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Features of online advertising

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Today, advertising is an important part of our lives. Advertising surrounds us wherever we are and whatever we do. There are many ways to distribute advertising, namely: using leaflets, stands, TV and radio videos, posters, and so on, but it is worth highlighting one of the newest ways – to distribute advertising on the Internet.

Technologies are developing, and ways to distribute advertising are also developing. Advertising has reached a new level. Most entrepreneurs are interested in creating their own websites to distribute their products on the Internet. This can be a business card site or a store site, and so on.

It is worth noting that there are many types of online advertising and they are constantly working to promote the business. In contrast to the standard methods of distribution, Internet advertising provides an opportunity to observe the consumer, his reaction and behavior, and to respond to changes in the audience's demand in a timely and correct manner.

Let's consider the distinctive features of the main types of Internet advertising.

So, targeted advertising is a great way to spread information in social networks and messengers. Such advertising is mainly aimed at informing about some events, mass services or products.

Banner Internet advertising involves the use of graphic media, both static and animated. This type of advertising is one of the most effective types of online promotion. The tasks of banner Internet advertising are to increase the level of sales, promote new services and products, and conduct advertising campaigns.

Viral advertising is distributed by network users as quickly as a virus infection is transmitted. This ad uses either an image or a video clip. The objectives of such advertising are to increase brand awareness and promote a little-known brand.

It can be noted that the purpose of today's advertising is not only to introduce the product, but also to encourage people to take action. Advertising works through quantitative impact: the more often it is shown, the more likely it is that a person will choose this product in the store. However, advertising plays an important role in the psychological perception of the buyer, forming his preferences and contributing to the emergence of new needs.

The advertising market in the Republic of Belarus is a developing segment of the national economy. In 2011, in terms of advertising costs per capita, the figure was about \$ 8.1. US \$ per year [2]. This, in turn, shows that Belarus lags behind European countries. The Belarusian market is not attractive enough for serious external investment in advertising, but progress is being made in this area, advertising agencies are developing, new forms are being used more and more actively, and manufacturers are increasingly using an integrated approach, combining various advertising methods in promoting their products.

Литература

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Роль арт-пространств как составной части городской среды в формировании имиджа г. Минска

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Наличие в городе креативного кластера позитивно влияет на такую экономически измеряемую характеристику как его привлекательность для туристов. Развивающиеся в последнее время в Минске культурно-общественные пространства участвуют в формировании комфортной среды для жителей городов и привлечении новых туристских потоков. Их цель – вовлечь в экономический оборот объекты недвижимости и создать комфортную городскую среду. Индустриальным наследием Советского Союза в больших городах, коим является и Минск, стали неэксплуатируемые здания в центре города,