

## **TARGETED ADVERTISING IN SOCIAL NETWORKS**

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### ***Анотація***

*Висвітлено сутність поняття «таргетингова реклама», її ключові переваги та недоліки. Розглянуто як працює таргетована реклама і скільки вона коштує в соціальних мережах.*

**Ключові слова:** таргетована реклама, споживачі, ціна, продукт, реклама, соціальні мережі, переваги, недоліки, аудиторія, компанія, бізнес.

### ***Abstract***

*The essence of the concept of “targeted advertising”, its key advantages and disadvantages is highlighted. The article considers the way targeted advertising works and how much it costs in social networks.*

**Key words:** targeted advertising, consumers, price, product, advertising, social networks, advantages, disadvantages, audience, company, business.

Targeted advertising is advertising that is aimed at a specific target audience. The main thing is to set it up correctly. Many beginners in this business think that there is nothing complicated about it, and in this they are wrong [1].

Targeted advertising is a whole set of actions aimed at finding the ideal audience. It also includes a complete set of certain actions aimed at the correct perception of your advertisement [1].

Targeted advertising is a type of advertising aimed at a certain given category of users, its display implies an impact on specific consumers [2].

The key goal of orientation is to motivate the target audience of potential buyers to make a sale or order a product. The advertisement contains a small overview of the product's advantages and data for detailed study. By following the link, the user can find out detailed information about the offer. Orientation allows you to quickly and easily buy a product you like or learn the advantages of an advertiser's offer) [2].

Targeted advertising in social media offers several benefits for businesses and advertisers. Here are some of the key advantages:

*Precise Audience Targeting:* Social media platforms have extensive user data, including demographics, interests, behaviors, and preferences. This allows advertisers to reach specific audience segments that are most likely to be interested in their products or services. By targeting the right audience, businesses can maximize the efficiency and effectiveness of their advertising campaigns.

*Increased Return on Investment (ROI):* Targeted advertising helps optimize advertising budgets by reducing wastage on reaching irrelevant audiences. By focusing on people who are more likely to convert into customers, businesses can achieve higher conversion rates and improve their ROI. This precision targeting can lead to cost savings and improved campaign performance.

*Enhanced Personalization:* Social media platforms enable advertisers to tailor their ads to specific audience segments. By leveraging user data, businesses can create personalized and relevant ad content that resonates with individual users. This level of personalization can increase engagement and conversion rates, as users are more likely to respond positively to messages that are tailored to their interests and needs.

*Improved Ad Relevance and User Experience:* When ads are targeted to relevant audiences, they are perceived as less intrusive and more valuable by users. By delivering ads that align with users' interests, social media platforms can enhance the overall user experience. This can result in increased engagement, higher click-through rates, and improved brand perception.

*Better Insights and Analytics:* Social media advertising platforms provide comprehensive analytics and insights into ad performance. Advertisers can track key metrics such as impressions, clicks, conversions, and engagement rates, allowing them to measure the effectiveness of their campaigns. These insights help businesses refine their strategies, make data-driven decisions, and optimize future advertising efforts.

*Increased Reach and Brand Visibility:* Social media platforms have billions of active users, offering a vast audience for advertisers to reach. Through targeted advertising, businesses can extend their reach to specific user segments they want to target, regardless of geographical location. This allows smaller businesses to compete with larger brands and gain exposure to potential customers globally.

*Ad Format Variety:* Social media platforms offer a wide range of ad formats, including image ads, video ads, carousel ads, sponsored content, and more. Advertisers can choose the format that best suits their campaign objectives and target audience. This versatility allows for creative and engaging ad experiences that can capture users' attention and drive desired actions.

While targeted advertising in social media brings various benefits, it is important to balance these advantages with user privacy and ethical considerations. Advertisers must ensure they adhere to relevant regulations and best practices to protect user data and maintain transparency in their advertising practices.

Like any other Internet marketing channel, targeted advertising has some disadvantages that must be taken into account when setting up a campaign:

- The motivation to convert social network users is lower than that of search engine visitors. They do not have a clear need for a product or service, as do those who purposefully search for a product on the Internet. They are focused on communication and entertainment and do not want to click on an external link to third-party resources.

- It is necessary to often change the content and graphic composition of ads, because they quickly bore the audience and cease to attract attention.

- Social networks set strict requirements for advertisements, so they need to be formed quite carefully. Sometimes completely typical images can be moderated.

- Targeted advertising must be configured separately for different social networks.

- The risk of spending a significant budget on ineffective impressions due to incorrect settings of the advertising campaign.

How targeted advertising works. To begin with, you need to choose the goal of promotion. After that, you need to configure the target audience to which we will show advertising [3].

- Most often, you can choose the following options there:

- Gender, age, location / residence (you can choose up to km)

- The language spoken by the target audience

- Engaging audiences (e.g. music, dance, film)

- Field of activity (engineer, culinary, medicine)

- Behavior (smartphone or PC users, travelers)

- Status (for example, owners of small enterprises), etc.

After you have decided on the audience and made sure that this group of people will be interested in the offer, you need to determine what will attract their attention. Perhaps it will be a discount, an interesting video about your company / achievements or a gift of a book in exchange for an e-mail address [3].

There are many options to choose from – today social networks allow you to advertise filling out forms for events, promotions and various videos with a link to the site. Once you decide, you will need to choose or develop a post with your offer or shoot/download a video [3].

After that, for targeted advertising you need to determine for what period the advertisement will be placed – for a day, or two, or maybe you want to advertise your offer for a month? All this can be selected in the settings of many social networks. In any case, advertising on Facebook, on the network with the most paying audience, is possible [3].

Price of targeted advertising. It is clear that the cost of advertising will be different for each social network. But recently, the cost of advertising on Facebook, for example, has been increasing. And we can say that you will start receiving results from targeted advertising in this social network from a rate of \$5 per day. In general, the social network itself offers you a rate and recommends not to change it. As a rule, it is \$20-25 per day for one advertising campaign [3].

## REFERENCES

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