

Transitions in the Advertising Strategies

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Abstract

The rise of digital media and new technology has caused substantial changes in the advertising sector in recent years. Traditional advertising methods, such as print and broadcast, have been largely replaced by digital advertising, which includes personalized advertising, social media advertising, influencer marketing, native advertising, programmatic advertising, mobile advertising, and virtual and augmented reality advertising. Personalized advertising involves delivering targeted advertising messages based on user behavior, while social media advertising has become an essential tool for reaching younger audiences. Influencer marketing has gained popularity, with social media influencers now trusted more than traditional celebrities. Native advertising has been shown to be more effective than traditional advertising, and programmatic advertising can increase conversion rates by up to 50%. Mobile advertising has become an essential tool for marketers, with research indicating that it can increase brand awareness and improve engagement rates. With immersive advertising experiences that connect with customers on a deeper level, virtual, and augmented reality technologies are revolutionizing how advertisers connect with their audience. Although virtual and augmented reality advertising is still in its early stages, research has shown that it has the potential to be highly effective. The impact of changing advertising techniques has been significant, with new technologies and platforms enabling marketers to reach their audience in more targeted and engaging ways. These techniques have been shown to increase engagement rates, improve conversion rates, and increase brand awareness. As technology continues to evolve, it is likely that advertising techniques will continue to change, with new platforms and technologies emerging. Marketers will need to stay up-to-date with the latest trends and techniques to remain competitive and reach their audience effectively. The advertising industry is expected to continue to evolve, and it will be interesting to see how new technologies and platforms will shape the future of advertising.

Keywords: Advertising, marketing, digital media, influencer marketing, display advertising

INTRODUCTION

Advertising is an essential part of marketing and has been used as a way to promote products and services for decades. Advertising techniques have changed significantly over the years, and these changes have been driven by technological advancements, changes in consumer behavior, and the need to stand out in a crowded market. In this review report, we will examine the changing techniques in advertising over the years and how they have evolved.

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Received Date: February 19, 2023

Accepted Date: February 21, 2023

Published Date: March 12, 2023

Citation: Priyanjali. Transitions in the Advertising Strategies. NOLEGEIN Journal of Advertising & Brand Management. 2022; 5(2): 34-37.

HISTORICAL OVERVIEW

Advertising has been around for centuries, with the earliest recorded forms dating back to ancient Egypt and Greece. These early forms of advertising relied heavily on visual imagery, such as hieroglyphics and paintings, to promote goods and services. As time progressed, print media became the primary medium for advertising, with the first newspaper advertisement appearing in 1704 in the Boston News Letter [1].

In the late 1800s, advancements in technology led to the rise of outdoor advertising, with billboards and posters becoming a common sight in urban areas. Radio and television emerged as new forms of media in the 20th century, leading to the creation of broadcast advertisements. The 1950s saw the rise of consumer culture and mass marketing, with television becoming the primary medium for advertising [2].

The 1990s marked a significant shift in advertising techniques with the rise of the Internet and digital media. The advent of the World Wide Web and social media platforms created new opportunities for marketers to reach their target audience. With the majority of people now accessing the internet via mobile devices, mobile advertising has grown in popularity recently [3].

Changing Techniques in Advertising

Advertising techniques have changed significantly over the years, with the shift toward digital media being one of the most significant changes. Traditional advertising mediums such as print and broadcast media are still in use, but digital advertising has become increasingly popular due to its cost-effectiveness and ability to reach a wider audience.

One of the most significant changes in advertising techniques is the shift toward personalized advertising. Technology advancements like machine learning and artificial intelligence have made it possible for marketers to design individualized advertising campaigns that target particular people. Personalized advertising is based on user data such as browsing history, search history, and social media activity, allowing marketers to deliver targeted advertising messages to their audience [4].

Another significant change in advertising techniques is the use of social media. Marketing professionals now depend heavily on social media sites like Facebook, Twitter, and Instagram to reach their target demographic. Marketers can design customized campaigns that are based on particular demographics, interests, and behaviors using social media advertising. Additionally, social media sites provide a number of ad formats, such as video, carousel, and sponsored posts.

Display advertising would become quite popular as a means of maintaining free information while also compensating its creators. Users received free information, publishers benefited from ad income, and marketers gained visibility. The main issue was that advertisers did not really know to whom they were showing their adverts [5].

