

A New Approach for advertising in the Digital Age

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Abstract:

the types of advertising under the technologies are Varied in the digital age, one of the most important phenomena in the digital age is the social media on the Internet, which is characterized by strengthening the concept of participation and effective news, events and people, there may be urgent news or unexpected events and Organizations start to exploit these news and events and take advantage of them in the formulation of a successful advertising and this is named a "**news jacking**".

Research problem: How can uses the term news jacking in the formulation of advertising ideas in the digital age?

Research importance: Studying the methods of News jacking and benefiting from it in building effective advertising messages.

Research goal: Emphasize the importance of news jacking in reaching targeted consumers to improve the competitive position of Brands in the digital age.

Research hypotheses: Employing the methods of using the term "News jacking" in advertising helps to improve the competitive position of organizations in the digital age.

Research methodology: The research follows The descriptive and analytical approach for a group of organizations that have used the concept of News jacking in digital marketing through social media sites locally and globally.

The research concluded that by studying the interactive news jacking techniques, it is possible to control the construction of the effective advertising message.

The research recommended to understand the phenomenon of news jacking to become an effective means of strengthening and enhancing the value of products and services in the digital age.

Keywords: News jacking, selling without selling, intelligent brand, Real Time Marketing.