

Internet Advertising

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ABSTRACT

Internet marketing or online marketing is a set of promotional and marketing techniques that use Web and Email Internet users, allowing direct sales. Integrated strategy for on-line performance is a combination of the use of social networking, Google services and tools Newsletter. Newsletter tools are used individually, so personalized, but to match the behaviour of the target group to which they were sent. Do individuals leads previously conducted research, which should reveal the desires of consumers, their needs, interests, purchasing power ... etc... It is very important to know the time that consumers spend on the Internet as well as the sites most frequently visited. Synergy campaign on the Internet is the integration of all forms of on-line advertising in a comprehensive strategy to reach target groups. Internet promotion is actually using the principles of traditional direct marketing, but is now used well-developed telecommunications and information technology.

INTRODUCTION

Today, the number of computers connected to the Internet almost three billion, while mobile devices abundance surpass the inhabitants of this planet. It has long been agreed that the world would just stop, when to exclude inventions of Nikola Tesla. Interruption of Internet consequences would also be devastating, the world without computers, global networks and mobile phones, it cannot be imagined. Usually, on-line marketing combined with traditional types of promotions, such as radio, television, newspapers and weekly magazines. According to statistics provided daily published on its Internet Site Live Stats, presenting information data on the number of Internet users said: "About 40% of the world's population has the Internet connection. In '95, there was around 1%. The number of Internet users increased more tenfold from 1999 to 2016, and over of 3.5 billion of the world population has an internet connection ^[1].

What an impressive result of the global network, which means that traditional forms of promotion down to the local character, because of only the Internet at any time, raise promotional material so that it is visible for nearly three billion people around the globe! Susan Ward, in his publication, Online Marketing, says: "Online marketing is the art and science of selling products and services over digital networks such as the Internet and mobile networks." ^[2].

E – MARKETING

Further elaborates his argument by clarifying: "The Art of Online Marketing includes finding the right on-line marketing strategy combinations that will be applied to the target market and actually convert into sales propaganda. Science on-line marketing research and market analysis that will help in the selection of on-line Marketing strategies, and measuring the success of the chosen marketing strategy ^[2].

Marketing is usually placed over the Internet can be classified into several major segments:

- Web Marketing
- E-mail Marketing

- Social Media Marketing

WEB MARKETING

Web advertising can be an important part of the overall marketing strategy. Propagating through the Internet, in conjunction with other forms of voicing, can help build a brand, and significantly increase the company's exposure to a wide range of consumers. Unlike traditional forms of advertising, online advertising to instantly perform a complete promotional cycle - from advertising a product /service to sell. Where and how to set advert? Internet advertising, the most traditional plans, such as advertisements for print media, with a selection of web sites that are considered to have adequate visitors. To go down, it may be in the form of web banners, which included the presentation of the company, product /service palette or for example, comparative price list - which can bring some advantages over the competition. Web banner works in the same way as traditional advertising, has a duty to inform consumers of the presence of the product/service in the market, presenting to them the reasons why you should choose that particular brand. Web banner is a significant difference from the banners in the print media, because the results can be monitored in real time, and can be corrected and directed in the best interest of consumers ^[3]. Hot Wired was the first web site that is selling space for banners on large, mostly large companies your advertising. Marketers from Hot Wired coined the phrase banner ad, and were first the company that provided security for their clients report on the number of visits to the site ^[4]. The company has the option to purchase a banner across the entire page, or just to take a part located in different parts of the screen. The size and shape of banners, standardized through the IAB standard sizes. Inventory of Electronic Media, pronounced a horizontal and vertical number of pixels on a computer screen or mobile phone ^[4].

Vertical Banner can be very noticeable and that has a big impact on site visitors. The ads on the website are crucial. For example, a banner posted on the home page, the most exposed and its effect on potential customers is very pronounced. It should be emphasized that the easiest way to create a static banner and present, and the price for this type of service is available. On the other hand, even a simple animation can add banner attractiveness and attract a far greater number of visitors to the site. The richly designed website, with video extras, propaganda films, active dialogs that open and new content, certainly requires the engagement of professional designers. This in turn significantly increases the cost of the entire advertising campaign, but it's probably a safe investment that will return many times through increased sales of products/services.

