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ENHANCING ADVERTISING STRATEGY BASED ON DIGITAL CULTURE

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Abstract

The emergence of digital media has created a new culture which called the digital culture. It can be seen as an emerging set of values, practices, and expectations regarding the way people act and interact within the contemporary network society. This digital culture has emerged properties with roots in both online and offline phenomena, yet having an immediate impact and particularly changing the ways in which we use and give meaning to living in an increasingly interconnected, always on-line environment. Today culture should be understood as an open and dynamic process that is based on interactive communication. With the increasing usage of digital media by consumers, more companies are using digital marketing to reach the target markets. Marketing and audience development is the area in which the impact of digital technologies has been most widely felt. Hence, advertising as a marketing tool is also been impacted. The use of digital technologies is helping advertising to reach new and larger audiences, as well as to engage more extensively with existing audience. Social media is particularly important for broadening and deepening audience engagement. Digital activity is forcing us to rethink our creative process, from planning through to production, post production and publishing. It has changed the creative and communication processes to satisfy the needs of brands that now engage in a two-way dialogue in the global market, particularly in the e-marketing area. Consumer is creating his/her sales experience. Therefore, the control of the message is in the hands of consumers. They can no longer be considered as audience. They are simultaneously readers, editors and marketer, especially the younger demographics. Consumers are adopting digital content services faster than previously anticipated with varying levels of engagement. This article will outlines how to develop an effective advertising strategy based on digital culture in order to fit advertising objectives.

Key words: Digital Media, Digital Culture, Advertising Strategy, Network Society

INTRODUCTION

Digital technologies are becoming increasingly important in most sectors of economic activity. Information and communication technologies (ICT) adoption is no longer just about connectivity and access to the internet but rather the degree to which digital technology is being used to deliver real value for businesses. Increasingly, business adoption of technologies focuses on an expanding range of digital devices and platforms. Consequently, adoption of digital technologies has profound implications for marketing planning and implementation.

The internet is a major communications channel, providing an arena for multi-faceted communications. Vast numbers of people spend hours each day surfing the Web. For its users the internet and digital technologies have not only provided the means to find, buy and sell products but they have also created an environment for building communities, where like-minded people can network, socialize and be entertained. The emergence of social networking sites such as Facebook, LinkedIn, Google+ and microblogging sites like Twitter have had a significant impact on global society. Social networking has become pervasive throughout the world.

The trend for exponential growth in internet users has spread from the USA, where its commercial use began early in the 1990, throughout Europe, to Oceania, Asia, the Middle East and Africa. Not all regions have equal levels of adoption. For instance, the world average internet penetration per head of population is 33 per cent, but in Europe the average is 61 per cent and in Asia 26 per cent. This means there is plenty of scope for greater adoption of the internet (Thomas, 2011).

By 2016, 3 billion consumers or 45
percent of the world population will use the internet. With the increasing usage of digital media by consumers, more companies are using digital marketing to reach their target markets. With digital consumers increasingly in control of their media experience and advertisers shifting their spend to more interactive, measurable formats, companies must move beyond traditional advertising to combine granularity of targeting and measurement with cross-platform integration.

The internet facilitates efficient and far-reaching communication. The rapid growth of the internet, in number of its users and available information and services that can be accessed through it, indicate the importance of activities taking place in the virtual domain. Digitization has enabled the process of media convergence to take place. The digital networked environment has led to widespread participation of users in the virtual sphere. It could be said that digital networks provide various alternative platforms for communication and this changes the position of the traditional mass media and moderates its power.

As the use of the internet, the Web and social media grows, a major challenge for marketers is to determine how to make best use of what the technology offers. Digital technology may play a role in many different parts of the creative process, from planning through to production and post production. The proliferation of digital channels and devices gives consumers greater access to information, and the means for communication and collaboration. The physical world is being replicated in the digital world through digital communities, businesses and assets, fundamentally changing the way consumers engage with businesses and each other. Information aggregation and price comparison have evolved. Consumers now have real-time, mobile access to data that they previously relied on brands to provide them with. Today's consumer has real-time access to competitive pricing information simply by scanning a product barcode into their mobile phone.

