product or service, dialogue that must be entertained by the advertisers' team.

4. Video Gaming Advertising

Advertising inserted in video gaming is about placing commercial products inside digital and non-digital games, and here we include posters or billboards that are placed inside spaces that host desktop gaming competitions. Video games include here console games like Nintendo Wii or Xbox 360 but also instant accessible video games. Games provide instant gratification, they are agreed by a wide demographic variety, from teenagers to elderly, differentiated on women and men, and that is why video gaming is increasingly preferred as a dissemination medium through digital advertising, with very good prospects for the future. Richardson (Richardson et al, 2010), states that with such a great number of addicts in gaming as a means to educate and

entertain, commercial producers will have rising opportunities to take the message to as many consumers as possible, on an as low price as possible. For this, there are three options (Suster, 2011): either the game is totally dominated by a certain brand, or the brand image is displayed on billboards during the game, or the gaming characters interact with the brand. The players, on the other hand, represent a captive audience with few distractions, so that traders strongly believe they will have a secure connection with frequent and constant users.

This new dissemination environment can host static or dynamic advertising. Static advertising is scheduled directly in game and serves goals similar to product placement in cinemas. Static advertising ensures the player will be exposed to the advertising message during the whole game. Dynamic advertising is predetermined, waved in the game and contextualized. The elements in dynamic advertising placements can be flexible, interchangeable and visitable by the commercial producers if the game is online, to be updated, and that is why it is preferred to the static advertising for many creators and content placement. On the other hand, resistance is extremely low on the user who is practically involved in the game and in the integration techniques, such as social media or game mechanics. If we compare online video games and traditional ones, online games will continue to develop and with them advertising that clings to this form of entertainment and communication, since this fluid environment allows indirect and interactive answer anywhere, on any device, while the traditional games provide only passive engagements.

Placing interstitial advertising products is another way to display commercial message inside video games, as a video sequence of about 15 seconds that run either at the beginning, middle or end of the game and force the player to follow and know when he can continue the activity the ad just interrupted. Placed inside popular games, advertising messages will bring a bigger and bigger targeted public because the spreading of the games is done through recommendation, through oral messages. On the other hand, numerous come backs to the game to continue on further stages can function similar to recall advertising, through repeated exposures to the brand inserted in the game.

Among the disadvantages of placing advertising inside video is to be mentioned the difficulty of having a control over the audience figure. If the message is not emotional enough or well made enough to appeal to the user or if the targeted public has not been identified well enough, the player can ignore the advertising message implied in the game. On the other hand, the players are

more interested in the game than in the advertising material (Hill et all, 2008): That is why the advertising message should be very different from the game context, to stand out. The product must be carefully synchronized with the game narrativity. For example a commercial for Pepsi would not be appealing at all to the Lord of the Rings gamers because it lowers the realism perception built in the game, it attacks immersion and the pleasure of game and then the player would rather sacrifice the commercial rather than the game itself.

5. Advertising in other digital media

Email marketing is the online traditional means that advertising specialists don't give up –it allows web access anywhere and can generate repeated messages, it can be mass distributed and many recipients can form groups that can subscribe to constant information, to later automatically unsubscribe to minimize client's distress.

In cinema advertising represents a small but efficient percentage of advertising. Digital cinema systems and 3D technology considered viable advertising channels already send high quality promotional messages. Cinemas audiences are a trapped targeted public and have a good recall competence for the advertising they watch in cinemas (Noronha, 2009). Environment Communication for marketing messages can be traditional and digital but it manifests itself in high density areas where pedestrian traffic is frequent (subway stations, airports, central squares, shopping areas, downtown pedestrian streets). It manifests itself through multisenzorial messages, in a search to catch the glimpse of the consumer in his leisure time, at work or on the way to a certain destination.

6. Conclusions

Digital media fully depends on the online environment and on the wireless data transfer but on the sharing platforms as well. Moreover, unlike traditional media, digital media is interactive and cannot exist without users' participation. Television, press and other forms of indoor and outdoor traditional media are more and more convergent with digital media in an integrated and unified media strategy to create an innovative approach on multiple platforms for a better distribution of the message to the targeted public. Digital media provide unprecedented opportunities for the ways the message is

shared to the user in a personalized and contextualized way. Conversations generated in online marketing allow the development of deeper, richer and more centered relationships among people, based on shared information. Technological gaps and cyber safety can be disadvantaged when these relationships develop. On the other hand, the wireless system development and the increasing rate use of portable devices – smart phones, tablets, specialized apps, come to meet the digital advertising needs and the ways in which users, consumers interact. In spite of the fact that the technological progress will bring more and more solutions to center the online advertising on consumers' needs, the content quality will play the main role.

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