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Chaltsev V., Prokhorova T.  
*Development of Internet-Promotion Tools'  
Classification for Mediaprojects*

# DEVELOPMENT OF INTERNET-PROMOTION TOOLS' CLASSIFICATION FOR MEDIAPROJECTS

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### **Abstract:**

This paper examines the issue of media projects' promotion on the Internet, an important issue in the context of information technology development. Firstly, the authors develop a generalized classification of groups of promotion tools, which includes nine components, each of which is discussed in detail later in the article. Based on an analysis of a comprehensive theoretical base, the authors propose their new classification of promotion tools, generalizing and continuing the work of previous researchers.

**Keywords:** promotion, Internet promotion, marketing communications, media, media promotion

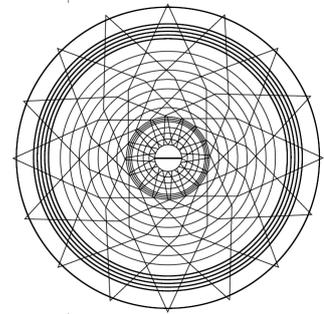
### **Introduction**

One of the main features of the digital era is the rapid growth of the number of organizations operating in the media market, which is depicted in the PWC World Review of the Entertainment and Media Industry (PWC 2017). Increasing Internet availability leads to a noticeable growth in the index of media activity, making digital marketing and online advertising key elements of a promotion strategy for businesses with more than 43% of the Russian advertising market (Ishun'kina 2019; Tabakova 2017; Palos-Sanchez, Saura, Martin-Velicia 2019). It should also be noted that the media business environment has undergone significant changes, shifting from a two-way communication model to expanding opportunities for collecting information about potential consumers, which allow digital marketing practitioners to get a number of positive effects in the form of personalization, accessibility, flexibility and efficiency in adapting messages, more user engagement due to the intensification of

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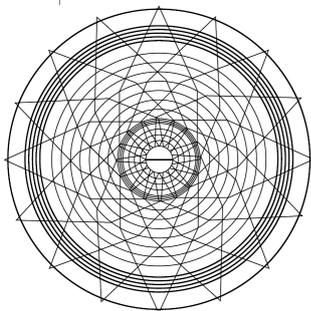
communication, as well as overall dynamism due to the constant updating of digital media content (Berendsen 2017). Thus, it is important to start a new stage of transforming media projects' marketing strategies with a shift of focus to increasing presence on the Internet in order for media projects to be noticed in the audience's saturated information flow.

The purpose of this article is to develop a more complete classification of media project promotion tools on the Internet with a description of the basic principles of their operation. The scientific novelty of this study is based on the fact that earlier researchers did not attempt to create a classification of promotion tools on the Internet for the media market. A number of researchers (Gorshkova 2019; Dovzhikov 2016; Lobodenko 2014; Mikov 2017; Chinarina 2018; Faustova, Sheusheva 2016; Shkura 2014; Campbell, Thompson, Grimm, Robson 2017; Cheng, Liu, Wu, Hua 2019; Duffet, Petrosanu, Negricia, Edu 2019; Ebrahimi, Vahabi, Nieto, Prockup 2018; Hong, Kang, Hubbard 2018; Stewart, Kammer-Kerwick, Auchter 2019; Wang, Zhuo, Li, Ren, Zhang 2018; White, Samuel 2019; Youngnyo, Kisun 2018; Tavoularis 2015, etc.) considered issues of promotion on the Internet from the position of an analysis of individual tools, including in particular, mechanics of promotion on social media (Khalilov 2013; Danishevskaya 2011; Karaulova 2016; Kosteczki, Malkova 2013; Sluginina 2015; Costera, Groot 2015; Haque, Momen, Sultana, Yasmin 2013, etc.). At the same time, aspects such as audio advertising, optimization of content plans, ad placement with the use of programmatic advertising technologies and other tools have been analysed to a lesser extent, and usually researched in isolation from the general complex of promotion.

The proposed research also has a managerial applications. Despite the fact that most marketing professionals successfully manage to attract new audiences, there is still a problem connected with retention and engagement. Nowadays, achieving better engagement is becoming the main goal of marketers, with previous research showing that this is an essential point for 95% of specialists. Moreover, there is still a misunderstanding connected with basic social tactics, organic reach and the use of social advertising (93%, 91% and 87%, respectively) (Stelzner 2019). It is also important to mention that the majority of marketers is still facing the problem of high contact prices and low quality of attracted audiences, which can be explained by a lack of a comprehensive approach in planning Internet promotion strategies (Kochenov 2019).