SEM – SEARCH ENGINE MARKETING

SEM - Search Engine Marketing / marketing via search engines / is a form of Internet marketing that involves promoting the website through optimally increasing their visibility advertising, using the Search Engine Results Pages - SERP. In an attempt to find the right path to achieve superior results through on-line advertising, knowledge SERP's can provide a vital link between effort and success of promotional campaigns. Actually SERP's feedback, feedback from that which is immediately visible and measurable impact promotional campaigns. This is a listing that shows the return results from search engines in response to a query by keyword. Results usually include a list of items with titles, a reference to the full version of the site, as well as a short description showing where the keywords have matched content within the page. SERPs major search engines like Google, Yahoo and Bing usually cover the different types of listings and usually are the three main segments:

- Actual Search Query
- Organic SERP listings
- Paid SERP listings

ACTUAL RESEARCH QUERY

Actual Research Query component SERP's also known as the User Search String represents a word or group of words that the user should enter in the browser window that would have led to a set of promotional materials. Use of this segment of the report allows you to see how the ad can be found when the search starts certain words in the search network. The program identifies new common terms to search with great potential, and adds them to the list of key words. What is the difference between the common terms for the search and keywords? Search term exact word or set of words that are entered into for example when searching Google or another search engine. A keyword is a word or set of words that advertisers create to set up an ad, and that will keep the site visitor to the finish - set of ads.

ORGANIC SERP LISTINGS

Organic SERP listings are a natural list generated by the search engines, based on metric series that determines the applicability of the search terms. Website with good results on a test search algorithm is shown in this list. The algorithm is basically based on factors such as the content of the web, the reliability of the website, then to external factors such as the return link, comments on social networks, news ... etc... Each page of the report contains ten listing. The most important item on the listing refers to the first page of the site, for the reason that it contains 91% of site visitors - CTR / Click through Rates /. As can be seen from the table, very badly to be positioned on the page, which is located behind the third place on the site. Results presented case

studies show that 91% of search engine users never click on other web pages. These percentages warned, it is a good opportunity to calculate the return on invested money through SEO. Without knowledge of the presented results, it is difficult to make a wise decision - indeed whether it makes sense to pay for a position on the site that will bring any benefit or increase the volume of business?

PAID SERP LISTINGS

Paid SERP listings are paid links that automatically imply SERP reports. One can start with the campaign exposure through Pay-Per-Click. It is certain that the quality results and maximum PPC offer help in achieving a high position, which is a convenience that allows you to select specific keywords that the advertiser wants to place. So you can use Google Awards to achieve better Google SERP position.

DISPLAY ADVERTISING

Display Advertising is a type of ad that typically contains mostly text, a company logo, can be some of the photos, maps for a closer and easier location of the company and other facilities. Previously, the usual form of this type of advertising was billboards, flyers, posters... etc. Of course, the advent of the Internet, this form has taken its place on the screens of personal computers and mobile phones. Please note that most Web visitors perceived advertising as temptation and boring content that distract users from content that interest them. Newer web browsers often have an option that disables pop-ups or block similar contents. You must know the user site has available and Proxy Server, which can block banners, for example Privoxy. Web browsers offer extensions that can block the ad content as Adblock Plus using Mozilla Firefox or Ad thwart Google Chrome or IE7Pro for Internet Explorer. This is important to keep in mind, advertising is generally perceived as a nuisance, so badly done propaganda material - simply no one will even look at ^[4]. The first web space that opened with the help of the cursor, the mouse click, /later known as banner ad/, sold by Global Networking Navigator - GNN 1993. It was the first commercially supported web publication or even the first commercial Web site ever. First central server /Ad Server/ implemented in July 1995, was to FocaLink Communications, which was able to manage, according to the target group and monitor Internet advertising. Local servers are quickly begun to follow the new development trend of electronic advertising. Innovative technology that allowed back information directly tracking the market, combined with on-line sales, experienced an impressive growth. It is estimated that today the companies could choose the best option of 40 000 Web advertisers offers ^[5].

