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CONTEXTUAL ADVERTISING AND THE SPECIFICS
OF THE MAIN TOOLS OF ONLINE PROMOTION

Scientific work is devoted to the study of contextual advertising, as well as the study of the basic tools of online promotion. Highlighted the main types of contextual advertising and ways of working with it. The study examined how contextual advertising is used to promote large, medium and small businesses and how it affects the sale of certain goods.

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Contextual advertising is advertising, the content of which depends on the interests of the user. There are several systems for placing contextual advertising, the most popular of which are Google AdWords, Yandex. Direct and Begun.

Contextual advertising is of two types – search and thematic. Contextual search advertising displays ads on the page search results (a search engine or site) in accordance with the queries that the user enters in the search box. In turn, thematic advertising is shown on the pages of sites that are members of the affiliate network advertising system, in accordance with the interests of the user or subject of the site.

The following principles of contextual advertising can be identified as the basis for its high effectiveness:

1. Contextual advertising is shown only to those users who have expressed an interest in the advertised product, for example, entering a key query containing the name of the product.

2. Payment is made only for attracted users (Cost per Click payment model).

3. Advertisers themselves manage the cost of the advertising campaign, assigning the allowable prices of clicks on the ad.

This type of advertising is mainly aimed at the following tasks [1]:

– promoting sales of goods and services;

– attracting a wide audience;

– branding in narrow niches.

Successful sales promotion through contextual advertising is possible due to the fact that the ad is shown to a narrow segment of the audience that has already shown interest in the product or service. By its very nature contextual advertising is designed to work off the existing demand, so it is usually inexpedient to launch advertising campaigns to introduce a new product to the market. The attraction of a wide audience with the help of context means mostly advertising of mass Internet services, social projects, blogs, attracting visitors to media sites, etc. That is, it is not advertising a product for the purpose of selling it.

Contextual search advertising is often singled out as part of search engine marketing, which refers to measures to attract the target audience to the site with the help of search engines. Another area of search engine marketing is SEO (search engine optimization) – a set of measures to optimize a site for search engines; in other words, the promotion of a site in organic search results. Search engine optimization on the Internet includes 3 key elements.

The first – a search robot that, with some regularity, bypasses the pages on the Internet, reads them, then clicks on the links to other pages. This process is called indexing the site in a search engine [2].

The second element is the search engine database (index), which contains copies of every page visited by the search robot. The search engine software is the third element. When a user enters a search query, the system looks through millions of indexed web pages in fractions of a second to find pages that are relevant to the search query and place them in the most appropriate order for the query.

The primary condition for a favorable position of the site in search results is to fill the site with high-quality content that will be interesting and useful to users. This requires an understanding of the specifics of the business, its competitive advantages, as well as an analysis of the site. After that it makes sense to use search engine optimization, the essence of which is to build the most important key phrases in the content (title and page address, title, subtitle, publication text, image tags and links), and also to increase the authority of the site by building links to it from quality resources.

Competent definition of keywords – the basis for successful internal optimization. For the selection of keywords experts use different services, such as Yandex. Wordstat or Google keyword planner. External optimization involves increasing «the link weight» of the site: the more links leading to the site, the higher it will rank in search results. This also takes into account the authority of resources that refer to the site being promoted [4].

Thus, a complex approach is very important for obtaining the desired results in SEO: proper selection and use of keywords, work with the website content and improvement of its usability, removing possible barriers in the code or the structure of the site during its indexing, as well as increasing the website citation index.

One of the most important channels of Internet promotion on a par with search engine marketing and media advertising are social media. Social media is broadly defined as «a variety of online technologies that allow users to communicate and interact with each other. The main feature of social media is that communication between participants in online communication is built on an equal basis. In addition to receiving and transmitting information, users also have the opportunity to generate content and build communications on their own.

There are many varieties of social media, and social networks are only one category of this phenomenon. Another thing is that SMM campaigns mainly use only some of the social platforms (social networks, blogs, major video hosting sites).

We can highlight the following advantages of social media over other Internet marketing channels:

– the tendency to share content with one's environment («word of mouth»), which can be successfully used to spread the word about a company or brand widely;

– maximum opportunities for audience targeting due to easy access to personal information about users (age, marital status, hobbies, etc.);

– the main mechanism for interaction in smm is communication on topics relevant to the target audience with a link to the promoted product, rather than overt advertising;

– working with the audience is two-way: users have the opportunity to express their opinions, ask questions, participate in surveys, resulting in a deeper interaction with the audience compared to advertising.

A set of promotional activities in social media can be adapted for almost any type of business. Large businesses use social media to address long-term strategic objectives, such as informing a wide audience, increasing brand loyalty and trust in products, and increasing brand awareness. Opinions and sentiments of the target audience are monitored, on the basis of which the reputation management process is implemented.

SMM campaigns for large businesses are characterized by large coverage, work on several platforms (blogs, communities, applications on social networks) and the interactivity of communication [3].

For companies of medium and small businesses, the use of social media potential is usually in the direction of the implementation of tactical tasks. These include an operational increase in sales, the announcement of promotions and sales, and the stimulation of repeat purchases. To solve these problems, specialists work with existing thematic platforms or create new ones.

As for representatives of Internet businesses (online stores, online services, discount aggregators, etc.), for them the main task of using SMM is to attract the most convertible traffic and attention to

the project. This becomes possible with the use of tools such as communities, blogs, microblogging, targeted advertising, as well as the placement of teasers on sites with high attendance.

The creation and distribution of viral content has gained popularity in the process of brand promotion in social media. Formats for viral marketing can include videos, images (e. g., infographics, comics), text material, audio recordings, flash applications, and viral websites. Viral advertising is usually characterized by original, creative and memorable content. The success of viral content is made up of several factors: user interest, surprise, creativity, emotionality, free and easy access. The task of the marketer is to determine the interests of the audience, understand its behavioral motives for spreading information and form viral content on this basis.

The simplicity of targeting in this case is due to the fact that the advertiser himself chooses the sites for advertising. Also its advantages are the speed of dissemination and such psychological effects as greater trust and lack of coercion and imposition, unlike direct advertising [5].

The disadvantages of this type of advertising will be the difficulty in planning and predicting the result, unpredictable consequences, and difficulties in organizing control of the advertising campaign. In addition, sometimes the cost of producing viral content is quite high.

Another important and highly effective tool of Internet Promotion is email marketing. Email marketing is a way of communicating with potential customers through a well-planned, personalized and organized distribution of useful information messages.

The advantages of email marketing are:

– ability to formulate an offer to the client (clear targeting);

– short response time;

– absolute measurability of the result;

– high conversion rate because of the provision of useful information to recipients;

– low costs. this is due to the fact that the mailing system is set up once, after which it works automatically.

To summarize, it should be said that one or another tool for online promotion should be used as part of an overall marketing strategy, its combination with other tools used should be thought through. Only this approach will ensure profitability and business development.

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