

Native creative method: how to reduce advertising costs through effective adver-tising videos

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Annotation. A significant number of companies and brands compete for the attention of users on social networks, and the correct choice of target audience and its segmentation are the key to successful advertising. The purpose of the study is to identify more effective advertising formats for businesses in terms of limited budgets. The article examines the main problems that businesses face when advertising on social networks, in particular, increasing competition, decreasing user attention, and increasing advertising costs. Particular attention is paid to the algorithms of the Facebook and Instagram platforms, which evaluate content according to the criteria of interaction and positive emotions. The method of producing native creatives is studied in this article. The main features of native advertising are determined: unobtrusiveness, clear call to action, organic format similar to organic content on the advertising platform. It is found that native advertising is “natural” advertising that is perceived by users as useful content that recommends an action without obliging them. The concept of “advertising that does not look like advertising” is considered, which allows businesses to attract the attention of users without explicitly imposing a product and reduce the advertising costs. The main task of native advertising is to imperceptibly lead the user to this decision. The key advantages of native creatives are highlighted: versatility, ensuring compliance with the expectations of the target audience, high reach, no interference in a user's personal space. The study shows that native advertising is highly effective because it can be seamlessly integrated into any platform's context, as long as the content is relevant and offers practical solutions to users' problems. The article also contains practical examples and strategies, in particular, the use of the AIDA structure to create advertising campaigns that effectively increase attention retention, reduce advertising costs, attract an audience and improve brand trust, forming customer loyalty.

Key words: advertising, content, social media, Meta, Instagram, AIDA, UGC, marketing, efficiency, trust building.

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Introduction

In today's digital marketing, many businesses are faced with the problem of reduced advertising effectiveness due to content overload on social networks. Advertising campaigns often do not give the desired result due to low user attention and growing competition for screen space. Given this problem, marketers must adapt their strategies to new realities, where not only the advertising format plays an important role, but also how advertising interacts with users.

The issue is reflected in the work of modern researchers. Among the scientists whose publications focus on business marketing strategies in social networks are A. Martins et al. [1], M. Amazeen, B. Wojdyski [2], B. Wojdyski, N. Evans [3], E. Arslan [4] and a number of other researchers.

Certain aspects of native advertising are within the scope of scientific interests of K. Smith [5], G. Greve, V. Löffler [6], D. Kim, H. Kim [7]. The authors explore the concepts of creating effective native creatives, determine the place and role of native advertising in marketing strategies for business development. The publications of S. Kay et al. [8], S. Chu, J. Kim [9] are devoted to the specifics of advertising development in times of crisis and instability. At the same time, S. Youn, S. Kim [10] analyze the potential of native creatives in the context of forming sustainable competitive advantages, attracting user attention and reducing the cost of clicks.

The research of G. Dhanesh, G. Duthler [11], Z. Zhyvko, N. Petrukha [12] is devoted to the digitalization and automation of marketing processes and the analysis of consumer behavior, which allows for a prompt response to changes in the requests of the target audience. N. Petrukha et al. [13], O. Boiko [14, 15], in continuation, actualize the capabilities of artificial intelligence and mobile applications in marketing systems in conditions of limited business resource provision.

Analysis of current scientific research indicates the transformation of key approaches to the development of advertising strategies in the modern social environment. At the same time, the search for new advertising formats to attract consumer attention, especially in conditions of limited business budgets, requires greater attention.

The purpose of the article is to analyze the potential of the native creative method for promoting effective video advertising.

Results

The current problem of today is the decrease in advertising efficiency due to growing competition. Many business players aim to obtain cheap applications for advertising and sales through advertising, while at the same time facing a decline in user attention and an increase in its cost. This is seen as a consequence of overloading social networks with advertising content, which does not always arouse interest. Given this, companies must change their approaches to advertising in order to maintain efficiency and reduce costs.

Algorithms of social networks, in particular Facebook and Instagram, evaluate content according to several criteria, the main of which are interaction and positive emotions. Platforms "reward" advertising that arouses interest and an emotional response in users with cheaper purchases. In conditions of fierce competition, advertising that resembles an interesting post in the feed performs better than advertising that has a direct call to purchase [2].

Native advertising is a type of advertisement where a service, product or service is represented in a disguised, unobtrusive form. This type of advertising "blends" with the content on the platform, and therefore does not cause rejection in the viewer.

At the same time, the main factors influencing the algorithms are:

- interaction: targeted advertising actions, and additionally: likes, comments, reposts, views;
- viewing duration: the longer a user watches an ad, the greater the likelihood that the algorithm will “recommend” it to a larger audience;
- positive emotions: content that evokes positive emotions has a greater chance of getting higher scores. Meta actually reads our emotions through the camera, positive emotions “weigh” more for the algorithm than “negative” ones.

“Advertising that doesn’t look like advertising” is content that doesn’t have an obvious commercial look. It can be useful advice, a life hack, a personal experience, or a mini - instruction that is presented in the format of a regular post or video on the platform. Such advertising has a recommendation, but not a direct call to purchase, which makes it less intrusive and more acceptable to users [7]. Visually and in terms of presentation, native advertising differs little from regular publications.

The advantages of native advertising include:

- 1) increased loyalty and trust: users tend to trust their favorite creators or bloggers who talk about certain third-party products more than direct advertising;
- 2) preventing "banner blindness": most consumers are used to not paying attention to traditional advertising banners and videos, but at the same time, native advertising does not cause disgust, because it effectively blends with the overall content and is not associated with advertising in traditional perception;
- 3) interaction with the necessary target audience: a higher level of user involvement in advertising creative contributes to a higher level of conscious actions and an increase in the quality of target audience engagement;
- 4) minimal risk of blocking due to the platform or blogger's entertainment content format;
- 5) higher sales and profit levels.