SPONSORED SEARCH

Advertising sponsorship search involves a situation when a user enters a certain term in the search, an ad page appears as a paid advertisement in addition to Organic Search results, which will be returned as a report using neutral criteria of search servers. Companies wishing to advertise their products/services in this way, give your information about the company and its activities, which will be launched on the site-specific keywords from the list of search engines. The number of visits to the site is recorded for each individual ad, which causes the position of the report, the list of search engine results. Assigned specific values for each keyword, so that the company with a higher rating may be awarded attractive term, which will open access to the promotional content of the respective companies. The company recorded an advertiser pays only users, or the number of users who visit a Web page by activating keyword. This method of payment visit Web advertising space is called Cost per Click - CPC, also known as Pay per Click - PPC ^[6]. We have to note that there is exactly the same formula calculating a browser, but with a different model name. We have already noted that the Cost per Click model to calculate, exactly the same with Pey per Click. There's probably a marketing trick to using search engines to boost your own rating, inventing new names calculations that propagate as very favorable by customers ...etc. In general, there are many variants that services use to compensate for their advertising services on the Internet; we will mention only a few, the most commonly used models:

- CPM - Cost per Mille
- CPO - Cost per Order
- CPE - Cost per Engagement
- CTR - Click Through Rate
- CPV - Cost per View
- CPI - Cost per Impression

CPM - COST PER MILLE

CPM - Cost per Mille accounting method known more as a system of Cost per Cost per Promille or thousand /Lat. mile - thousand / frequently used model for measuring advertising. CPM metric is designed, superior account, or to the amount obtained when the total cost of the campaign divided by the number of visitors to the site - which is expressed in thousands. Of course, the calculation is done based on the estimated number of users who will see the ad placed. The advantage of these metrics is the

possibility of comparing costs of advertising campaigns with other media, still in the planning stage. Identical method and Cost per Point - CPP, as well as Cost per Rating Point – CPRP ^[7].

CPO - COST PER ORDER

CPO - Cost per Order model is known as Cost per Purchase, actually represents the amount obtained by dividing the cost of Internet advertising with a number of on-line orders, sales. CPO with CPC - Cost per Click, is the starting point for testing the effectiveness of Internet campaigns, and this information can be used as data on the profitability of marketing that the company has taken over the electronic media.

CPE - COST PER ENGAGEMENT

CPE - Cost per Engagement is a system of calculation by which the company pays when the user is actively engaged on the set ad. For example, the company has hired top it sounds, paying for ads folder - this is the type of ads that can be expanded to half the screen or even the entire surface. CPE system calculation means that the salary search is generated only when the user decides to hire an announcement, or to keep two seconds above the window, as needed to expand and become visible to the entire ad. At that moment, the browser automatically created his salary. Two seconds delayed effects, is a program installed delays, as protection against accidental activation window, it is thought that every open set of promotional content, done quite consciously and deliberately.

CTR - CLICK THROUGH RATE

CTR - Click through Rate is a method used to measure the success of online advertising campaigns for every Web, the number of clicks on that particular link. CTR is the ratio between the users who have seen the ad placed there, and those who clicked on the ad to see the details. This ratio is calculated as the number of clicks - of ad divided by the number of impressions, impressions, and those who only saw the ad there and went away. CTR also can measure how many keywords and ad quality setting, and how they were treated visitors to the site. In general, the higher CTR shows the greater effectiveness of marketing campaigns, which led people to the site. Visitors basically to visit the site for advertising, because advertising content must be designed to attract the attention of users and interested him in reviewing the contents completely.

CPV - COST PER VIEW

CPV - Cost per View implied bid as a way to determine the price to be paid for the installation of video presentations. Traditional display ads are usually charged per view, in this case, you only pay when a user has seen the entire video ad, or at least a certain time will be charged - if the site visitor interrupted view content. To set CPV Bid - Bidding offer should enter the highest price that the company is willing to pay per view, for example on Google AdWords for video campaign. This offer is marked as maximum CPV Bid or short as max CPV. This is the highest amount offered, he may be charged, but may not always be charged the maximum amount offered. For example: If there are more companies on the auction, for example, three companies, one of which offered \$ 5, Other 3 \$ and third \$ 1 as the max CPV, you will be charged only \$ 3.01 as the highest amount offered for auction. Of course this is a theoretical possibility, because it is necessary that all of these companies have the same Quality Score, which measures the relevance of the ads to consumers, a variety of performance, ranking viewership... etc. When finally determine the QS on multiple with max CPV to the bidder ranked in relation to other candidates. After this complicated procedure establishes the final Ad Rank, which actually represents the position in the rankings.