### **Research Methodology**

One of the limitations of previous research is the lack of a systematic approach to classification. In most studies, there is no hierarchical structure within their classification (Idrysheva, Tovma, Abisheva, Murzagulova, Mergenbay 2019), or basic clustering is performed without any key parameters (Lagodienko, Karyy, Ohienko, Kalaman, Lorvi, Herasimchuk 2019; Prokopenko, Larina, Chetveryk, Kravtsov, Rozhko, Lorvi 2019). In a number of studies, an attempt is made to create a classification of tools based on the marketing goal of each described tool. However, it is worth noting that a single Internet-marketing tool can be effective in achieving a number of goals,



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which leads to the problem of the double positioning of the tool and difficulties in determining the target cluster (Kapustina, Mosunov 2015). Thus, this study aims to create a classification where the instrument is assigned to a group within which its place is unambiguous and justified by a single criterion.

In order to create the proposed classification, such analytical methods were used in historical and genetic analysis in order to study the evolutionary development of the tools as well as in synthesis in order to eliminate ambiguity in the interpretation of terms, structuring and classification in order to prevent the problem of double positioning of tools in different clusters. As a classification parameter, channel of advertising message was chosen, and all the tools were depicted in the form of a tree structure.

The investigation involved the study of more than 40 publications devoted to promotion on the Internet. At the same time, special attention was paid to the analysis of materials released in the period from 2014 to 2019, which accounted for about 80% of all sources.

The classification was developed based on the following basic principles:

1. Completeness of the description of the complex of tools in the Internet promotion.
2. Unambiguity of the interpretation of names of groups and tools.
3. The proposed clusters of promotion tools should not contradict each other nor earlier research. The main parameter for clustering was distribution and placement channel.
4. Positioning of tools in one of the groups was performed only if each of the following two parameters corresponded:
  - a. The association was made on the basis of similarities in the mechanics of the operation of tools;
  - b. There were no double positioning situations, i.e., placing the same tool in two or more groups.

### **Basic Concepts**

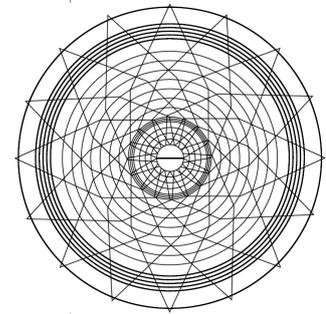
For our research, we adhere to the definition of *promotion* as an extensive set of online and offline actions aimed at communicating information about the benefits of the product to the audience in order to persuade them to use the product.

In this case, *advertising* will be defined as a form of marketing communication in which a non-personalized message about an object is created and transmitted on behalf of the identified advertiser on paid terms in order to attract the attention of the target audience and encourage them to use the advertised product.

In the context of media market research, we understand a *product* as a media project that produces content in various forms and *use of the product* as consumption of the content produced by the media project.

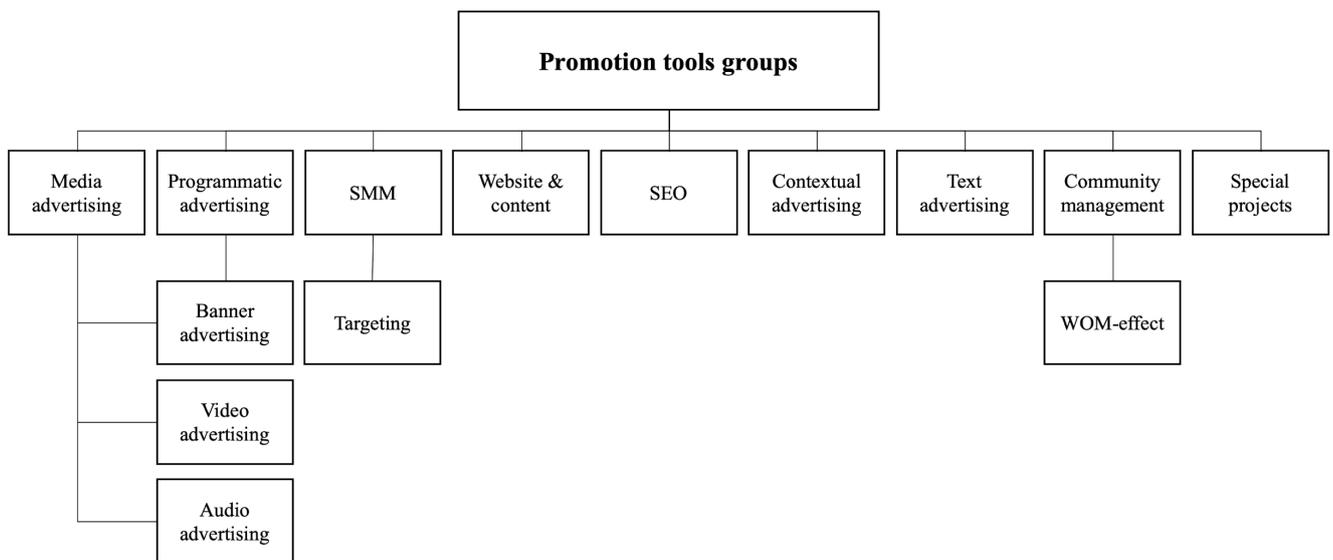
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## Research