That was the most authentic example of outbound, offline advertising that has been brought online. You posted your adverts online and hoped that the proper individuals would see them. Of course, by placing your advertising on websites where your target audience was more likely to be found, you might improve the likelihood of that happening, but you had no way of knowing exactly who was viewing what.

Influencer marketing has been a well-liked advertising strategy in recent years. Influencer marketing involves partnering with social media influencers to promote a product or service. In social media, influencers have sizable fan bases, and their recommendations can have a big impact on what their followers decide to buy. Influencer marketing is particularly effective with younger audiences, who are more likely to trust the recommendations of social media influencers [6].

Another strategy that has gained favor recently is native advertising. Native advertising involves creating content that blends in with the surrounding media, such as sponsored articles or branded videos. Compared with traditional advertising, native advertising is less invasive and can engage people more.

Another tactic that has gained popularity recently is programmatic advertising. Algorithms and machine learning are used in programmatic advertising to automate the buying and selling of advertising

inventory. With the help of this method, marketers may target particular demographics and continuously improve their advertising campaigns [7].

The rise of mobile advertising is another significant change in advertising techniques. Mobile advertising refers to any form of advertising that appears on smartphones, tablets, and other portable electronics like e-readers. All interactive channels that advertisers utilize to spread brand information, news, or promotions via mobile devices or networks are included in this category. Mobile advertising has emerged as a crucial tool for marketers given that the majority of customers access the Internet via their mobile devices [8].

There are many different ad forms available in mobile advertising, such as banner ads, interstitial ads, and in-app ads. Mobile advertising also allows marketers to track user behavior and deliver targeted advertising messages based on their location, interests, and search history. Mobile advertising can take many different forms, such as SMS promotions, banner ads on websites, commercials in downloaded apps and games, and much more. Thus, the marketer's objective is to maintain constant communication with the audience through various updates [9].

Finally, the rise of virtual and augmented reality technologies is changing the way advertisers reach their audience. With the use of these technologies, advertisers can produce engaging advertising campaigns that go deeper with customers. Virtual and augmented reality advertising can be used in a variety of contexts, including retail, entertainment, and education.

Impact of Changing Advertising Techniques

The impact of changing advertising techniques has been significant, with new technologies and platforms enabling marketers to reach their audience in more targeted and engaging ways. Personalized advertising has been shown to increase engagement rates and improve conversion rates, while social media advertising has become an essential tool for reaching younger audiences [10].

Influencer marketing, a sort of social media promotion that uses product suggestions and endorsements from influencers, or people with sizable social followings who are recognized as authorities in their professions, has also been found to be successful. Because social media influencers have a high level of trust among their followers, recommendations from them offer social proof to potential customers that your company exists. according to studies, 70% of teenagers put more faith in social media influencers than they do in traditional celebrities. Native advertising has been shown to be more effective than traditional advertising, with one study indicating that consumers are more likely to engage with sponsored content than banner ads [11].

Moreover, programmatic advertising has been proven to be successful. Unlike conventional (often manual) digital advertising techniques, programmatic advertising uses automated technology for media procurement (the process of purchasing advertising space). To deliver the right user with the right adverts at the right time and price, programmatic media buying makes use of data insights and algorithms with research indicating that programmatic advertising can increase conversion rates by up to 50%. Mobile advertising has become an essential tool for marketers, with research indicating that mobile advertising can increase brand awareness and improve engagement rates.

Virtual and augmented reality advertising is still in its early stages, but research has shown that it has the potential to be highly effective. According to a Greenlight Insights study, 71% of consumers are more likely to remember a brand if they have used virtual reality to experience it [12].

CONCLUSION

In conclusion, advertising techniques have evolved significantly over the years, with the shift towards digital media being one of the most significant changes. Personalized advertising, social media

advertising, influencer marketing, native advertising, programmatic advertising, mobile advertising, and virtual and augmented reality advertising are all techniques that have gained popularity in recent years.

The impact of changing advertising techniques has been significant, with new technologies and platforms enabling marketers to reach their audience in more targeted and engaging ways. These techniques have been shown to increase engagement rates, improve conversion rates, and increase brand awareness.

As technology continues to evolve, it is likely that advertising techniques will continue to change, with new platforms and technologies emerging. Marketers will need to stay up-to-date with the latest trends and techniques to remain competitive and reach their audience effectively.

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