CPI - COST PER IMPRESSION

CPI - Cost per Impression is the concept of on-line advertising and marketing. Means the price of Internet marketing or E-mail advertising, an advertiser pays for each impression. Actually, it is the price that is paid for each review user accomplish, even if accidentally opened a website with advertising content, records everything as a review site and issue an invoice to the advertiser ^[7].

E – COMMERCE

Electronic commerce is the performance of transactions and conducts business over the Internet. Electronic Commerce is generally perceived as a sales aspect of e-business, but this shape includes a wide range of activities that companies and individuals to perform electronic ways. E-commerce involves numerous business opportunities that take place through a global network:

- Online shopping
- Electronic Payments
- On-line Auctions
- Internet Banking
- On-line Ticketing

ON-LINE SHOPPING OR E - SHOPPING

On-line Shopping or E - Shopping /Web-shop, online store, e-store.../ is a form of electronic commerce that allows consumers to directly purchase products/services from vendors across the Internet, using Web search engines. English entrepreneur Michael Aldrich invented online shopping 1979. Linked the modified TV receiver to a computer via telephone lines, and thus achieve a system that was able to carry out trade transactions in real time. This device is called Videotext. March 1908, launched a Redifon`s Office Revolution system that allowed users to be connected online to the company network, and thus perform all transactions electronically. During the eighties, Aldrich has designed, produced and sold a large number of on-line sales systems^[8]. It is likely that the inventor could not imagine the amount of which will evolve his original idea. The largest on-line corporations are now Alibaba, Amazon.com, and eBay. According to a recent e-Marketer forecast trade volume achieved through business-to-consumer / B2C / will increase to 20.1% in this year, 2014, in the amount of 1,500 billion dollars! During 2014, for the first time consumers in the Asia - Pacific region spend more money, using electronic forms of commerce, but customers in North America, making it the largest regional e-commerce market in the world. This year in the region, expects sales of \$ 525 million, compared with 482.6 million in North America^[9]. Nowadays on the Internet can buy almost anything. Virtual placing products in the computer simulation of the consumer basket actually perform orders, but in order to complete the purchase process, it is necessary to separate the goods and pay. Online shoppers commonly use the credit card or PayPal account for payment. In the early stage of Internet shopping, the goods are paid upon delivery of regular or express mail. Larger retail chains had the department for delivery, and this system of payment per download, called COD - Cash on delivery- COD. Electronic Payments - Electronic payment is part of a network payment system, whose work is regulated by law, regulations and standards, and linking bank accounts and provides the functionality of monetary exchange and the use of bank deposits^[10]. With the development of Internet business, have been developed and certain procedures and protocols for conducting financial transactions electronically. Electronic payment is the process through which electronic transfer money from one bank account to another - Electronic Funds Transfers. Use of various types of EFT payments, and there are many cards of different features and uses. Back in 1959, American Express introduced a plastic payment card with embossed data, as a safety measure and a way to reduce errors in the printing data users. The seventies, introducing the magnetic tape for data storage. Then was made standardization cards, shape, size, need flexibility, the position of the magnetic tape ... etc. The next generation of payment card containing an integrated circuit /Chip card/, smart card which can store information about the user, account change, and a host of other parameters. This card can work as a contactless smart card proxy card, the generic name for the card to be read without physical contact^[11].

Online Auctions is the auction sale on the Internet. The word comes from the Greek auction of augeo - I raise increases. Thus Encyclopedia 123.com, interpreted as a public auction sale during which the price increases stimulated competition among buyers. This auction sales model is known as English auction or bids. There are many sorts of the auction as well, as various combinations. For example, it is known Danish model, where we draw the highest price, which then lowers the auctioneer until the answer candidate is willing to pay the offered amount. Auctions may start from zero amounts, which then interested buyers gradually lifted. And this increase in price can be regulated by the bid increment or the least amount of money that has to change now offered price. Sales through the Internet are usually made public and the bidders know the status of their bids. As for the time limit, the bidding may be limited by a couple of hours to several weeks. There are auctions that do not have a time limit, they last as long as the seller does not achieve the desired price or simply get out item from sell, dissatisfied with the development of the auction, and the amount offered. The online auction has numerous advantages over the traditional auction. The number of participants is unlimited, no-time - can compete at any time of day, can be bid with a personal computer, there is no geographical limitation... etc. There are many auction software and tools, some of which is very interesting auction sniper, who through Internet sniping service, allows participants to bid in the last seconds of auction time. The world's largest on-line auction houses is Echo Bay - eBay, then Online Auction, followed eBid, épier, WebStore, WeBidz etc.^[12].

