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CHARACTERISTICS OF VIRAL ADVERTISING USING DIGITAL CHANNELS

The article considers the theoretical and methodological principles of research and definition of general principles of formation and implementation of Internet advertising, shows the history of online advertising, identifies the impact of globalization processes on advertising on the Internet.

The mechanisms of creating advertising formats are analyzed. The focus is on interactivity and features of the impact of Internet advertising as a modern communication channel on users. Ways to improve the conduct of marketing strategy, through viral advertising, in the media space.

The study concludes that in the current environment, advertising is one of the largest sectors of the economy, uniting hundreds of thousands of advertising agencies and offices with millions of employees. Advertising is a paid form of information about an individual or legal entity, goods, ideas and needs and is designed to generate or maintain interest in these objects, to promote their implementation, so it largely determines the amount of direct or indirect income. Advertising is an essential condition for the development of competition, because it informs the consumer about the diversity of the market of goods and services, forces the manufacturer to improve its product, appeals to consumer feelings and acts as a "caller", thereby stimulating needs. The efficiency of the economy as a whole depends on how efficiently this system will work.

One of the main tools for implementing the marketing plan of the company is an advertising campaign (a set of advertising activities), which aims to provoke a reaction from consumers. The advertising campaign includes three main stages: preparatory, culminating and final, each of which determines the success of the advertising campaign as a whole. The most significant influence on the effectiveness of the advertising campaign is the choice of means.

Keywords: strategy, marketing, advertising, online advertising, virus, media space, analysis, digital marketing, communication channels.