

Umida Zunnunova

Associate Professor Of The Department Informatics And Management,

National Institute Of Fine Art And

Design Named After K. Behzod, Uzbekistan Tashkent

TECHNIQUES FOR CREATING AN ADVERTISING IMAGE ON MARKETPLACES

Abstract: This article discusses the technique of creating an advertising image in the markets. The article talks about paid and free ways to advertise products in markets. The author explains the steps to start an advertising campaign and what tools to use.

Key words: market, advertising image, products, advertising campaigns, design, management advertising.

In the modern world, online trading platforms have become a popular platform for selling your goods, and among all the many competitors, you need to somehow stand out. Trading platforms such as Wildberries, Ozon and Ya.Market offer a wide range of advertising opportunities for promoting products to a wide audience. However, with so many sellers vying for attention, it can be difficult to stand out from the crowd.

To succeed in a competitive market, entrepreneurs need to use effective advertising techniques that will help them maximize visibility, reach and sales. In this article, we'll look at some of the most popular advertising methods used by marketplace businesses and how they can help increase marketplace sales.

Before we start talking about promotion methods, we remind you that the card must be carefully worked out: fill out the characteristics, work on SEO and much more. You can check the readiness of your card with us for free and work on it there

Ways to promote products on marketplaces.

As elsewhere, there are paid and free ways to promote products on marketplaces. Now we'll tell you what needs to be done before launching advertising campaigns and using what tools [1].

Step 1.

Text filling.

If possible, the description and each characteristic that the marketplace offers for your product category should be filled out. This gives you a higher chance of getting into the search filter, and you can also enter SEO text into the text fields (you can, which will raise the card in the search results. Also, let's not forget about buyers. The text should answer questions that potential users may have .

Step 2.

Images.

The photo is what attracts attention first of all. Photos of the product must be taken professionally, of high quality and also answer all the buyer's questions. To answer the last question, sellers use a trend of the last few years - infographics. And most often they put her in the "main" photo. It is advisable to upload the maximum number of photos allowed.

Step 3.

Communication with customers. Under no circumstances should you forget to respond to reviews and questions. This builds buyer confidence in the brand and shows the seller's attitude towards the product and the client.

Step 4.

Monitor your competitors' advertising units. After analyzing the advertising campaigns of other sellers, you can collect information and begin your promotion on the marketplace by setting a competitive price that will cover all costs, winning infographics and content in general compared to other sellers. This will give a higher result in the form of sales.

Step 5.

Allocate a budget for several advertising formats. This is necessary in order to look at the work of each in dynamics. During their work, there may be a need for additional analysis, switching off and refining ineffective campaigns, or adding new products.

Step 6.

Take care of the quantity of goods in warehouses. There should be a lot of it even before the launch of advertising and after. Constant control of stock balances. If there is 0 balance, the marketplace may remove the card from the search results.

To set up advertising campaigns, marketplaces have special tools.

Paid advertising tools on marketplaces [2].

Now in the Russian digital space there are 2 leading marketplaces:

- Wildberries.
- Ozon.

These online trading platforms have their own tools that every seller can use.

Wildberries.

Now a seller can use 5 tools to promote their product:

- Stock.

Using this method of promoting a product, the seller can place advertising banners from the special “Promotions” category of the marketplace. The banner takes the buyer to the general brand page or to the selected product category. This method of promotion is not suitable for advertising a single product.

- Banners.

Banners capture a larger audience as they are displayed on website pages and in general sections. The cost of such advertising depends on the placement location and the amount of time the product will be displayed.

- Block in the product card.

The result of this advertising tool depends entirely on preparation, since the level of competition here is higher than usual. It is your card that will interest the buyer if the cost of the product is as favorable as possible and the content is attractive.

- Advertising in the catalogue.

Product cards participating in the advertising campaign are displayed in the first rows in the search results and are marked with the “Advertising” icon.

- Advertising in search results.

The simplest and easiest way to advertise. Unlike other tools, WB itself selects search queries for which the product will be displayed, based on the information that the seller indicated in his card. The card is displayed at the top of search results.

Ozon now has the opportunity to promote in categories, product cards and search results and 3 types of tools: stencils, search promotion and branded shelf.

An automated tool that will promote products in search, categories, cards and pages. Seller pays for impressions. A tool with which a seller can increase the position of their products in searches. Payment is made from the sales of goods that participate in the advertising campaign. Advertising of products with the same name, but differing in size, weight, volume or quantity in the package. This is a selection of products with a custom header and a button to go to the brand page. On the marketplace, it appears in search results and in categories, at the beginning and at the end of search results.

Advertising is boosting on marketplaces and, unfortunately, there is no unique method of promoting products that would help everyone equally. Tools are an additional option in the hands of an experienced marketer, and the key to a successful card consists of many factors.

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