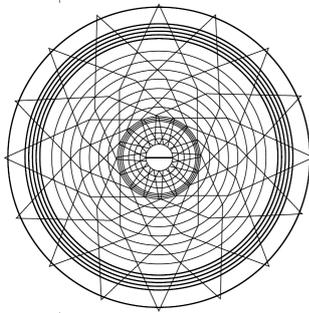
During the initial analysis of publications, it was decided to identify the largest clusters of promotion tools, within which a detailed analysis could be undertaken in order to identify the tools of promotion. Thus, during the initial analysis, nine large segments of promotion tools were identified for further research (Fig. 1). Later, each of the selected segments will be considered in more detail.



**Figure 1. The main groups of promotion tools on the Internet**

In the proposed simplified classification, clusters were created in accordance with the main channels used to place and deliver the message:

- Media advertising – advertising networks and direct banners' purchases.
- Programmatic advertising – algorithmic mechanisms and auction models.
- SMM (social media marketing) – promotion through social media.
- WOM effect (word-of-mouth) – promotion through the creation of buzz and word-of-mouth effects.
- SEO (search engine optimization) – improving the website's code and platform in order to increase visibility to search algorithms.
- Website & content – the main channels through the project's own capacities, front-end development, et c.
- Contextual advertising – specialized purchase systems integrated with search algorithms.
- Text advertising – integration into text messages.
- Special projects – partnership with other media projects.



**Media advertising** in its general form includes three major groups of tools: banner placement (and programmatic advertising), video placement and audio placement. Text advertising was placed in a separate group within this classification due to its lack of an audio-visual component.

Today, *banner placement* is not considered to be the most effective promotion tool due to the low average CTR. However, message targeting techniques can significantly increase CTRs, which makes this group of tools important for analysis. The basis of banner placement is usually a static or dynamic image, in some cases accompanied by an audio track (Lobodenko, 2014). The following main tools can be identified as parts of banner placement:

1. Banner advertising in the interface of a website in the format of a block containing the advertiser's message.
  - a. **Standard placement formats** on a website page, such as 'drag' (1000 x 33 pixels), 'skyscraper' (160 x 600 pixels) and others.
  - b. **Nonstandard placement formats** – branding of the main page of the website, individual pages and thematic sections.
2. **Rich-media placement formats** that allow the use of technologies other than the standard gif, jpeg, and HTML. This kind of placement allows for audio and interactive elements (configurators, surveys and game applications). Thus, the rich-media format allows the integration of a smaller analogue of the website, which a user can browse without leaving the main presence page.
3. **Pop-up and pop-under formats**, which are additional windows that appear above or below the active page of the site.
4. **Full screen** – a full-screen banner that covers the entire page and its content.

In addition to the above-mentioned basic banner placement features, it is also important to mention additional types, such as 'top line' (a banner covering the entire width of the browser window at the top or bottom of the screen), synchronized banners, sliders (notifications that pop up in the notification area of the screen), ScreenGlide (displayed during the loading), FlexFrame (an adaptive placement format that can also be integrated into the content itself) (Amzin 2016) and others. It is important to note that the average CTR for nonstandard placements (1.22%) is much higher than that for standard formats (small: 0.23%, medium: 0.15%, large: 0.27%) (Sarkisyan 2016).

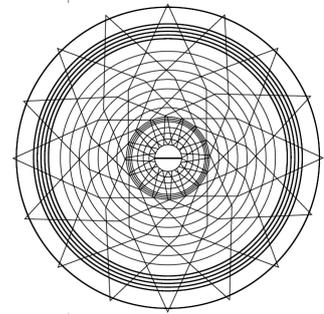
As part of the consideration of banner placement, it should be noted that one of the tools is placement through the *advertising network*, which is a system that allows the advertiser to manage the placement of advertising materials in designated places. The largest ad network types are teaser- and banner-ad networks, as well as other ad network formats that allow such formats as text string, pop-up, and other nonstandard placement forms (Shkura 2014). Traffic exchange systems (such as SMI2) also allow two or more projects to place each other's advertising messages on their own platforms, so such systems are also considered a separate placement channel.