INTERNET BANKING

Internet Banking /online banking, e-banking/ an electronic payment system that allows customers to conduct financial transactions using a Web site. To access the E-Bank, a user must first be registered with the Web service bank, which means entering a user name and access code password/. After that is allowed access to the security web page financial institutions, some of which embeds special security step in accessing your site. After successful registration, a bank customer can with their money to do everything as well as traditional banking services. Online Banking was conceived in New York in 1981, when four city banks Citibank, Chase Manhattan, Chemical and Manufacturers Hanover, offered electric service using the above mentioned Videotex system. True, this project never became popular in America, was quite successful in France /Minitel/ in the UK Teletext system, where the variant used Prestel^[13]. However, the electronic banking started, said the annual report of Bank of America, for the year 1999, which says: "Today's online users and small businesses can the Bank of America is the capacity and ability of industrial strength behind their computer screens ... Every month Bank of America added 100 000 new customers, and handle 2.6 million bills paid electronically"^[2].

ONLINE TICKETING

Online ticketing or online ticketing brokering, the resale of tickets through the Web site. This sale may be done even without the consent or authorization of the official vendor, or organizers of events, which significantly complicates the situation and increases the risk to the customer via the Internet. We're talking about a wide range of opportunities for fraud; tickets will be sold for all possible events, from soccer games to rock concerts. Buyer can even get a ticket by mail, which is when they try to enter the stadium show that complete forgery^[14]. For a long time completely legally non-regulated area, an attempt was made in 2008, was held at Ticket Summit in America, the same year in the UK, with the aim to introduce some rules and ethical standards. These conferences big sellers over the Internet, motivated by a number of scams that have reached global proportions, namely sold fake tickets multimillion values for the Olympics in Beijing^[14]. Clearly, using the Internet can buy tickets for any event on the planet, but with extra caution and only with brokers that are widely known and have a higher rating.

E – MAIL MARKETING

Email or Online marketing is a form of direct marketing which is done by commercial messages sent to users Email service. In its broadest sense, every email sent to a potential or current customer could be considered as Email marketing. How today's means of communication present is, is best illustrated by the information presented by the Madison Logic Company, namely the claim that every hour in the world to send 122 billion email!^[15]. Electronic messages are often coming from people who are unknown to the recipient. These messages, which an Internet user did not want to get characterized as spam. For spam message says it is e-mail sent to a large number of copies, usually propaganda content, and that the recipient did not want to receive. There is numerous Emails newsletter software that can support the generation of a large number of messages to be simultaneously sent to thousands of addresses. Companies typically use the aggregated list of email addresses of consumers on that send their offers, brochures, information on discounts, Christmas discounts, sales and other action. Equivalent to the good old transfer of information by word of mouth is a viral email. These messages are unusual in form and content, often humorous, often wacky messages-how young people prefer to be characterized, which can be widely and rapidly accepted and widespread network, such as the form of spreading the virus, hence the name viral email. This is a very inexpensive way of propagation, which can be extremely effective, especially if the method and content of appeal to the young population, then the success of marketing activities shall be above any expectations. In his article "Viral advertising ..." by Teresa Howard transmits interpretation seeing that gives Gregg Spiridellis, who briefly says: "All viral means ... you create a message that people want to share. This is proof that your message has resonance"^[16]. In December 2003, the United States enacted the CAN-SPAM Act, the first national standard of law regulating the area of sending commercial e-mail messages. Monitoring and enforcement of the law is under the jurisdiction of the Federal Trade Commission - FTC. CAN-SPAM stands for Controlling the Assault of Non - Solicited Pornography And Marketing Act of 2003 is a common name for the message type is captured is spam or junk mail - trash. To its propaganda activities conducted in accordance with legal regulations, marketers resort to the strategy of sending the previous message, or to send a notice that he would be sent to promotional material. The Company may contact addresses of their clients to keep in a database, and then using Auto responder's option to send a message circulated to all addresses - an option known as Drip Marketing, but again, with the prior consent of each customer individually^[17]. Opt-in Email advertising and marketing allowed the method of advertisers to use e-mail, with prior approval, to deliver advertising content. The agreement is based on the so-called handshake- handling protocol between the company and the recipient of a message^[18].

