

Institute of Romance and Germanic Languages of Information and Humanitarian Technologies / Department of Innovation, Marketing and Advertising: 42.03.01 .- Advertising and Public Relations (Commercial Advertising)

Subject matter: Ways of development of modern advertising in social resources of the Internet.

Author: Tuae O.

Scientific supervisor: Avsharov A.G., Associate Professor of Innovations, Marketing and Advertising Chair.

Topicality of the research: Internet marketing in our time is a broad field of activity that includes a number of business processes aimed at promoting goods and services on the market to the market with the subsequent benefits for the organization. Placement of interactive advertising (both banner and video) on video hosting allows you to interact with users, keep statistics and reporting, invent more creative solutions. And for viewers who themselves decide that they will watch, the time spent on the site is usually not limited to several minutes, such as when searching on the network: they watch video content, which on average lasts 9-10 minutes. Advertising in video, while often becoming the main driving force in the monetization of sites with videos.

(Objective): consider the social resources of the Internet as a media space for advertising text and develop author's recommendations for the implementation of a modern advertising campaign on YouTube video sharing.

Tasks:

1. To study the history and essence of Internet advertising.
2. Consider the tools of Internet advertising, identify the possibilities of video hosting, as a platform for promoting goods or services.
3. Analyze the state of the Internet advertising market in Russia.
4. Conduct an analysis of the types and purposes of advertising on YouTube video sharing.
5. Identify current trends in the development of video advertising on YouTube.
6. Develop recommendations for the implementation of a modern advertising campaign in the social resources of the Internet.

Theoretical and practical significance of the research: The theoretical significance of the work lies in the broad possibility of using its theoretical conclusions in further research in the field of analysis of advertising in the social resources of the Internet.

Practical significance of the study. The practical significance lies in the fact that the materials and conclusions of the research can be used in practical activities, in the development and further implementation of advertising campaigns of various goods or services.

Results of the research:

1. We need to approach the choice of a channel for placing advertising thoughtfully, analyzing the statistics and comparing the audience.
2. When creating a brand channel, you need to attract well-known bloggers to promote it.

3. It is important to use the full range of advertising opportunities provided by video hosting.

4. YouTube in the modern world should be an integral part of any of the advertising campaigns.