Understanding advertising in the era of social media

Perpetua Ogechi Vitalis[1,*], Timothy Ekeledirichukwu Onyejelem[2], Ademolu Patrick Okuneye[3]

[1] *Department of Cinematography and Broadcast Studies, Faculty of Communication and Media Studies, Rivers State University, Port Harcourt 500101, Rivers State, Nigeria*

[2] *Department of Journalism and Media Studies, Federal University Otuoke, Otuoke 562103, Bayelsa State, Nigeria*

[3] *News and Current Affairs Department, Nigerian Television Authority, Lagos 100001, Nigeria*

* Corresponding author: Perpetua Ogechi Vitalis, perpyfocus@gmail.com

ABSTRACT: The late 1990s saw the rise of social media, which changed how people consumed and disseminated information. Youth find social networking sites to be quite appealing and popular, and they frequently spend a lot of time using the platforms' communication affordances. Since McLuhan contended in the 20th century that technologies aid in extending human capacity, media technologies have been seen as empowering and freeing. In the media and communication sectors, technologies have made it easier for humans to manipulate mechanical and electrical processes. This study employs secondary data in this context, having researched pertinent literature and papers and assessed them in the direction of the existing literature in order to probe the topic of inquiry. The majority of the information in the study comes from secondary sources, which provided concrete sources of insight into the analysis. These sources included pertinent texts, journals, government publications, historical documents, and the Internet. The technique was applied to assess other published works. The approach aids in verifying the validity of such results from earlier research. The paper's analysis of the literature led to the conclusion that, despite its challenges, social media advertising can reach a wider audience than traditional media. Social media sites such as WhatsApp, Facebook, YouTube, and others allow advertisers to reach a large number of potential customers at a lower cost, 24/7. This study indicates that companies that prioritize improving their brand image will find ways to do it by having advertising explore the various online channels.

KEYWORDS: advertisers; digital media; internet; online advertising; social media

1. Introduction

The new media, social media, is gradually displacing traditional media as information and communication technology (ICT) advances. This new medium is mostly used by advertisers and other media practitioners to connect with their target audiences. Advertisers used traditional communication media as a form of advertising prior to the emergence of digital or new media. A few decades ago, traditional media was seen to be highly essential. However, in the twenty-first century, digital media is thriving and has emerged as a crucial communication channel for marketing and advertising, particularly in the context of developing sustainable brands. Through the use of digital media platforms, advertisers

may effectively and economically engage with consumers and persuade them[1].

According to Rambe and Jafeta[2], the majority of individuals use social media for over a quarter of their daily time, confirming that people use it in real time to reach their favored businesses worldwide. As a result of the popularity and adoption of this new form of communication, marketers are using digital advertising to reach their target audience. During the past few decades, digital media advertising has made it incredibly simple to increase brand awareness among customers[3].

The media and advertising industries are significantly impacted by the growth of ICT. According to Liman and Maradun[4], media technology has advanced significantly over the past ten years, as evidenced by rising Internet usage and access rates, the widespread use of wireless networks and broadband, and the rise in popularity of computers and other Internet-enabled mobile devices like tablets and smartphones. Advancements in technology have given rise to a variety of media consumption and online activities among people worldwide. Increased levels of customisation, social connection, and interactivity were made possible by these media advancements.

For both marketers and advertising, these advances in the media have produced a variety of interpretations. Social media advertising has influenced consumers' decision-making process on a range of products, particularly whether or not to buy them. Daymon and Holloway[5] note that the rise in online networking and the influence of social media advertising have led to a deep penetration of digital consumers, particularly in light of the fact that there are currently over 4.021 billion internet users globally[4].