SOCIAL MEDIA MARKETING

Networks, initially only fun for young people and idlers, have become a very important marketing segment. Their volume and traffic from opened an extraordinary potential for use for business purposes. Promoting products / services in social forums, actually is the business opportunities of the company in front of millions of potential customers. In the introductory part of his research Trattner and Kappe, telling Mark and extent of social networks say: "Recently, social networks are experiencing a dramatic increase in popularity. Almost half of the Internet users, daily use social networks as Facebook or Twitter. Popular Facebook has about 750 million users who spend over 700 billion minutes per month^[19]. The practice of some advertisers shown that effective promotional activities that are witty, socially engaged and almost no mention of the product they are advertising, but he quietly passed through blogs - comments, and only be associated with such cases propaganda. Top promotional actions motivate people to comment on a product, the story moves through current events and builds on a theme already present in the forum. In contrast to this concept, direct advertising simply refuse, especially young people, and remain completely unnoticed. Today, in addition to the aforementioned Facebook and Twitter, is developing a social network LinkedIn and of course the always popular YouTube. Social media measurement and social media monitoring, active monitoring of social media channels to gather information on the status of the company. These are usually different facilities primarily blogs, news, comments, videos, photos, messaging , etc. to determine the extent and relationship online conversation related companies that advertise^[20]. Special feature on all networks, the possibility of answer or track the status. Let's say Twitter has a special software tool Nearby Tweets, which can track keywords and based on them to search for. Similar benefits have Facebook, where directors monitor the status of posted content through like's, which actually represents a response to the general public, may be taken as representative answer portion of the population - young people. Marketing through social networks focusing efforts on creating content that will attract the attention of a wider audience and motivate users to the content of the division on the network. This is actually the principle of viral marketing has

evolved from the formula of mouth-to-mouth, but now in electronic form as Electronic Word of Mouth – EWOM^[21].

The whole mechanism is based on trust, mutual friends have the information that is received from a friend, and it has more credibility than advertising campaigns promoted by a company, even if it was a well-known brand. However, through the blogs of the forum can be traced answers as direct contact with the company's customers. It's a more personal relationship, able to detect the mass of detail that can improve the product, and make it much more acceptable to most users.

MOBILE ADVERTISING

Marketing form that is realized through the use of mobile telephony, especially with the newer generation devices, generically called smart phone. Andreas Kaplan defines mobile marketing as "all marketing activity conducted by the ubiquitous network, where consumers are constantly connected, using personal mobile devices"^[22]. During 1947, the American telephone company AT and T commercialize Mobile Telephone Service. Mobile phone service started in St. Louis, and until 1948, covering a hundred cities and highway corridors. Mobile phone was a rarity, only 5000 people of that time; it could not afford this unit. The call is performed manually cycle links operators in the network and the user are supposed to press a button on the unit when he speaks, or is released, you could hear the caller. Otherwise, complete the following device was heavy 36 kg. Interestingly, they used only three channels, so that in each city, while only three users were able to establish communication. The service was quite expensive, \$ 15 monthly subscription/the then, which is equivalent to \$ 176 for the actual / plus 30 to 40 cents per call / 3:50 to \$ 4.75 today. Serious improvements occurring in 1965, when starts Improved Mobile Telephone Service, with reduced dimensions and weight, direct dialing telephone number of respondents - without the mediation panel. The number of users of the network was limited to 40 000, and the New York, in 2000 owners of mobile devices, has awarded 12 radio channels, which in practice meant waiting for connection an average of half an hour. Another important problem is the disorganization and lack of a standardization of facilities and equipment, the mobile device used in a federal state, was another totally useless^[23]. Until 1973, mobile devices are generally installed in cars and other vehicles, the dimensions, weight and the need for electrical power. In April 1973, Martin Cooper, a researcher the company Motorola, unveiled a prototype of the device, Motorola Dyna Tac, which is complete, could be held in the hand, with a total weight of only 1.1 pounds. Provided an interview of 35 minutes within 10 hours when the battery had to be recharged. The first automatic analog cellular system /1G - first generation/ was developed in Japan during 1979. In the early nineties, there is a 2G, the second generation of mobile devices.