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While the advertising network is a tool for purchasing placements in specific areas, today the increasing demand for algorithms for purchasing the target audience can be realized through the technology of *programmatic advertising*. Market experts expect an increase in the share of investments in programmatic technologies of up to 80% of the total budget for display banner advertising (White, Samuel 2019).

The term programmatic advertising refers to a set of methods for purchasing and selling advertising on the Internet using fully automated systems and tools for making real-time transaction decisions based on user data (Tavoularis 2015). Thus, this technology pairs each user with the advertising message that matches his needs based on the analysis of his behaviour on the Internet (Chinarina 2018; White, Samuel 2019).

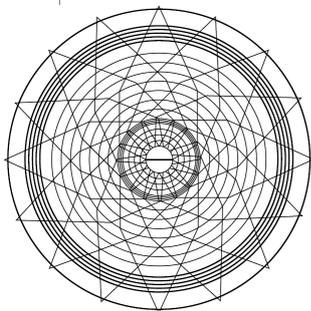
In general, the technology works as follows: information about the user when he enters the website page is collected and stored in the DMP (database that collects information about the user on the basis of his Internet behaviour patterns and cookies analysis), from which the DSP gets data about user behaviour in order to detect the presence of potentially suitable advertising messages, which then will be placed in the spaces available in the SSP (the platform that manages the available inventory by setting the minimum value of the impression). In this case, if there is no exact match, the RTB auction process starts, based on the demonstration of the ad with the highest impression cost of the all applicants (Palos-Sanchez, Saura, Martin-Velicia 2019; Tavoularis 2015).

Commonly, a hierarchical chain of auctions is integrated into the algorithm, starting with automatic guaranteed placement (for websites that have a direct agreement with the brand about placement in a fixed location at a fixed price). If there is no such agreement, the unreserved fixed-rate level is launched (for preferred partners, who receive the right of first refusal from placement and operate on the basis of a fixed price). On the third step, if the placement is not sold, an auction is launched that is opened to a predetermined number of the network's partners, and only on the fourth step is a general open auction launched. It should be noted that in some cases, in order to get the most favourable placement, platforms can use algorithms to falsify information about users' behaviour, adapting it to the requirements of the advertiser, which forces them to take *action to identify robotic traffic*.

The next group of tools within media advertising is video advertising, which is currently in demand due to the fact that the audience for video content exceeded 4.5 billion users (Duffet, Petrosanu, Negricia, Edu 2019).

Four key types are identified in the video ad format (Sarkisyan 2016),

1. Pre-roll – advertising is demonstrated before the content.
2. Mid-roll – advertising is demonstrated during the content demonstration (it can be interrupted more than once).
3. Pause-roll – advertising is demonstrated in pause mode.
4. Post-roll – advertising is demonstrated after the content is displayed.



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The most effective format is pre-roll (CTR = 7.12%), and pause-roll is one of the least effective (CTR = 4%), which is connected with the switch of the user's attention to the different activity for which content consumption was stopped. The effectiveness of placement in mid-roll format depends on the time of placement within the video. Thus, there are several ways to integrate an advertising message into video content:

1. Random placement.
2. Contextual placement – integration of an ad message corresponding to keywords in the video description.
3. Semantic placement.
4. Placement based on the analysis of content blocks.
  - a. Fixed placement (at the beginning, end of the video).
  - b. Placement based on scene contrast analysis.
  - c. Placement based on tracking frames of scene changes.
  - d. Placement in the least meaningful scenes (based on the abundance of elements in the frame, the presence of the hero, the presence of a dialogue and other parameters).

The placement of advertising based on the analysis of video content causes the least degree of negativity among users (Wang, Zhuo, Li, Red, Zhang 2018).

The next type of media advertising is audio advertising. In the Russian market, the total audience coverage in online environments available for audio ad formats is estimated at more than 65 million unique users per month and at least 23 million unique users per week (Razumov 2017). At the same time, the place of contact with audio advertising is not only musical content (which is consumed by more than 95% of users) but also podcasts (51%) and audiobooks (41%) (Mediascope 2018).