Gere (2002:12) proposes that the extent of the presence of digital technologies in our lives points to the existence of a digital culture. He states that digitization can be thought of as a marker of culture because it encompasses both the artefacts and the systems of signification and communication that most clearly demarcate our contemporary way of life from others.

Digital culture is a new complex notion. Today digital trends are increasingly interloping with the world of culture and arts, involving different aspects of convergence of cultures, media and information technologies, and influencing new forms of communication. Global connectivity and the rise of networks are the new possibilities created by ICT. So, culture today should be understood as an open and dynamic process that is based on interactive communication, and we cannot think of it as an enclosed system which makes up a 'cultural mosaic' with other similar or diverse cultural systems.

Digital culture is described as a participatory culture where users do not only consume information but also contribute in a variety of ways. The practical capacities of individuals have been improved in the digital network environment. People can either contribute their criticisms and concerns to ongoing debates, produce and publish information they produced themselves on their blogs and websites or they can contribute to large-scale peer production projects, and to a large extent all this happens outside of the market sphere.

Users are more and more becoming producers in the network environment and they also claim the right to use and re-use existing information and cultural expressions that are available in the digital environment and that form part of our cultural memory and identities. This shows that cultural heritage and open access to its resources are important in the creative process that keeps our culture alive.

Advertising is one of the marketing tools and paid form of communication designed to pursue the consumer. The rise of internet as an advertising medium produce digital advertising which also called
internet advertising. Digital advertising includes promotional advertisements and messages delivered through email, social media, websites, online advertising on search engines, banner ads on mobile or Web sites and affiliates programs. The Internet is the only medium through which advertisers can effectively measure engagement, not just exposure.

Strategic advertising always starts with the consumer. The digital technology brought a new level of convenience to customers. However, digital convenience came at the expense of meaningful engagement as digital transactions substituted physical interactions. The online environment has proven a valuable tool in making connections with consumers. Digital media devices are being used to engage consumers in a relationship with marketers continuously.

The strategy is what the advertising is attempting to communicate. The benefit, problem solution or other advantage either physical or psychological, that is the value of the product or service that the advertising attempts to communicate to the target market. It can be said that an advertising strategy is a campaign develop to communicate ideas about products and services to potential consumers in the hopes of convincing them to buy those products and services.

The key of advertising strategy is creativity and the ability to adapt to new market trends. Creativity means advertising must find an unique way to break through the clutter. Creative itself is not enough. Creative without strategy is called art while advertising is creative with strategy. Advertising is a disciplined art. The art comes from writing, designing and producing creative messages. The discipline comes from strategy from thinking through the logic of the problem and coming up with a message that offers a solution. It is broader than creative strategy because it covers the development of all parts of an advertising plan. Due to an effective advertising must take the consumer's view, the advertising strategy based on evaluation of consumer behavior related to the brand. A product attribute should be translated into consumer benefit so that it become leverage point that build personal value. A rigid advertising strategy often leads to a loss of market share. Facing the changing of current economic environment advertising strategy needs to consider a new set of capabilities now that are cross-platform innovation, greater insights, open collaboration and digital processes.

DIGITAL ERA

Digitalization can be defined simply as simplification matter information in the form of binary code (Marshall, 2004:17) or union of communication technologies with a computer logic (Schiller, 2000:xv). New method conversion data it has a lead in increase the flexibility handling, storage and data transmission from one person to others (Marshall, 2004, h.17). In addition, flexibility offered by the process of digitalization has also simplify the process of transmission and manipulation matter information affect economical for a network, because matter information can be disseminated even more efficiently of users the network (Schiller, 2000: xv). While Ernst and Young (2011) define digitization at its simplest means the conversion of analogue information into digital information. As digitization capabilities extend, virtually every aspect of life is captured and stored in some digital form, and we move closer toward the networked interconnection of everyday objects. The impact is a real time global exchange of information.

The digitalization process introduced a new way to reproduction of media text that allow the copying process instantly as well as maintaining the quality of same media text. In addition, the distribution of media content is also simpler and faster as digital code can be easily posted on different medium platform. Through internet technology, media text that has changed in digital format can be accessed by whom connected in the internet network. It generate the thought that digital media also supports the establishment of the free media or medium free, means when media text is included into the internet system then everyone can do variation on these
media text. So, based on this principle, media producer only has the right belonging the beginning media content and cannot others to change the text and distribute them (Thomas, 2002:90).

