

## Analysis of the Characteristics and Types of Network Advertorials

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**Abstract:** Internet advertorials take the Internet as the communication platform and the text as the carrier. They are widely spread, widely received and rapidly spread. They have the characteristics of general text works and express different ideas or themes. This paper analyzes the characteristics and types of network advertns, aiming to summarize the specific forms and characteristics of network advertns, so that network promoters can better master the writing skills of network advertns and better serve the network marketing activities of enterprises.

### 1. Introduction

Advertorials are “text advertisements” written by marketing planners or copywriters of advertising companies, as opposed to rigid advertisements. Advertorial marketing is mainly defined or appealed to, with the reason or fact to make consumers believe, this is a kind of evaluation of consumer psychology to make consumers know and familiar with the products advertised by enterprises, so as to achieve the goal of consumer consumption[1]. As early as in the 1990s, advertorials have been widely used in the traditional market. Advertorials play a very important role in China's marketing dictionary. In many industries, advertorials are very popular marketing tools, because they have created market miracles for many products with low cost. In the 21st century, Internet advertorials are still highly regarded for three reasons: First, people's attention to hard advertisements on TV and newspapers is declining, and the actual effect of traditional advertisements is no longer obvious. Second, customer satisfaction with online advertising is gradually declining. Today, even if very beautiful FLASH ads, often click less than 1/1000, China's Internet users have long on the website colorful, floating to swim even forced pop-up ads are very offensive; Third, advertorials cost much less than hard ads. Under the condition that the fund is not very abundant, the input-output of advertorial is more scientific and reasonable. Internet advertorials play a role in corporate image publicity, product marketing and sales, brand building and other aspects to varying degrees [2]. Advertorial marketing is one of the most important marketing methods in the network era.

### 2. Characteristics of Internet Advertorials

#### 2.1 Strong Permeability

Advertorial is to embed propaganda information into the text, from the side of the description, belong to permeable communication. In essence, Internet advertorial is a kind of business promotion behavior of enterprises. Its purpose is still to publicize products, improve the popularity of products and attract consumers to buy products [3]. As an advertisement, it cannot avoid the nature of business. Therefore, the soft text will naturally mention a specific product or a brand consciously or unconsciously, even with implicit praise, giving people a sense of imperceptible trace, in order to pursue low cost and efficient return.

## **2.2 Disguised Forms**

The style of the soft text changes various, the genre is flexible, the content may be short or long. It includes news and information, management ideas, corporate culture, comments on technical communication documents, comments, blog logs, microblog stories, and even entertainment gossip [4]. It contains text elements such as games and all text resources, so that potential users easy to accept.

## **2.3 High Credibility**

The purpose of advertorials is to create trust, which weakens and avoids the mandatory and inculcating nature of advertising. It is written by professional advertorials on the basis of analyzing the consumption psychology of the target consumer group, life interest, reading interests, etc., to their liking, with a very attractive title or topic to attract users, and then with affinity, humorous words to impress consumers.

## **2.4 Readable**

The focus of advertorials is based on the interests and interests of readers, which means they are highly readable. This is one of the reasons why advertorials have a higher click-through rate than ordinary hard ads. What it write is the reader client likes to read, marketing effect will be good naturally.

## **2.5 Pay Attention to Word-of-Mouth Communication**

Good advertorials have a common feature is that the range of reproduction is quite wide. Good soft stationery has a very high shareability, these good articles will create many topics to guide others to discuss, the reader in the idea of resonance, and even form a good interaction, let the reader consciously help you reprint, form a viral dissemination effect.

## **2.6 Assist Seo to Improve Website Traffic**

If you publish advertorials to news sources or popular websites, properly set 2-3 keywords and leave links to the target websites, which will not only improve the exposure of the website but also increase the number of high-quality external links, which will play a role in search engine optimization.

# **3. Types of Internet Advertorials**

## **3.1 News and Information**

News and information advertorials are the most common of all types of advertorials. Often appear in the portal, enterprise official website, free information release platform. News advertorials are special advertorials written for a certain news fact, such as looking for a reason for publicity and writing in the way of news events, so that readers can feel as if the event just happened yesterday. Such as corporate culture introduction, in-depth analysis of products, XX industry analysis, a public relations activities and so on. Its content first request accurate and detailed, through the way of reasoning or statement to convey the content of information one by one; Secondly, it is required to spread in a timely manner. Major events on the platform must be spread out in the first time, otherwise they will lose their news value.

## **3.2 Comment Advertorials**

Comment advertorials are articles with a little depth, which are often seen in BBS, online communities and other interactive communication platforms. This kind of advertorials refers to the advertorials that criticize or comment through the exchange of experience or quoting classic deeds. The secret of success of this kind of advertorial lies in its strong pertinence, creating contradictions and inspiring positive comments from readers. Comments generally fall into two categories:

- 1) Expert comment. As a third party position, it is authoritative and professional. After years of

development and the evolution of advertising, audiences generally reject the word “expert”, so the publicity is slightly “stiff”.

2) Comments from users and readers. As it belongs to the first party, the evaluation is based on the user's personal experience or feelings, so it is closer to potential users, with a strong sense of reality and high credibility.

Comment is the most basic intangible tangible article, seemingly from the perspective of a third party to conduct a fair comment, but the overall article is speaking for the customer. Comment on the facts, principles, experience, can praise, can satirize, can ridicule, can complain, especially suitable for food, cosmetics, health products and other industries.

### **3.3 Skills Soft Text**

This kind of soft text is more seen in blogs, professional technology BBS. The most important feature of skill documents is their professionalism. By providing professional technical information, improve the popularity and authority of the enterprise or brand, and help the enterprise build a professional image. The method of teaching technology and passing on experience satisfies the audience's thirst for knowledge, which is especially suitable for science and technology products, IT service industry, medical supplies and other industries with strong expertise.

### **3.4 Word Games and Jokes**

Portal website, SNS website, BBS and other communication platforms can often find jokes soft text. The style of wordplay or joke is characterized by wit, humor, and parody. Compared with other “academic” science, knowledge or news soft text, more easy to mobilize the interest of readers. Good and interesting adverts, especially well-designed adverts, can make readers unconsciously forward and imitate them, and their publicity effect is far better than spending a lot of money on TV or portal advertising, and the cost is extremely low.

### **3.5 The Story**

The characteristics of soft text story is easy to understand, the content of the story comes from life. A good story advertorial, like a miniature novel, brings the audience into the situation created by the story through fictional stories, tortuous plots and dramatic results, and gives the audience a rich “immersion” [5] While reading the novel is the process of “brainwashing” users, so that users have to leave a deep impression or even deep imprint. Of course, telling a story is not the goal; the product behind the story is the key. Read the story, understand some principles, know some products, know some brands. Fiction advertorials require a high level of writing.

## **4. Summary**

There are various methods of network marketing. In the ever-changing network market and today when new media prevail, advertorials occupy a very important position. With the help of reasonable content writing and communication means, advertorials can achieve good communication effects in a short time.

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