There are three main formats of audio-advertising placement (Razumov 2017),

1. Audiomix is an advertising campaign based primarily on the placement of audio ads.
2. Mediamix is an advertising campaign in which audio advertising is one of the components.
3. Branded sponsorship, which includes two main subcategories:
  - a. Mention of the brand in the format of a story, as a sponsor of the content or as part of the overall narrative.
  - b. Integration – placement of an advertising message as an element that allows the user to get free access to the content that attracts him.

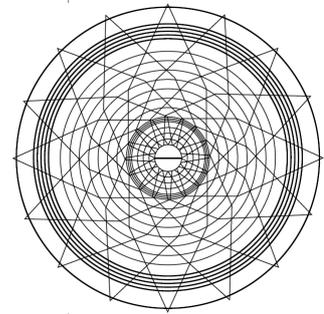
Banner, video and audio advertising are analysed as one group due to the fact that placement is realized either with fixed spaces in the website and time segments of video and audio content or as additional layer for a user that pre-empt other content. Programmatic advertising is analysed separately because it involves auction algorithms for placements. Thus, different patterns of message placement are described, and these groups of instruments are placed in separate clusters.

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The next major sphere in media projects' promotion on the Internet is SMM (social media marketing). This group of tools is interesting primarily because members of generations X and Y are constantly connected to social media, and on average their level of trust in messages distributed through social media is higher (Haque, Momen, Sultana, Yasmin 2013). Russians are described as one the most active users of social media, with 82% of citizens registered on several platforms at once (Kosteczki, Malkova 2013). In this article, we understand SMM promotion as a process of attracting traffic or attention to a brand using social media, which includes a set of actions within social platforms as promotion channels (Adels 2017).

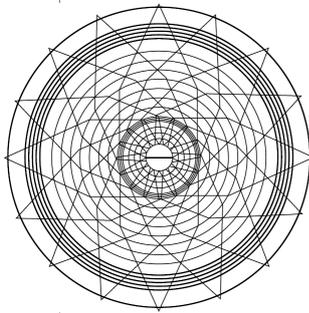
The main aims of SMM strategies are to inform consumers, develop loyalty, increase traffic to the project's website, minimize the effect of user negativity and distribute the produced content. Among the main steps in developing a social media promotion strategy are:

1. Definition of the target audience.
2. Definition of the key objectives of the campaign.
3. Selection of social platforms with a high concentration of the target audience.
4. Determining the behavioural characteristics of the audience.
5. Development of a content strategy for each of the selected social media.
  - a. Defining the subject of publications and taboo topics.
  - b. Determining the frequency of publications.
  - c. Defining the general style of entries.
  - d. Determining the placement time.
  - e. Determining the ratio of advertising and content posts.
6. Defining the performance metric system.
7. Planning the necessary resources.
8. Development of a calendar plan.
9. Evaluation of the effectiveness and campaign optimization.

If the core of the audience consists of content generators (prosumers) that need functionality to create UGC, the *community management* component should also be taken into account when developing a strategy for interacting over social media. It should also be noted that the fact of belonging to a community as a whole becomes an important factor in brand interaction for members of generations X and Y.

The next important group of tools is those that work with the *website's interface and content plan*. Content should be adapted to the target audience. For example, for readers of traditional media, the text component of any material consumed is critical, while for audiences on digitalized media, the interactivity parameter will be critical (Arresse, Kaufmann 2016).

In general, all content can be divided into two major categories, 'primary' and 'nuclear' fuel (Stelzner 2012). The first group is built on the basis of information provided to the audience on a free permanent basis (news, reviews, interviews,



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refutations, etc.), while the second group is based on carefully selected information, the need for which is prolonged and which affects the expert base (research results, white papers, competition mechanics, etc.). The goal of primary fuel is to increase audience retention and WOM effect stimulation, while nuclear fuel is to introduce the resource to a wide audience, have a lasting impact on the project audience and confirm its authority. Niche content is also a crucial part of the content plan because it expands the loyal audience.

In order to *optimize a website*, it is important to improve its usability. The main trends of website construction are (Kurmanov 2013),

1. Minimalism in interface design.
2. Simplified navigation for users.
3. Ergonomics.
4. The screen is not overloaded with content blocks.

The majority of the audience (about 61% of users in Russia) uses a mobile device as a first screen, which makes it necessary to implement steps for *mobile website optimization*, which includes activities to increase the speed of page loading, integration of plug-ins supported by mobile devices and optimization of the display form of the product's main elements (Gorshkova 2019).

*Search engine optimization* (SEO) is another important aspect of website optimization. It is understood as a set of measures to raise the site's position in search engine results page (SERP) for certain queries in order to increase traffic (Faustova, Sheusheva 2016). The output is affected by on-page and off-page factors. Among the on-page factors are text elements, headers and mark-up of information posted on the website, while the off-page factors refer to the number of external mentions of the resource on verified websites. Sixty percent of users pay attention to the URL of the resource while exploring the SERP, 73% to the displayed site name and 75% to the text fragment provided on the SERP.