An increasing use of the Internet has decreased overall consumer attention to traditional marketing channels in a majority of product categories. A direct relationship exists between digital media and paid search, signifying that digital media marketing offers a valuable role in gaining consumer attention, engaging consumers, and driving sales (Copeland, 2009). Brand messages become less important as decisions are aided with digital methods such as word of mouth (WOM) and other advertising mediums.

The challenge for businesses is to face the implications of digital change: in particular, the loss of control over the customer relationship, increased competition and threat of commoditization, and the need to engage digitally with suppliers, partners and employees in addition to customers. Today's consumers trust each other more than they trust corporations and/or brands (78% of consumers trust peer recommendations versus 14% who trust advertisements. They advise each other, and what's more, they heed each other's advice (Ernst and Young, 2011).

Online communities and websites have become one of the major sources of information for and about brands. Thousands of consumers (and not only those in a focus group) have become accustomed to interacting with the brand, writing emails, volunteering information, and shopping online. They actually expect to be able to give feedback to the brands they feel identified with. Communication is now continuous and two-way, and one medium can lead to the other, from TV and radio to Internet, for instance (Ortiz, 2005).

The conversations between potential consumers that are happening around a brand can be a frightening concept for organizations used to controlling the brand message, however, the rise of the 'prosumer' is also an opportunity for brands to increase engagement. Prosumer is a term used for a consumer who is unusually interested in products or services of a brand. Prosumers will dedicate their spare time to upload reviews and comments and respond to other reviews and comments about the products. Some prosumers will record YouTube videos to help other users with technical service issues of a particular product. These individual can be very useful sources of product development ideas or can be incentivized as a low cost provider (Ernst and Young, 2011).

Salzmann (2003: 196) explains “prosumers not only seek out information and opinions prior to purchase, they are marketing savvy and demand that retailers, marketers and manufacturers are aware of their value as consumers and treat them accordingly”. The Internet has become one of the prosumer's favorite tools to gather information about brands and products. On websites, people can find many answers, and when they do not, they can send an email to the company (or call the free phone number) to enquire about a certain issue. The company is expected to reply, often in real time. Failure to do so could alienate the consumer. If the issue is recognized as important, the website's communication should then be corrected. The Internet also affords the longest interaction time between consumer and brand of all the media, as visitors on average interact with a brand for several minutes, compared to a few seconds for TV, radio and press ads. This means the content comes under much closer scrutiny, and therefore any error or gaffe is much more likely to be picked up.

According to Ernst and Young (2011) brands are facing a loss in the information monopoly and a shift towards two-way communication and conversation. It is vital that brands embrace the shift in consumer power and find ways to make it work for mutual advantage. This is because as customers gain more power to choose where and how they interact, they will begin to choose a smaller number of organizations with which to maintain primary relationships. This is likely to be collaborative organizations that reflect and engage with their values. Other organizations
thereby risk becoming mere suppliers. Not all organizations can win the battle to retain the customer relationship — the digital world has thrown organizations into a strictly competitive game.

Digital formats such as social media, online video, mobile communications, gaming and advanced TV enable companies to simultaneously meet transactional and brand-building objectives. Consumers are adopting digital content services faster than previously anticipated, with varying levels of engagement. Digital structural is aiding the shift of power from producers to consumers and to a more self-assured and self-assure (internet) citizen. In the digital age the highly networked internet citizen ("netizen") can participate interactively and collaboratively in social and cultural developments and value creation processes. This gives rise to new value creation patterns and new business models with more flexibility and transparent workflows in industry, science, education, politics, society and culture. On the one hand this change implies greater sovereignty and possibilities of civic engagement. But on the other it commits each individual to more personal responsibility. It is important to note that all digital open processes are based on the same features: the people involved engage in relatively non-hierarchical communication and they integrate and participate of their own the will (Duff, 2011: 5).

DIGITAL CULTURE

The claim that technology impacts different aspects of our culture is oversimplified and too deterministic, but it is not completely wrong. We are aware of the changes that happened in present-day societies that to are related introducing ICT into our lives. We could say that all technologies intervene in the human environment and modify it to a certain extent, thus changing the conditions of existence of different cultures (in a more or less radical way) (Uzelac, 2008).

