

РЕКЛАМА В СОЦИАЛЬНЫХ СЕТЯХ: ЭВОЛЮЦИЯ ФОРМАТОВ

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Исследуется трансформация форматов рекламы в социальных сетях за последние годы, раскрываются их преимущества и недостатки. С популяризацией мобильного Интернета и технологий смарт-терминалов социальные платформы стали основной площадкой для общения и обмена информацией, а также важным каналом распространения рекламы. Реклама в социальных сетях обладает новыми функциями и использует новые стратегии коммуникации. Форматы рекламы в эпоху цифровых медиа стали динамичными, оригинальными и персонализированными.

Ключевые слова: социальные сети; форматы рекламы; нативная реклама; динамическая реклама; персонализированная реклама; интерактивная реклама.

ADVERTISING IN SOCIAL MEDIA: EVOLUTION OF FORMATS

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This paper explores the transformation of social media advertising formats in recent years, particularly in terms of the emergence and development of new ad formats, revealing the advantages and challenges of these new ad formats. With

the popularization of mobile Internet and smart terminal technology, social platforms have become the main platform for people's communication and exchange, as well as an important channel for advertising. Social media advertisements have generated new features and communication strategies, and the format of advertisements has changed in order to meet users' needs. Ad formats in the digital media era have evolved to be dynamic, original and personalized.

Key words: social media; advertising formats; native advertising; dynamic advertising; personalized advertising; interactive advertising.

In the early traditional advertising design, most of the advertisements were publicized with the help of traditional media, which refers to the dissemination of information through some specific media such as newspapers, magazines, outdoor, billboards, television, radio and so on. The process of traditional advertising message transmission is a one-way presentation process. The audience is in a passive transmission and passive acceptance process, and there is no communication and interaction between the advertisement and the audience. The activity generated by the social media platform breaks this constraint. Based on the attributes of the social media platform, advertisers and companies are also adjusting their advertising communication strategies in time, and along with the development of information dissemination and technology, the format of the advertisements has also changed.

The latest data from the «Global Digital Report 2023» shows that people are already spending more than 2.5 hours a day on social platforms, and that investment in social media advertising has more than doubled since the 2019 coronavirus outbreak, reaching \$226 billion by 2022 [1]. The above data shows that the social media user base is still on an exponential upward trend, and with the arrival of the 5G era and the precision push of big data algorithms, the attractiveness of social media is also being strengthened, and the user stickiness is constantly being improved. Internet information content has also realized a shift from professional content (PGC) to user-generated content (UGC), and compared with the past, social media has more information, a wider range, and stronger permeability. At the same time, social media has become a key strategic platform for major advertisers and companies.

The biggest advantage of interactive social media ads over traditional media ads is that the content form is extremely similar to the content posted by users, which is hard to be detected and avoided by users, and is highly

embedded, and the comments of users also become part of the ad content to achieve emotional unity [2]. At the same time, in the process of «interaction» between users and their products, it improves the perception of the product and enhances the association and willingness to buy.

Dynamic advertising design draws on the good advantages of digital media's intelligence, immersion and interactivity to break down the barrier between advertising and viewers that once existed, and to enhance users' acceptance of advertising. Dynamic advertising has a rich and varied comprehensive experience, allowing advertising to break through the technical limitations of traditional advertising, making the design more intuitive, interesting and diverse. Dynamic advertising adopts animation effects and visual elements to deliver advertising messages, through continuous playback of a series of static images, coupled with animation and transition effects to present the product, attracting the audience's attention and increasing brand awareness [3]. Compared with traditional static image ads, dynamic image ads are more attractive and interactive to increase users' click rate and conversion rate. In addition, the production cost of dynamic image advertising is relatively low, so they can be produced and distributed faster, which improves the marketing efficiency. Another advantage of dynamic image advertising is that they can be customized and optimized for different platforms and target audiences.

Native advertising is a form of advertising that is integrated with the content of social media platforms. Native advertising provides a significant, operational and promising solution to reduce ad avoidance, improve user experience and increase user participation. This form of advertising is usually based on the natural content of the platform as a carrier, designed to match the style of the platform, so that the ads are more naturally integrated into the context of the user's browsing. Native advertising can reduce user disgust and increase click-through rates and conversions.

Personalized advertising is an enterprise that relies on social media platforms after big data research and analysis, and pushes advertisements tailored to potential consumers based on users' personal information, combined with consumers' preferences, spending habits, and the purchasing preferences of friends and family around them. Based on consumers' personal information such as name, purchase history, demographic characteristics, psychology, location, and life enjoyment, customized promotional messages are delivered to each specific consumer by paying to social media. Personalized online advertising is characterized by precision placement and catering to consumer needs and preferences in the relevance dimension. Marketing campaigns can

use intelligent algorithms to mine data about consumers' online behaviors in order to recommend personalized products and content to consumers [4]. From this, it can be found that personalized advertisements enhance consumers' willingness to engage with the brand, increase the attractiveness of the brand itself, accelerate brand loyalty and increase product sales.

The shift in social media advertising formats is the result of a combination of technological advances and user demand. Dynamic, interactive and data-driven ad formats have become mainstream, bringing more value and opportunities to users and businesses. However, platforms and advertisers also need to think about the problems that exist after the shift in ad formats, such as: whether interactive ads are accepted by users and whether they will generate resistance; whether personalized ads using big data analysis and push have problems such as leaking user privacy. In the future, as technology continues to innovate, the format of social media ads will continue to evolve to better meet user needs and improve ad effectiveness. Enterprises need to keep up with these changes and continue to innovate their advertising strategies to capitalize on the opportunities of the social media era.

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