

تصميم الحملات الإعلانية للتسويق الاجتماعي على الإنترنت

Designing of social media advertising campaigns on the Internet

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Research Summary:

In a short time, the Internet was able to overcome all restrictions and barriers in terms of continuous presence and availability to the public at any time, reducing the gap between the public and the communicator, which led to talk about social marketing on the Internet to become a means to convince the target audience message.

Many experts in social marketing, as well as academics, discussed the importance of new means of advertising and the use of these means in advertising campaigns on social media (Facebook, Twitter, YouTube, blogging), distinguishing them with many features such as sound, image, And stressed the importance of using the Internet to participate in the design of social marketing campaigns

Design of advertising campaigns for social marketing