When the technology in question is a communication technology then its influence is even more significant, for the way it is used can affect changes in the essence of our communicational and cultural patterns. Thus, technologies related to information and communication cannot be viewed as passive instruments, but rather as interactive systems that radically modify our cognitive capacities (Dascal, 2006). Technology does not just linearly cause certain effects, but in combination with many other elements it creates conditions of possibility "that suggest possible futures rather than determine them" (Hawk and Rieder, 2008: xvii). The complex technologies that we are using nowadays cannot be viewed simply as tools that help us to overcome particular limitations (these would be techniques), they should rather be viewed as environments. The emphasis should be put, not on the effects of specific technologies, but rather on the shifting effects of ecologies they enable.

Deuze (2007) consider digital culture as an emerging value system and set of expectations as particularly expressed in the activities of news and information media makers and users online.

Hawk and Rieder (2008) mentioned computer culture, virtual culture, cyber culture, e-culture, Internet culture, new media, convergence culture, digital culture are all relatively new terms that are today widely used in scientific and popular literature. Scholars from various disciplines have examined the impact of this new media on various social aspects of virtual space and its impact on the real sphere and they have changed their views on digital culture many times over a relatively short period of time.

Virtual space has fewer boundaries and different characteristics than the real one. Digitization has enabled the process of media convergence to take place. When previously separated industries (media, telecommunications and computers) could, by using the same digital technology, do things that previously needed different analogue tools, the limitations they faced in running their real world businesses changed. This means that convergence is more than simply a technological shift and it affects changes that shape relations in a society (Uzelac, 2008). By the media convergence,
a medium no longer have only one function, but can also give another service, that allows many users to gain experience from different mediums simultaneously.

From the media producer's view, media convergence also provide some new challenges. To satisfy the needs and taste different users, producer media producers are required to be more creative in planning different media platform usage to spread the information. In addition, media producer also have to prepare a different version of same media material. This indicates an ecology of new production old-school method in making media text is left (O'Regan and Goldsmith, 2002:92). Digitalization provide facilities and flexibility to the media so that the text from different mediums can also are linked (crossed referenced) in modern media industry. It is also known as intertextuality text media and can be found easily in daily media consumption media. For example, crowded issues discuss in online media like facebook often raised be on the news agenda national television and vice versa. That is why media producer in the digitalization era must prepare a different version of a same media text to satisfy the market demands.

The other side of the coin that the digital networked environment enabled is wide participation of users in the virtual sphere. It seems that "the same communication technologies that enable interactivity and participation are wielded to foster the entrenchment and growth of a global corporate media system that can be said to be anything but transparent, interactive or participatory" (Deuze, 2007:247). Typical Character of digital media is its ability to increase interaction and control users. Marshall (2004:25) explained that the interaction which made possible by digital culture has changed user experiences in consume media because at the moment they can directly involved in text production process of media.

Digital media supporting media material flexibility that allows the user and the producer of the media to add or change the text easily and also give them more authority to control and do creativity on the text. Only with our internet access, computer, and creativity, everyone can participate to produce text media quite well.

In marketing area, the emergence of digital culture pertaining to competition market. Production and distribution text media are open for everyone, media producers deal with bigger challenge if they want to compete in the market to get audience share. (O'Regan and Goldsmith, 2002:96). To do this, not only considering different version of the same text but also adapting the content and adding skill while considering different distribution channel so that need longer time in production process.

The process of changing to a digital culture is nuanced, creative, and incremental. A digital capability is a cross-functional proficiency in the processes, practices, and customer connections enabled by digital media and infrastructure. This might include, for instance, the ability to convert data from online sales into responsive individually targeted offers that generate more sales; or the ability to provide robust online customer service that answers consumer questions in a compelling way. As this capability becomes ingrained, it gives a consumer-facing company a distinctive identity tied to the electronic media that more and more consumers turn to for shopping. A strong digital identity allows a company to be close to its customers wherever they are, it enables retailers to deliver a new and attractive shopping experience that integrates bricks-and-mortar stores with online and mobile convenience, and it helps build long-lasting customer relationships (Harshak, et.al, 2013:6).