During 1993, IBM introduced its IBM Simon, a mobile phone, which is considered as the first smartphone. The miracle of the techniques of his era, united in one device, mobile phone, pager, fax machine. Offered the options calendar, address book, calculator, memo, and the most important innovation touchscreen^[24]. At the turn of 1992/93. Year, the first SMS /Short Message Service/, a phenomenon that will bring a revolution in mobile telephony worldwide. The mobile phone has brought a kind of paradox. In developed countries, the number of mobile phone subscribers far exceeds the number of inhabitants. That accounts for 100 residents coming 128 users of mobile devices, while in developing countries the ratio is 89/100 inhabitants. Today, the number of mobile subscribers exceeded the number of inhabitants of the planet^[25].

SMS MARKETING

Marketing achieved through the use of SMS - Short Message Service, is becoming increasingly popular at the beginning of the new century. Promotion in this way, is gaining momentum, so that the average per user, reads one message every four minutes. In recent years, SMS marketing has become a legitimate promotional channel in most countries, as opposed to E-mail messages over the Internet, this area is better organized. IAB - Interactive Advertising Bureau, and MMA - Mobile Marketing Association, have established guidelines _ and rules for the use of the mobile channel for marketing. While these measures have been fruitful in the United States and Western Europe, in other regions, mobile SPAM messages / SMS messages sent without the consent of the recipient / remain a problem, as well as the sale of databases to third parties for promotional purposes, its products / services. Special benefit for marketers is the use of short numbers, CSC - Common Short Code, dedicated service for the promotional message, usually 4 - 6 digits^[26]. Due to the high monthly fee, there is a possibility that the smaller entrepreneurs together and thus, the sharing of costs, take advantage of this marketing tool.

Via SMS could be sent to a text message, with the possible use of templates - the built-in icons such as a smile. A more advanced form of the MMS - Multimedia Message Service, mobile service that is enabled to send not only text, but also to show, audio and video. The latest generation of mobile devices iPhone and Android can do almost anything. These devices are equipped with powerful processors, high memory capacity, supported by superb graphics, and can literally do everything they can PCs. Publication of the selling of old and proven mechanism to attract consumers, free of inventories, rung on the radio, posters around town, to the store, but recently the scene of the Proximity Marketing. Specific types of marketing intended target group, the specific geographic area, such as the area of a city, or even part of a larger city. This marketing tool provides an immediate informing consumer that the company has in its database, and the message may be are invited to consumers in the next 15 minutes receipts in their stores with an amazing discount of 50%. Advertising on mobile phones is becoming increasingly popular. Of course, one must not forget the issue of privacy and its violation. Users disturbing to know that the mobile phone can easily and accurately locate and identify. Once in America was very popular and widely used form of marketing called telemarketing^[27]. The direct form

of marketing, using the telephone line operators are calling people and to promote specific products and services. In the stage of full expansion in America is legally prohibited using the phone just for propaganda purposes, this type of marketing is declared to harass and put an end.

CONCLUSION

The Internet has made revolutionary change complete advertising opportunities in communication. The development of mobile telephony provides additional impetus; small pocket devices have the possibility of great personal computers, and it always handy. Almost exactly magic, a tiny palm-sized device can provide the owner of almost all the information, sometime more than desired and expected. Actually, we are often exposed to undesired information, spamming, junk mail and it is possible placing messages with subliminal content. That's the price of progress, which is often accompanied by abuses. Propaganda use of mobile phones is flourishing and still is unsolved and certain legal and moral - ethical aspects of the use of mobile networks for business purposes, and how it will be some issues to resolve, it remains to be seen.

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