

## **THE MODERN TRENDS OF DIGITAL ADVERTISING IN CHINA**

*The article is devoted to the analysis of the latest trends in the development of digital advertising. The author identifies trends in the development of the advertising industry in China. The classical forms are presented taking into account the identified characteristic features of digitalization of the promotion of goods and services.*

**Keywords:** *advertising industry in China, digital*

China is a country with a rapidly developing advertising industry, and digital advertising, as an important part of it, is ushering in a period of rapid development. With the popularization of the Internet and smartphones, the Chinese people's usage of digital media continues to increase, which provides abundant opportunities and potential for the development of digital advertising.

*Mobile advertising priority.* With the popularity of smartphones, Chinese people's mobile Internet usage has increased significantly, which has prompted the digital advertising market to shift to the mobile terminal. According to data, the number of mobile Internet users in China has exceeded 800 million, of which more than 80 % use the Internet through smartphones. This means businesses and brands must reimagine their advertising strategies to focus on mobile devices.

Under the mobile-first trend, the mobile advertising market has gradually become the dominant force in China's digital advertising market. According to market research, China's mobile advertising market is expected to reach 300 billion yuan in 2025. At the same time, mobile advertising forms are also constantly innovating, such as native advertising, video advertising, social media advertising and other forms are gradually replacing traditional web banner advertising.

*Native advertising.* Definition: Native advertising is a form of advertising that blends the style of content on a specific platform. It blends seamlessly into the look and feel of the platform and is virtually unrecognizable to users as a form of advertising. The purpose of native advertising is to provide valuable content without breaking the user experience, and at the same time, it is clearly different from traditional advertising forms. For example: On Sina Weibo, when users browse the news of celebrities they are interested in, they may see titles similar to "Celebrities' Private Life Revealed". Such content is actually a type of native advertising.

*Video advertising.* Definition «video advertising» is a form of advertising displayed through video, using a combination of sight and sound to attract the audience's attention. Video ads can be placed on multiple channels such as online video platforms, social media platforms, and television. For example: YouTube ads, when watching a video on YouTube, users will see ads before, during, or after the video plays. These ads can be skippable, where the user can choose to skip the ad after a few seconds, or non-skippable, where the user must watch the ad content in its entirety.

*Social media advertising.* Definition «social media advertising» it is a form of advertising placed on social media platforms, using the behavior and interest data of social media users to locate target audiences and deliver ads. For example: Facebook ads, on Facebook, advertisers can create and manage ads through the Facebook ad management tool. Ads can appear in a variety of formats, including image ads, video ads, card ads, and dynamic ads. Ads can be precisely targeted based on the target audience's interests, age, location, etc.

*Data-driven.* Data-driven is a key trend in modern digital advertising. China's Internet companies have a large amount of user data, which provides more personalized and precise promotion opportunities for digital advertising. Through data analysis, advertisers can understand users' interests, behaviors and purchasing habits to develop more targeted advertising strategies. China's digital advertising market shows a trend of increasing demand for data analysis and artificial intelligence technology. For example, big data technology and machine learning algorithms are used to customize personalized advertising content for users through recommendation systems. In addition, some advertisers have begun to use artificial intelligence technology to provide advertisers with more comprehensive user portraits and precise advertising by analyzing user data and behavior patterns.

Alibaba's «Double 11» Global Shopping Carnival «Double 11» is a shopping festival held on November 11 every year. It has become an important shopping festival in China, attracting consumers

from all over the world. Alibaba uses big data and artificial intelligence technology to build “Double 11” into a shopping feast with many brands and merchants. Alibaba collects a large amount of user data through Taobao, Tmall, Alipay and other platforms, including users’ purchase history, search records, interests and hobbies, etc. Based on this data, Alibaba can accurately analyze each user’s consumption habits and preferences, and then provide users with personalized recommendations and preferential information. Through data-driven personalized recommendations and marketing strategies, Alibaba was able to accurately push various products and promotions to interested users during the «Double 11» period, and optimize marketing effects through intelligent algorithms. Consumers benefit from getting offers and products that are right for them, and merchants benefit from increased sales and exposure. In addition, Alibaba also uses big data to analyze users’ shopping behavior, traffic trends, product popularity, etc., and provides merchants with detailed data reports and suggestions to help merchants adjust marketing strategies and inventory management, and improve operational efficiency and sales.