According to a recent study from Pew Internet and American Life Project (Lenhart and Maden, 2005) more than one-half of all teens have created media content, and roughly one-third of teens who use the Internet have shared content they produced. In many cases, these teens are actively involved in what we are calling participatory cultures to novices. In a participatory culture, members also believe their contributions matter and feel some degree of social connection with one
another (at the least, members care about others’ opinions of what they have created). Forms of participatory culture include:

a. Affiliations
Memberships, formal and informal, in online communities centered around various forms of media, such as Friendster, Facebook, MySpace, message boards, metagaming, or game clans.

b. Expressions
Producing new creative forms, such as digital sampling, skinning and modding, fan videos, fan fiction, zines, or mash-ups.

c. Collaborative problem solving
Working together in teams, formal and informal, to complete tasks and develop new knowledge, such as through Wikipedia, alternative reality gaming, or spoiling.

d. Circulations
Shaping the flow of media, such as podcasting or blogging.

A participatory culture is a culture with relatively low barriers to artistic expression and civic engagement, strong support for creating and sharing creations, and some type of informal mentorship whereby experienced participants pass along knowledge potential benefits from these forms of participatory culture, including opportunities for peer-to-peer learning, a changed attitude toward intellectual property, the diversification of cultural expression, the development of skills valued in the modern workplace, and a more empowered conception of citizenship.

DIGITAL ADVERTISING
The introduction of the Internet, have contributed to the birth of a new advertising environment. The introduction and proliferation of internet and digital devices have steadily increased digital advertising use by marketers. The growth of internet usage includes social networking sites like Facebook, Twitter, personal blogs has fueled the continued digital advertising growth. Digital advertising methods are relatively new compared to more established traditional advertising method.

The other term of digital advertising could be equal to online advertising that is advertising on the internet. At first, online ads resembled traditional media ads in simple display-related formats (banner, sponsorship, rich media, etc.) found on websites. By 2010, however, we had seen a marked shift toward search advertising. In search advertising, relevant ads are paired with search engine query results. The rise of high-powered search engines like Google, Yahoo!, and Microsoft's Bing has prompted a migration from display ad into search engine results pages, in emails and on social networks as well as other ways in which advertisers use the internet.

Traditional marketing focuses on consumer attitude information and mass marketing tactics, while advertising or e-marketing efforts use information obtained from data collection methods from actual consumer purchases to provide insights into consumer behavior. This new technology allowed marketers to reach consumers with advertising data and picture content without regard to the current physical location of the consumer or the specific time of day (Mulhern, 2009). The interaction and two way communication have led many to claim that the Internet is more effective than traditional advertisements (Chen, 2006). The digitization of media content and the resulting network effects have broadened the reaches of consumers and have also instilled a new user-control over marketing messages (Mulhern, 2009).

A digital presence in a global marketplace allows marketers to communicate with a larger segment of the selected target market. Studies have shown digital advertising efforts that emphasize interactivity are more successful than non-interactive online advertising formats (Taylor, 2009). Interactivity is used to maintain continuous communication between marketing executives and consumers, build relationships, and increase customer loyalty (Martin & Todorov, 2010).

A study recently found that marketing managers measure online and offline advertisements differently. Compared to 1994 findings, the 2010 study shows how...
offline media advertisements focus primarily on reach and frequency, while online media focuses primarily on click-through-rates, unique visitors to a page, number of page views, and ad impressions to make media evaluations (Cheong et al., 2010). Measuring click-through rates (CTR) and new membership quantitative data to gauge advertising success is an example of a potential research method used to gauge advertising success in the online context (Pfeiffer & Zinnbauer, 2010).

The early days of internet advertising dominated by internet pricing model such as CPM (cost per mille) – where advertisers pay based on the number of people who see the ad. Eventually, performance-based pricing (such as CPC, or “cost per click”) became more standard. As of 2010, 62% of online ad revenue derived from performance-based pricing, whereas only 33% came from CPM pricing (with 5% from hybrid pricing) (IAB, 2011). Figuring out how effective an advertisement was proved difficult. The Internet is poised to solve many of these problems via three key features: measurability, targeting, and interactivity/effectiveness.

