

Chapter 6

New Communication Strategies and the Future of Advertising Narration

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ABSTRACT

Nowadays, almost all consumers use social media platforms. Therefore, many consumers share their brand-related experiences on online platforms. Social media platforms have changed the way consumers communicate. It offers consumers the opportunity to contribute to the debate. By means of online media, individuals are no longer just content consumers. Online media users are both content-producing and prosumer. Hence, the prosumer, which produces the content itself and consumes itself, provides the multiple uses in the mass market. It has a comprehensive impact on the purchasing decisions of other consumers. Developing and changing communication technologies are to provide the development of new communication strategies. Moreover, Web 3.0 technology, the third level on the Web, is used by semantic web consumers. Web 3.0 (semantic web) technologies combine information. Semantic Web improves the web experience and makes it more relevant to their search. Web 3.0 stands out with its ability to share meaning and run useful and entertaining web applications.

INTRODUCTION

In the digital world and the age of digital communication, social media is a set of online services that facilitate two-way communication and content sharing. Social media is becoming a productive component of the overall marketing and communication strategies of brands. Brands structure corporate communication, public relations and digital advertising strategies on the basis of social media platforms. Social media platforms increase the online visibility of the brand. These platforms strengthen the brand's relations with the customer. Social media platforms are the best electronic word of mouth channel and have the

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ability to deliver ad content to more users. The content of digital advertising narrative in social media platforms increases the brand awareness with its interesting and intriguing feature. Given the rapid rise in popularity and the hundreds of millions of worldwide users, social media marketing is quite attractive. Social media platforms with millions of users are an effective digital advertising channel. Digital advertising content reaches millions of users, increasing brand awareness. Social media platforms are becoming the most effective advertising channel that increases brand awareness, brand connotations and brand visibility (Weinberg, 2009; Barefoot & Szabo, 2010). Although many social media messages look like traditional “broadcasts” from one business to many consumers, their interactive component offers an enticing illusion of “one-to-one” communication that invites individual readers to respond (Zimmerman & Sahlin, 2010). The phrase digital advertising narration generally refers to using these online services for relationship selling a subject you already know all about. Social media services or channels make innovative use of new online technologies to accomplish familiar communication, advertising, public relations and marketing goals. Everything already known about marketing and advertising is true. Social media marketing and digital advertising is a new technique, not a new world (Weber, 2007; Dafonte-Gomez, 2014).

Digital advertising has defined a provocative content as a free peer-to-peer communication that results from a defined sponsor using the Internet to convince or influence a viewer to transfer the content to others. In digital advertising campaigns, viral messages about brands spread to potential consumers, and then quickly transferred this information to other potential consumers (Porter & Golan, 2006; Eckler & Bolls, 2011). Digital advertising is to introduce the brand or products or company using social media tools. Digital advertising is a process that allows you to communicate and interact with the masses too good to be able to advance through traditional advertising channels members of online social channels with web sites, products, promote their brands and services, to raise awareness (Koçyiğit, 2017).

SOCIAL MEDIA AND NEW COMMUNICATION STRATEGIES

New communication strategy and tactics are inseparable. Brands can’t design a strategy without deep, firsthand knowledge of the tactics brands using, and tactics are aimless without a strategy to guide them. Social media strategy should fit with of brand established identity. One of the worst mistakes a new social media marketer will make is to apply the same strategies from the offline broadcast world to the social web. Before brands launch into a social media conversation, should listen. New communication technologies have introduced new communication strategies. New communication strategies and tactics are as follows (Zarrella, 2010; Zyl, 2009; Musser & O’Reilly, 2006; Hall & Rosenberg, 2009):

- **Monitoring:** Whether it’s a local brand or an international brand, consumers talk about brands on social media. But brands must start listening before participating in conversations. Brands can’t respond if they don’t know what are being said, where they are being said and who is saying it. Monitoring social media is an ongoing process, and brands should use multiple systems to be sure nothing slips through the cracks the right (or wrong) story can come from anywhere and blow up in brands’ face. The first tools brand should be using allow brand to search for brand name and product names; brand should then subscribe to the search results via RSS. Company names, product names, brand names and important employee names should be monitored on social media platforms.

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