Through data-driven analysis and personalized recommendations, Alibaba’s “Double 11” shopping carnival has achieved great success in China. Through data-driven refined operations, it provides consumers with a better shopping experience and brings business benefits to merchants. Here comes the bigger sales opportunity. This case fully demonstrates the practical application and impact of data-driven advertising and marketing in China.

*Advertising content marketing.* As competition in China’s digital advertising market intensifies, content marketing has become an important means for companies and brands to attract users’ attention. By creating interesting and valuable content, businesses can attract potential customers and improve their brand image. In terms of content marketing, China’s Internet companies have made significant breakthroughs. For example, platforms such as WeChat official accounts and Douyin have become popular choices for brand promotion.

China’s digital advertising market is gradually shifting from traditional advertising to content creation and dissemination. Brands leverage original content, user-generated content and influencer marketing to engage with users more effectively. Additionally, by partnering with content creators and bloggers, businesses can leverage their influence and fan base to expand brand exposure.

*China’s overseas market expansion.* One of the modern trends in China’s digital advertising market is the expansion of overseas markets. As Chinese companies move toward overseas markets, they begin to pay attention to the digital advertising market in other countries and regions and use it as an important means to expand their business. At the same time, Chinese digital advertising companies are also setting their sights on overseas markets to provide domestic enterprises with global digital advertising solutions. The expansion of China’s digital advertising market into international markets faces different challenges, such as language and cultural differences. In order to cope with these challenges, Chinese digital advertising companies are working hard to improve their international competitiveness and strengthen research and understanding of overseas markets. At the same time, they are also actively looking for partners to establish advertising alliances and cooperation networks in overseas markets. The expansion of TikTok, a short video platform owned by ByteDance, in overseas markets. Douyin is a social media platform that focuses on short videos and has achieved great success in the Chinese market. In order to further expand its influence and user base, ByteDance has expanded Douyin to overseas markets and has achieved impressive results globally. First, ByteDance made localized adjustments to Douyin by deeply understanding user needs and tastes in overseas markets. They found that preferences for content formats, music selections and languages vary across countries and regions. Therefore, ByteDance has made precise positioning and content adjustments in each target market to meet the needs of local users. Secondly, ByteDance has adopted an active marketing strategy. They have expanded Douyin’s visibility overseas by partnering with local social media, celebrities and influencers. They work with some popular musicians, entertainers and internet celebrities to let them share unique content on Douyin, attracting a lot of attention and users. In addition, ByteDance also focuses on cooperation with local advertisers and brands. They work with local advertising agencies to provide customized advertising solutions to help brands gain greater exposure and influence on the Douyin platform. They use user data and ad positioning functions on the Douyin platform to provide advertisers with more accurate target audience positioning and optimized recommendations. These efforts have enabled Douyin to gain widespread recognition and user market share in many countries and regions. For example, in the Indian market, TikTok has quickly developed into one of the most popular social media applications, attracting a large number of users and advertisers. Through this case analysis, we can see the specific strategies and implementation process of

China's digital advertising in overseas markets. This is a successful example that demonstrates the global influence and competitiveness of Chinese companies in the field of digital advertising.

China's digital advertising market is entering a period of rapid development, with mobile-first, data-driven, content marketing and overseas market expansion being the main trends in the market. With the popularity of mobile Internet and smartphones, the Chinese people's digital media usage continues to increase, providing the digital advertising market with abundant opportunities and potential. At the same time, as Internet companies continue to grow user data and develop artificial intelligence technology, digital advertising will become more personalized and precise. In addition, by creating interesting and valuable content, businesses can attract users' attention and improve their brand image. Finally, as Chinese companies move towards overseas markets, overseas market expansion has become an important direction in the digital advertising market. Chinese digital advertising companies are working hard to improve their international competitiveness and actively explore opportunities in overseas markets. Modern trends in China's digital advertising market will continue to lead the development of the industry.

### References

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