At the same time, native advertising has certain weaknesses, among which it is worth highlighting:

- complicated production: often the development of effective content that will not be perceived as direct sales, will attract the audience and will be able to vividly describe the product, requires the involvement of a team of specialists;
- increased cost: attracting bloggers costs businesses additional costs.

It is worth noting that the weaknesses of native advertising development can be leveled using creative creation methods, including this and another method by the author, “An innovative method for reducing the costs of creating effective advertising videos for small businesses”.

In general, the practical advantages of native advertising are: expanded opportunities to gain audience trust and loyalty; communicating the brand's philosophy, its key ideas and values; creative and interesting content that sells; moving people to higher levels of awareness (Ben Hunt's ladder); getting a post that often stays on the platform or blog forever; getting better quality advertising bids [1].

According to the results of practical advertising launches, only 7-14% of users watch advertising videos for more than 15 seconds, and even fewer watch them to the end. However, advertising, which is not like regular advertising, allows you to increase attention retention and reduce the cost per result. In practice, dozens of different formats have been tested and it has been found that it is the unforced presentation that consistently wins, since users do not feel pressured to buy.

One of the biggest advantages of the approach is that businesses don’t need to spend money on hiring UGC creators or bloggers for native advertising. The recommendation

format, which is unobtrusive and works best, can be created independently using simple tools:

1) writing a script in the format "telling about my experience and recommending the product";

2) creating soundtracks using artificial intelligence tools.

The creative will look like a recommendation from a regular user or blogger, which adds credibility and social proof. It also saves time and money while getting the best results.

Example: How to sell a stroller without directly advertising it.

Instead of the standard approach of "buying a stroller", we launch a video with communication and the title "How to choose a stroller?" The video provides useful tips with a demonstration of a specific model (comfortable handle, easy assembly, correct fit). This approach builds consumer trust and ensures a positive result without direct pressure.

While the main goal is to create native creative that not only captivates but also recommends the product, it is important to remember that advertising should primarily sell. Therefore, it is important to find the right balance between captivating and selling [5].

At the initial stage of the video, the first 3-5 seconds should be aimed at attracting the user's attention and engaging him in the content. This can be some exciting question or problem that the potential target audience faces. At the same time, after that it is important to move on to the benefits of the product in order not only to keep attention, but also to start the sales process. Advertising should not only inform, but also sell. It is very important that the user understands how the product will improve his life or solve his problem [7].

After watching the video, the customer should clearly understand the motivation for action. This can be either going to the site to make a purchase, or subscribing for additional information or discounts. It is necessary that the call to action is clear, simple and does not overload the viewer.

To create high-quality native advertising, it is advisable to use the proven AIDA structure, which includes:

- Attention – a captivating hook, which can be a question, pain, or insight; At this stage, it is necessary to attract the potential client's attention to the product or service, which can be done with the help of an interesting headline, an unusual image or video;

- Interest – After attracting attention, it is necessary to interest the client; it is necessary to make it clear that we understand the client's problem; at this stage, intrigue also works well, where we tell that the client's problem has been solved, but we do not yet say by what means;

- Desire – demonstration of a solution to a problem; At this stage, it is necessary to create in the client a desire to have the product, to arouse in him a sense of need for it; this can be achieved by demonstrating the effectiveness of the product and social confirmation;

- Action – a light and unobtrusive call to action; At the last stage, it is necessary to encourage the client to take a targeted action, for example, purchase, order, register, etc., which can be done with the help of clear calls to action, discounts, special offers.

AIDA is a marketing model that describes the sequence of steps a buyer goes through from first contact with a product to making a purchase. The timing of the AIDA structure assumes the following duration:

Attention (hook) – 2-4 seconds;

Interest (summary) – another 3-9 seconds, depending on the level of awareness of the audience to whom the creative is directed; if the goal is not to "warm up" but to "press" the viewer, then it is better to skip this stage;

Desire (main part) – 10-35 sec.,

Action – about 4 more seconds.

AIDA model in video advertising describes the sequence of stages that a viewer goes through when making a purchase decision. At the Attention stage, it is advisable to use bright visual effects, dynamic frames, interesting sound or music. For example, a video can begin with an unexpected moment, an intriguing question or an unusual character. The purpose of this is to avoid the viewer switching to other content.

At the Interest stage, the video should contain information about a need, problem, or results of using the product that will be useful or interesting to the target audience.

At the Desire stage, the video should make the viewer want the product. It is advisable to use the emotional component, demonstrate how the product can improve the viewer's life, make them happier, more successful, or how it solves a problem. For example, the video can show people using the product.

Action stage reveals the ultimate goal of the video ad – to encourage the viewer to take action. You need to provide a clear call to action, for example, "Visit our website", "Call us", "Buy now".

Additionally, you can offer a discount or special offer in the creative to encourage purchase.

This structure allows you to create ads that are interesting to users and encourage them to take action without feeling pressured. As a result, not only does the ad become more effective, but the brand itself also gains more trust from users.

Conclusions

The practical benefits of native advertising are expanded opportunities to strengthen consumer trust and audience loyalty; conveying the brand's philosophy, its key ideas and values; creative and interesting content that sells; getting a publication that often stays on the platform or blog forever; moving people to higher levels of awareness (Ben Hunt's ladder); getting higher-quality advertising applications.

Advertising that doesn't look like advertising is an effective way to engage users in today's advertising overload. Using the AIDA framework and content delivery approach can significantly improve attention retention, reduce advertising costs, and increase brand trust. This approach allows brands to achieve better results without having to hire expensive creatives and bloggers.

The effectiveness of the methodology has already been proven in practice. Using the methodology has reduced the cost of advertising campaigns and increased engagement rates by 40-100%.

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