Measurability is simply the ability to quantitatively gauge the success of an advertisement, ultimately allowing for a more definitive calculation of return on investment, or ROI. The Internet is the only medium through which advertisers can effectively measure engagement, not just exposure. The ability to thoroughly quantify consumer response to an ad is a valuable asset to advertisers. A more exact sense of ROI on each rupee spent [on online advertising] will allow firms to more efficiently allocate advertising budgets and perhaps spend less overall.

Targeting is not necessarily a new feature of digital advertising, but one that is vastly improved. Before the Internet, reaching a desired demographic was more an art than a science. On the Internet, however, Google and others have created a highly efficient marketplace built on targeting. The reason targeting works so well on the Internet is because for the first time, advertisers receive data from consumers. In seeking out information, consumers simultaneously generate data about their preferences. Intermediaries can then leverage vast swaths of amassed data to connect advertisers with the most relevant consumers. As a result, advertisers can spend less on wide-net advertising and focus more on reaching ideal demographics. Advertisers also benefit from lower equilibrium prices when advertising online, as there is less competition for any given set of inventory.

Interactivity and effectiveness are the dynamic features of Internet advertising. Interactivity describes the two-way relationship that defines the online experience. Every time a consumer spends time in the digital world, he or she generates information about his or her preferences. Internet companies like Google track and collect data about aggregate search/click patterns. Advertisers can then capitalize on this information and better target their ads. By effectiveness, we mean the level of sensory engagement that a consumer shares with an advertisement. The Internet provides for a more active user experience through conscious cursor movement and clicks (as opposed to the more passive act of reading a physical newspaper or watching television). It also offers the option of a variety of advertising formats: display, audio, video, etc. Quantifiable levels of consumer engagement across formats (such as views, clicks, and time spent) lead to measurability. For the first time, consumers can actively demonstrate possible intent to buy by interacting with an advertisement (Newton, 2009).

The Internet and the rest of new media are responsible for another major shift in the brand-consumer dialogue. Internet advertising allows a two-way communication model to be developed between consumers and marketers that is advantageous to marketers because they are able to tailor advertising based on specific information and permissions granted from consumers. Internet advertising is quick and inexpensive compared to traditional advertising methods
and future expectations include that digital advertising will remain a constant part of the daily lives of consumers. Advertising on the Internet has shown more efficiency in the long term and indicates that further study is needed to differentiate between Internet mediums such as paid search, social networking, and others (Pergelova, et al., 2010).

ADVERTISING STRATEGY IN THE DIGITAL ADS

The most important part of an advertising strategy is the objective, or more precisely, one or more strategic objectives, such as driving sales or building a vivid brand personality. Today, most advertising strategies focus on achieving three general goals: (1) promote awareness of a business and its product or services, (2) stimulate sales directly and attract competitors customers, and (3) establish or modify a business image. In other words, advertising seek to inform, persuade and remind the consumer. Reaching these goal can be translated into advertising objective which usually correlated to sales and positioning.

The elements of advertising strategy need to be considered: target audience, product concept, communication media and advertising message. These elements are at the core of an advertising strategy and are often referred to as the creative mix. What most advertisers stress from beginning is clear planning and flexibility.

Target Audience

The target audience is the group or type of people that advertisers want to attract. People may be defined by their age, gender, family status, lifestyle, or interests. Advertising campaign is directed to them conceptually, these targets are interdependent but their distinction allows promotional planners the ability to make more effective communication decisions with enhanced precision.

The target audience is a vital step in enabling an organization to define its value proposition(s). Once you have defined your external stakeholders within your target audience, the next step is to examine the key features of each stakeholder group or audience. For this target audience we need to understand: (1) the size of target audience, (2) the structure of the target audience: this will often involve trying to segment the audience into a number of core groups (3). The trends associated with the target audience, for example the growth, and (4) The needs and characteristics of the target audience: this is vital to allow you to develop a strong value position that addresses the needs and demands of the target audience.

In the digital advertising, who will be considered as the target audience? They are part of online population that use the internet to complement their live engagement with products and services offered by online ads. As interactivity is one feature of internet advertising, the target audience do interaction by two way communication. They also participate to write and share media content, in this context is writing and sharing experiences about products and services through social media. They are simultaneously readers, editors and marketer. Reading to the message on the website, it is including ads, editing the message content as they can do freely to the message then sharing to others that replaces marketing function in promoting products and services. Not every member of them must contribute, but all must believe they are free to contribute and that what they contribute will be appropriately valued.