The following main website attributes are needed in order to optimize its positioning (Lebedyanceva 2005),

1. General page title.
2. Fullness of service meta tags.
3. The structuring of the text.
4. Availability of hyperlinks to other pages of the site.
5. Presence of visual components.

Accordingly, as part of the internal optimization of the website, it is important to pay attention to:

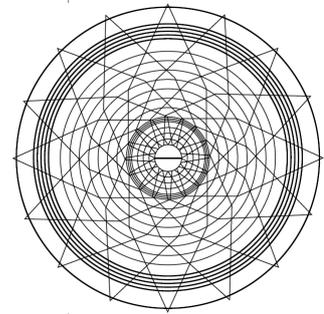
1. Optimizing URLs.
2. Addition of titles and content tags.
3. Entering key phrases.

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External optimization includes:

1. Distribution via social media.
2. Sharing links with trusted resources.
3. The cross-promotion via traffic exchange systems.
4. Paid links.

It should be noted that the use of black optimization methods (doorways, cloaking, etc.), on the contrary, harms the site's SERP position.

**Integration with news aggregators and recommendation systems** via RSS feeds (an international standardized data format that transfers information from one site to another) is also becoming important for media projects. By sending basic information about the content posted on a page, it becomes possible for website to be included the aggregator's output, which is usually formed by the most recent, informative and quoted pages that do not contain plagiarism (Shandarova 2017). Several basic conditions must be met in order to integrate with the aggregator:

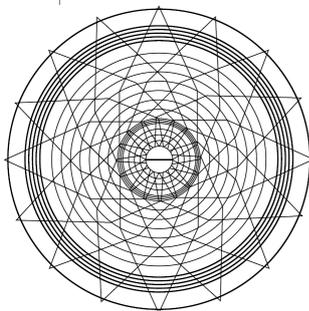
1. Information on the site must be freely available.
2. The content is not contrary to the requirements of legislation.
3. The information is regularly updated.
4. The data for the report contains all the necessary attributes (title, URL, author, category, links to media components, time of publication, the full text of the message) (Khramova, 2015).

Successful integration with aggregators allows the media resource to receive up to 30% of additional traffic.

SEO and integration with aggregators and recommendation systems are connected to the overall website code optimization, so these two groups of promotion instruments are analysed as parts of one cluster.

The next tool for promotion on the Internet is *contextual advertising*, in which messages are placed on the SERP and integrated into corresponding blocks on websites (integration into mail services, applications, etc.) (Sarkisyan 2017). For this type of placement to be effective it is important to create a semantic core for the promoted brand and evaluate the frequency of key requests. At the same time, it should be taken into account that the mobile queries are more specific and concise, and so a separate strategy should be created for mobile. Today, the technological development of this set of tools allows for the integration of target action buttons directly into the posted message, the placement of media elements and the use of dynamic ads (Dovzhikov 2016).

**Text advertising** includes integration into the general text on the site page. The main advantage of such advertising is the absence of multimedia elements, which significantly increases loading speed. Moreover, this type of placement is not blocked by specialized applications and extensions used by website visitors. There are four main tools within this group (Lobodenko 2014),



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1. Standard text blocks.
2. Advertising journalism.
3. Rubric advertising.
4. Combined advertising texts (usually in the format of a media kit).

The next group can be identified as tools that allow to manage the WOM effect, which is a phenomenon in consumer behaviour manifesting in mentioning the brand in interpersonal communication (Kozinets, Hemetsberger, Schau 2008). The following tactics can be used in order to influence the WOM effect:

Celebrity marketing - influencing opinion leaders and their integration into the marketing campaign (Wei, Lu 2013).

- Viral marketing - the production of content that will make a consumer to share it on social media. Usually it is connected to creative and shocking messages.
- Meta-marketing is a new type of promotion, consisting of a strategy of complete honesty and openness to the recipient of the message. The key element is humour and reliance on the irony of potential consumers.
- Expert marketing - influencing the recognized experts of the market, whose opinion is potentially important to an engaged audience.
- Increase in the total number of mentions and citation frequency.

All of the described tactics are connected to the stimulation of the word-of-mouth effect, which is similar to the function of community management. Both groups of communication with the audience are connected to buzz effect control, so the similarity in distribution channel allows their analysis as one cluster of the complex.

