***Social Media Advertising Project Research***

***Synopis***

Social media advertising or social media targeting is a form of advertising that shows various products for different sets of social media accounts and using the adverts to persuade the user to buy the item that is shown.

Social media companies target the adverts by what stuff you are most interested in such as for example if you like tv and rock music they will show you advertisements based on what you like and they use targeting to persuade the user to consider buying the product that is targeted towards them due to their interest in the stuff they like.

To show you the targeted adverts when you sign up or make the account companies such as for example (meta,twitter,snapchat) they will ask you what stuff that you are interested in and they will use that information to show you adverts based on your current interest.

***Types of advertising***

Different social media companies use a wide variety of tactics they use to target the audience to the specific interest that the user is interested in these are.

* Demographic Targeting. ...
* Geographic Targeting. ...
* Placement, Device and Platform Targeting. ...
* Behaviour & Interest Targeting. ...
* Keyword & Topic Targeting. ...
* Custom Audience Targeting & Retargeting. ...
* Targeting Using Third Party Data.

***Strategy***

Most social media companies also have a strategy to engage with users interest and this also known as an algorithm where they show specific stuff to engage with the viewers interest this is used mainly on apps such as TikTok and YouTube to show stuff related to the viewers interest and it will change as the viewers interest changes as well there are four different ways that companies use to know what the viewer does or does not like and use these to target the advert to the user and match their interest these are.

* Listening & Engagement
* Planning & Publishing
* Analytics
* Advertising

***Pros & Cons***

There are many pros and cons when it comes to targeting advertising and sometimes be known as a serious breach of internet privacy by using targeted adverts.

* Advertisers can reach users who are interested in their products
* Allows for detailed analysis and reporting (including [business intelligence](https://en.wikipedia.org/wiki/Business_intelligence" \o "Business intelligence))
* The information gathered is real, not from [statistical projections](https://en.wikipedia.org/wiki/Statistical_inference)
* Improve [brand loyalty](https://en.wikipedia.org/wiki/Brand_loyalty)- Advertising in social media helps companies create a platform where their customers can share their feelings about the product or services offered.
* Better [search engine ranking](https://en.wikipedia.org/wiki/Search_engine_optimization)- Advertising on social media will bring more online traffic to the company. Individuals use Google as a way to find products, so advertising on social media platforms like Instagram, Twitter and Facebook will help companies with their search engine ranking.

For my research I used Wikipedia and used some of their bulletpoints as an example of what these companies use to target adverts to its user https://en.wikipedia.org/wiki/Social\_network\_advertising