The use of interactive advertisement for the purposes of social marketing

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Abstract:
The introduction of social marketing as a science began in 1970, when Philip Kotler and Gerald Zaltman introduced the idea that marketing principles used to market ordinary consumer products could be used to market ideas, attitudes and behavior. Problem statement: In light of the importance of social marketing, and in light of the scarcity of interest in studies on the factors affecting the effectiveness of social marketing, this study seeks to identify the factors affecting the effectiveness of social marketing through interactive advertising. The problem of research is to answer the following questions: to what extent can social marketing through interactive advertising contribute to the relationship between the recipient and the social marketing advert or advertising service and enhance his mental image? How can the good design of social marketing ads contribute to the interaction and attractiveness of the recipient? To what extent does modern technology affect interactive advertising in the development of the idea of advertising and especially influential ideas in society? Research objective: The research aims to benefit from different technology in interactive advertising in social marketing and from the development of advertising idea in achieving the desired effect on the recipient. Recognize the standards and strategies of the interactive advertising and its impact on social marketing campaigns. Research method: The descriptive approach followed by the analytical approach, followed by the experimental approach to verify the validity of research hypotheses. Results: Interactive advertising has the ability to deliver social marketing messages more effectively and effectively. The evolution of information technology in the field of interactive advertising has led to the development of new technologies to deliver the advertising message to social marketing areas. The use of interactive advertising in the areas of social marketing in different techniques contributes to the success of social marketing campaigns significantly. The interactive advertising in the fields of social marketing achieve the element of gravity through formal criteria such as concept and form, and achieve the basics of design and dazzling media. The tremendous technological development has worked on the diversity of raw materials and technologies that can be used and integrated with interactive advertising to the extent that it is difficult to limit it with the pursuit of new methods and materials. Interactive three methods: human interaction with human - human interaction with the message - human interaction with the machine. Increased community need for some new ideas that contribute to changing negative habits under technological development. Interactive advertising is a persuasive force in urging the recipient to interact with it more than other means of advertising. Combining the features of interactive advertising and social marketing areas achieve the highest level of psychological impact of the message and the positive impact on the recipient.

Keywords:
Interactivity, Social Marketing, Interactive Advertisement