Finally, native promotion is becoming one of the most popular, and therefore most important, tools in marketing strategies in the form of special projects. This type builds a system of interactive communication with consumers due to the variety of forms of its implementation, among which it is possible to distinguish (Lobodenko 2014),

- Photo galleries
- Infographics
- Special formats (Flash games, tests and other creative forms that evoke an emotional response)

### **Results**

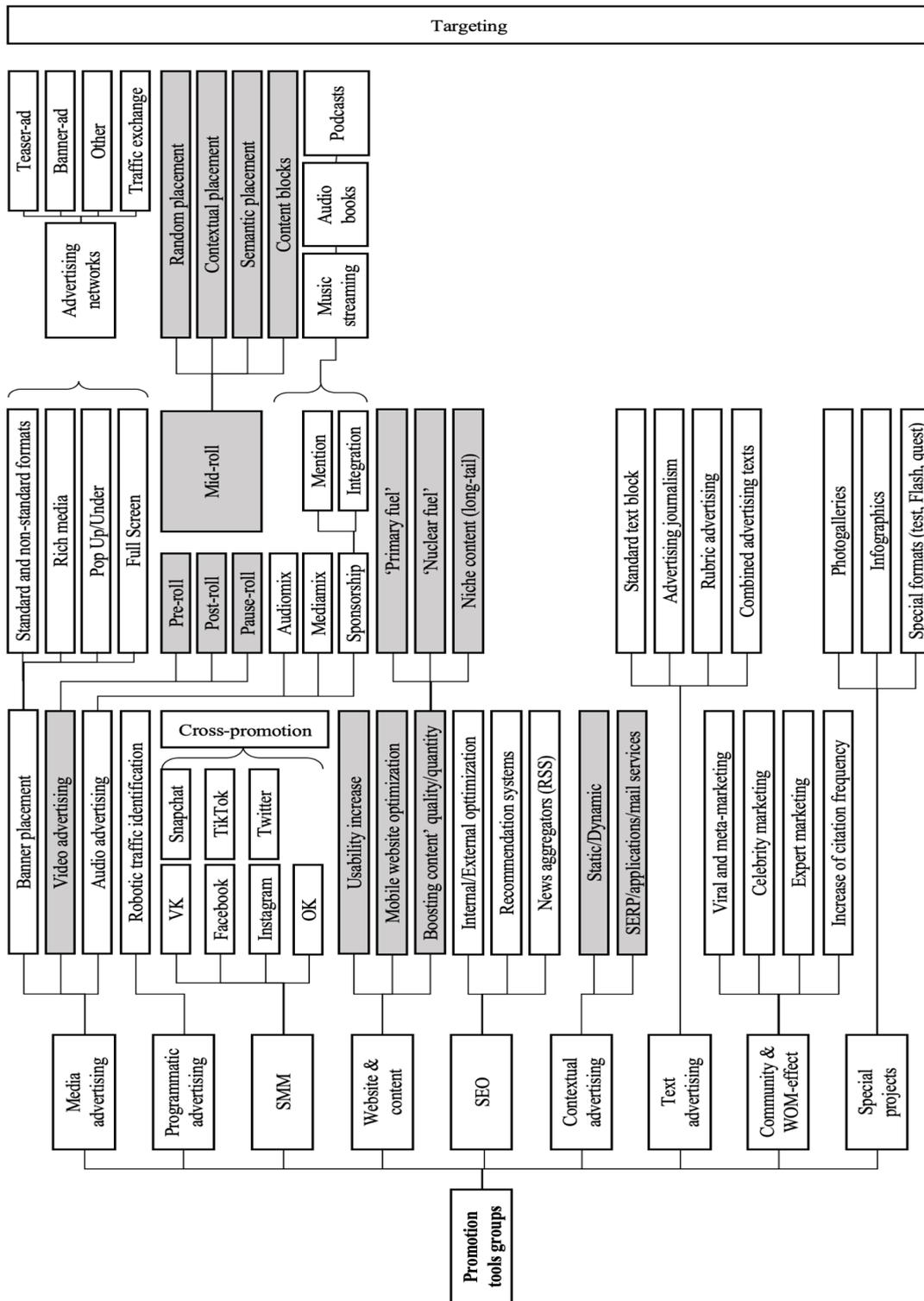
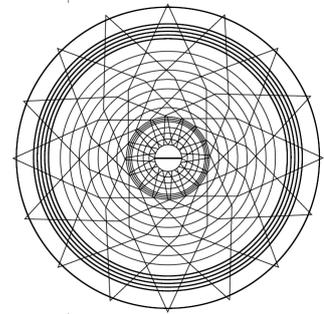
Based on the analysis of the theoretical base, it is possible to make a classification of basic promotion tools that are suitable for media projects in Internet environments (Fig. 2).