Most of them are the younger demographics knows as Millennials, or Generation Y or the Net Generation. Millennial grew up in an electronics-filled and increasingly online and socially-networked world. They are the generation that has received the most marketing attention. As the most ethnically diverse generation, Millennial tends to be tolerant of difference.

Smith (2015) suggested advertisers applying web analytics software implemented on all of web properties in order to gain so much insight as With digital advertising, that data is at our fingertips so we can take advantage of it to affect the businesses. Most of the data include: (1) Channel data: Which channel is driving traffic and bringing in conversions? It
not only paid advertising and organic search – it can give a metrics on email marketing, social, direct traffic, and so much more, (2). **User Demographics:** Everything from age and gender to location, language, interests and devices, (3). **Behavior Flow:** What does a user actually do when he/she gets to your site?

It is still important to use traditional marketing research/techniques and apply them to digital advertising. Constructing a competitor analysis, evaluating existing audience data have collected, and creating personas for the target audience. This will help to hone in on the right keywords and targeting and allow to tailor ad copy and landing page content to fit the target audience but one size does not fit all for digital advertising. It should be have the ability to get very granular and really give the audience what they are looking for, with messaging tailored just for them. Using demographic information from the internal data and web analytics will help develop the target audiences. Using the data to optimize campaigns, from targeting to copy.

**Product Concept**

The product concept grows out of the guidelines established in the positioning statement. How the product is positioned within the market will dictate the kind of values the product represents how the target consumer will receive that product. Therefore, it is important to remember that no product is just itself. Bovee and Arens (1990: 106) stated that product is a bundle of values that the consumer need to be able to identify with. Whether couched in presentations that emphasize sex, humor, romance, science, masculinity or femininity, the consumer must be able to believe in the product's representation.

People don’t buy things, product, services or even ideas for only two basic reason. The product or service or idea will (a) solve a problem they have or perceive they might have, or (b) will allow them to hold onto or improve on some of the good things they enjoy or want to enjoy. In other words, people buy the benefits of a product or service, not necessary the product or service itself (Schultz, 1989 : 288). To communicate the various benefit of each brand, the manufacturer first developed the product to fill the need. The advertising planner then translated that benefit into an advertising strategy that summed up in a phrase or a few words what the product would do or the benefit it offered the purchaser.

In the digital era, transaction marketing enlarges into relationship marketing. Beyond creating short-term transactions, marketers need to build long-term relationships with valued customers, distributors, dealers, and suppliers. They want to build strong economic and social ties by promising and consistently delivering high-quality products, good service, and fair prices. Outstanding marketing companies go out of their way to keep their customers satisfied by offering Customer value which is the difference between the values the customer gains from owning and using a product and the costs of obtaining the product. Consumers usually face a broad array of products and services that might satisfy a given need. Therefore they make buying choices based on their perceptions of the value that various products and services.

**Communication Media**

The communication media is the means by which the advertising message is transmitted to consumer. In addition to marketing objectives and budgetary constraints, the characteristic of the target consumer need to be considered as an advertiser decides what media to use. The types of media categories from which advertisers can choose in new digital formats such as social media, online video, mobile, gaming, branded entertainment and advanced TV. They can be used to simultaneously address both transaction and brand requirements: a move to what we call “brands-actional” advertising. Participants that previously focused on delivering either ROI-driven marketing or brand-oriented advertising to the market can now cater to both sets of objectives. Those that have mastered brand messaging can partner or acquire ROI metrics and skills.
A greater share of the overall marketing communications “wallet” is up for grabs, but participants need to be able to deliver a dual set of capabilities to marketers. (Berman, et.al, 2009).

In this context the technology is used to create an environment which facilitates different forms of online activity as following:

a. Social community media like Facebook, and LinkedIn, which enable sharing of ideas, interests, socializing and having conversations

b. Social publishing media like YouTube, pintrest, Flickr which enable signed-up members to publish and distribute editorial content, movies, audio, photos

c. Social commerce media like TripAdvisor, Groupon and Facebook, which enable buying and selling, trading, building relationships

d. Social entertainment media like come2play, Zynga12 which enable game playing and entertainment across communities.

