

THEORETICAL ASPECTS OF DIGITAL ADVERTISING: THE CONCEPT AND NEW TRENDS

The article focuses on theoretical aspects of digital advertising and analyses the main trends of today's digital advertising.

Keywords: *advertising, trends, marketing*

The digital marketing refers to the process of mobilizing corporate resources to carry out marketing activities based on digital technology and through digital means to realize the value of corporate products and services. It is marketing transmitted through digital networks.

Digital advertising [2] is a form of marketing that utilizes digital channels and technologies to promote products, services, or brands to target audiences. It involves creating and delivering advertising messages through various digital platforms.

There are several types of digital advertising: Search Engine Marketing (SEM), Social media marketing, Email Marketing, Influencer Marketing, Video Marketing and the more.

Here are some important trends in digital marketing:

The rise of video content. Video has become one of the most popular and effective content forms in digital marketing. As smartphones become more popular and network speeds increase, video consumption and sharing continues to increase. Brands will continue to leverage video to engage and engage their audiences and create deeper connections with them [3].

The influence of social media. Social media plays a key role in digital marketing. It is not only an important platform for brands to interact with their audiences, but also an important channel for content dissemination and brand promotion. Brands will continue to invest more in social media and adopt innovative ways to leverage its influence.

WeChat Marketing: As one of the most popular social media and communication applications in the Chinese market, WeChat has a huge influence on digital marketing. Brands will continue to leverage WeChat's advertising and marketing capabilities to connect with Chinese consumers [4].

Data-driven marketing: As data continues to grow and technology advances, data-driven marketing will become even more important. Brands will use data analytics and insights to understand audience behavior and preferences to develop more targeted marketing strategies and personalized content.

Artificial Intelligence and Automation: The development of artificial intelligence technology will play an increasingly important role in digital marketing. Brands can leverage AI to automate marketing processes, personalize recommendations and content generation, increase efficiency and provide a better user experience.

User-generated content: The importance of user-generated content in digital marketing is also increasing. Brands will encourage users to participate and create content, such as through social media challenges, UGC competitions, etc., to increase brand participation and communication.

Mobile-first experience: The popularity of mobile devices and growing user demand for mobile content have made mobile-first experience an important trend in digital marketing. Brands will focus more on mobile-friendly website and app design, as well as mobile advertising and experience optimization [5].

Virtual and Augmented Reality: Virtual reality (VR) and augmented reality (AR) technologies are maturing, providing new digital marketing opportunities for brands. Brands can leverage VR and AR to provide immersive experiences, enhance interactions and showcase innovative product features.

Long-term relationships and personalized marketing: Building long-term relationships and personalized marketing will become important strategies in digital marketing. Brands will pay more attention to interaction and engagement with their audiences to build loyalty and brand identity, and provide personalized marketing experiences.

Cybersecurity and privacy protection: With the increase in data breaches and cybersecurity incidents, cybersecurity and privacy protection will become issues that cannot be ignored in digital marketing. Brands need to strengthen their cybersecurity measures, comply with relevant regulations, and build trust and transparency in their relationships with their audiences [6].

These trends reflect the continued growth and innovation in the digital marketing world. Brands need to pay close attention to these trends and flexibly adjust their marketing strategies to adapt to the ever-changing digital marketing environment.

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