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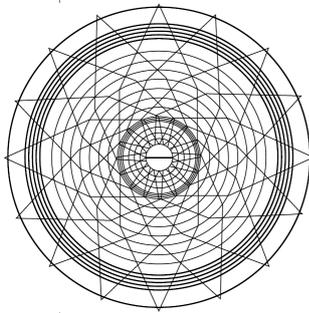
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**Figure 2. Internet promotion tool classification for media projects**



### **Application and Limitations of the Study**

The model obtained was used during the analysis of the Russian Online Media Project promotion strategy in 2018 in order to formulate recommendations for its improvement. Based on the results of the analysis, a number of changes were implemented to the project's marketing strategy, including:

- Integration with a recommendation system via RSS.
- Reorganization of editorial work in order to address a lack of engaging content.
- Activation of the community and niche content production for different audiences.
- Update of the SMM-strategy and creation of a new tone of voice for social media.

The proposed classification is new and has not previously been considered in the scientific literature. It complements the work of other authors in terms of promotion on the Internet. Testing the proposed classification demonstrated its applicability in management environments as part of a more detailed planning of marketing activities on the Internet.

However, the proposed classification has a number of limitations due to the high pace of the studied market's development. For example, this classification does not cover in detail the following tools:

1. Optimized turbo pages (considered as part of SEO optimization).
2. Usage of new types of social media (TikTok, Snapchat and other visual platforms for SMM).
3. Integration of the brand into third-party UGC services to attract additional traffic (for example, Yandex.Q, Quora, Yandex.Collections, Pinterest and others can be considered as part of both SMM and content plan development).

In further research, more attention should be paid to the latest promotion tools within the proposed macro groups.

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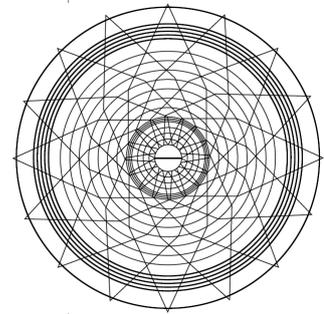
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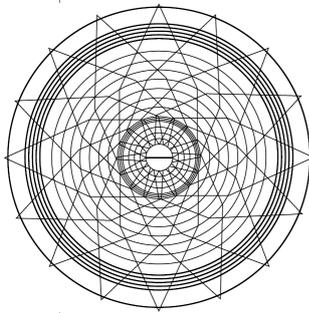
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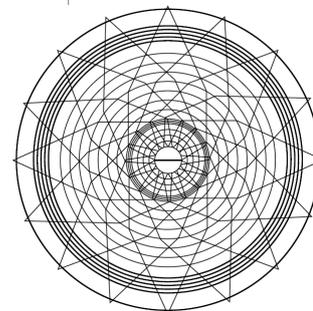
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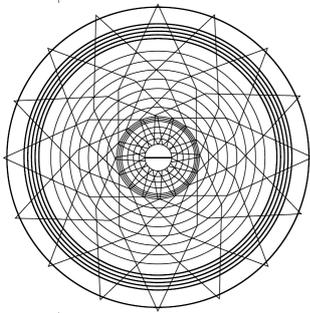
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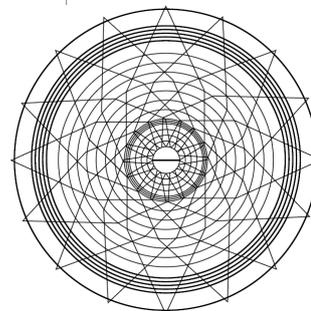
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## РАЗРАБОТКА КЛАССИФИКАЦИИ ИНСТРУМЕНТОВ ПРОДВИЖЕНИЯ МЕДИАПРОЕКТОВ В СЕТИ ИНТЕРНЕТ

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### **Аннотация:**

В данной работе исследуется продвижение медиапроектов в сети Интернет, что является важным вопросом в контексте развития информационных технологии. Сначала авторами выстраивается обобщенная классификация групп инструментов продвижения, включившая в себя девять основных компонентов, каждый из которых детально рассматривается далее в статье. В результате анализа массивной теоретической базы авторы предлагают качественно новую классификацию инструментов продвижения, обобщающую и продолжающую работу предшествующих исследователей.

**Ключевые слова:** продвижение, интернет-продвижение, маркетинговые коммуникации, медиа, продвижение медиа