The final element is network, which in one sense can be defined by the underlying technology, which makes everything possible. The greater the number of members and interactions the more interesting the network becomes to all involved. In other words, social (life, media (environment) and network (interconnections—technology and human) are three elements which have come together to create the latest and fastest-growing online phenomenon. The use of digital technologies is helping advertising to reach new and larger audiences, as well as to engage morearsively with existing audience. Social media is particularly important for broadening and deepening audience engagement. Many social media platforms offer an advertising solution as this is their primary source of revenue. Social media can be an excellent place to reach prospects because it can usually target very accurately based on user-provided demographic information.

Advertising Message

An advertising message is guided by the advertising or copy platform which is a combination of the marketing objectives, copy, art and production values. This combination is best realized after the target consumer has been analyzed, the product concept has been established, and the media and vehicles have been chosen. At this point, the advertising message can be directed at a very concrete audience to achieve very specific goals.

Most of the ads will contain both illustrations and text. Advertising researchers devote large sums to testing consumers responses to different colors, shapes, and layouts. Especially in recent decades, advertisements often have been composed with minute attention to detail and extensive pre-testing, so that the smallest facet of an ad may reflect a marketing strategy. But deliberate or unintentional, details of an advertisement may reveal something about the assumptions and perceptions of those who created it.

Viewing consumers as irrational, ill-informed, and uncultured, advertising agencies often created ads that reflected their own surroundings rather than those of the buyers they wanted to attract. Ads on the web are usually separated from the editorial matter and the other advertisements that surrounded them. Increasingly, consumers are ready for integrated messaging.

We may live in an ever more connected world, but people still yearn for that human interaction. Copywriters can create a direct line to their readership by producing not just quality copy, but personal and emotionally compelling content as well. Data show that copy with just such a personal touch – focusing on a company’s employees, for example – helps to develop a level of trust with the reader. Testimonials can be a useful weapon in the arsenal of the modern copywriter as well. All testimonials should tell a relevant, positive story. Most copywriters have always felt their job responsibilities began and ended with the written word as they ignore that images and advertising have always gone hand in hand. For the foreseeable future, how “share-able” a piece of content is will in part be decided by how many images it contains. The key for the modern copywriter is to provide
accompanying images that complement the content. (McMurphy 2013). The hard sell is dead as far as modern copy is concerned, and readers aren’t likely to respond to content that isn’t of use to them. That means no sharing and no conversion. The way copywriters can be successful in grabbing the reader’s attention in today’s landscape is by being helpful. The challenging for advertisers is reaching global Internet users who search for products online.

CONCLUSION

Digital era stimulates digital culture which is one of the global phenomena of the twenty-first century. It is a fascinating trend, because it is about access — to everybody by everybody, it has no limits. It helps us to overcome borders and offers us a “second life” in the virtual spaces. Digital culture proves that we all have similar needs: to know, to create, to share and to communicate. The information is just there — available and accessible for each one of us, anytime.

On the web, the convergence of digital devices and channels is leading to new avenue for online advertising. Digital advertising can reach customers anywhere they can access the web. While we have become used to the internet as a free medium where we can read and interact with any content we want, it is the fact that it is an advertiser’s medium that keeps it free. That means that as technologies evolve and the way we interact with content changes. Besides,

The Internet allows advertisements to be targeted on an individual basis. Behavioral targeting or personalized Internet advertising is a method of directing advertisements at consumers based on their previous online behavior.

The Internet has given retailers a mechanism for broadening target markets, improving customer communications, extending product lines, improving cost efficiency, enhancing customer relationships and delivering customized offers through their multichannel operations. Consumer audiences have access to tools which can help them disseminate their levels of satisfaction and dissatisfaction far and wide. On the other hand, consumer service providers have a wealth of consumer-oriented data, which could enable them better to predict their customers needs and requirements and in doing so create more effective advertising.

Advertising strategy is an importance part to fill in advertising objectives. In the digital advertising, the advertising strategy should be based on digital culture, which is emphasizes on interactivity and network through two way communication. Furthermore, considering the characteristic of digital audience and digital media as basis for the advertising strategy may become a best way to win the competition in the digital era.

REFERENCES


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