Private individuals have the option to open their profiles on social networks. Furthermore, users can be reported and blocked by the profile owners[6]. Beyond this, a decent social network lets members update their photos, create profiles, and access features like groups, music sections, video uploads, and more. People can quickly search for other users on social networking websites. Typical search functions include searching by name, phone number, city, and email address. Social media platforms provide a forum for users to interact and exchange crucial information about their goods. Without a doubt, social media platforms like YouTube, Instagram, Twitter, Facebook, and WhatsApp are important new avenues for reaching consumers and promoting goods and services[5].

2. Objectives of the paper

1) To examine advertising, its forms and impacts.
2) To interrogate social media advertising and its prospects.
3) To investigate social media platforms advertisers can explore.

3. Methodology

This conceptual study makes use of secondary data from significant books, periodicals, newspapers, government publications, historical records, and the Internet. Nonetheless, the study was limited to information that was recorded, currently accessible, or documented regarding the topic of inquiry[7]. A content analysis of secondary data was done for the interpretation of contextual issues in the existing literature. This allowed for the evaluation of existing knowledge for the purposes of relevance,

consistency, replication, and refutation.

4. Review of related studies

Purnomo[7] observed that optimizing business performance is essential for the growth and positioning of small and medium-sized businesses. The use of marketing strategies supported by artificial intelligence (AI) tools can make a big difference in the recognition and preference of products and services placed on the market. The objective of the study was to analyze how business performance can improve through marketing strategies created with artificial intelligence. For this, a descriptive and field methodology was used, with a qualitative and quantitative approach and a hermeneutic method. It was obtained that artificial intelligence in marketing has arrived to contribute and facilitate decision-making, and the design and creation of digital strategies focused on the efficiency and effectiveness of the actions and content implemented through the analysis of large amounts of data. Timely decision-making based on patterns and algorithms so that SMEs can revolutionize the way they relate to their customers and promote their products or services. It was discovered that artificial intelligence can efficiently help in creating marketing strategies for data analysis, personalization, automation of repetitive tasks, chatbots and virtual assistants, optimization of advertising campaigns, trend prediction, and price optimization, among others.

Zhang and Yu[8] were of the view that e-commerce is a kind of business activity supported by communication technology, computer technology, and network technology. It is a product of knowledge economy and information society, a new business model integrating information flow, material flow, and capital flow, and an inevitable trend of future business operations and network operations of enterprises. The relevant statistics and research show that there are rigid and lagging phenomena in undergraduate colleges in applied talent cultivation mode, professional settings, teaching methods, and teaching staff training, which cause the cultivated applied talents to be disconnected from the talent requirements of China's new economy and new industry. It provides a new way of thinking, method, and sharing platform for the reform of talent cultivation so as to seize the opportunity to achieve a bend and take the lead in building a higher education system that leads the development and progress of the times.

Purnomo[9] established that in this digital era, technological developments have significantly changed the business paradigm, especially in the e-commerce industry. E-commerce platforms have become one of the main media for many companies to sell their products and services online. However, the increasing number of competitors on e-commerce platforms requires companies to have an effective marketing strategy to increase sales conversion and gain a competitive advantage. The purpose of the research was to analyse and identify effective digital marketing strategies for increasing sales conversion on e-commerce platforms. The study was qualitative, and data collection techniques include listening and recording important information to conduct data analysis through data reduction, data display, and conclusion drawing. The study results show that in an effort to increase sales conversions on e-commerce platforms, digital marketing strategies play a crucial role. By combining various techniques and tactics, you can achieve successful results in increasing traffic, engagement, and ultimately, sales conversions on your e-commerce platform. Here are the core digital marketing strategies, including SEO, content marketing, social media, paid advertising, user experience optimisation, customer reviews and testimonials, content personalisation, video usage, incentives, and car optimisation.

Tobi et al.[10] observed that the era of globalization has demanded a paradigm shift in the area of advertising. Hence, the internet has tremendously changed the advertising landscape, as many companies are turning to the internet to advertise their products and services. The broad objective of the study was

to examine the effect of online advertising on consumer buying behaviour among internet users in Ikeja metropolis, Lagos State. The specific objectives of the study were to examine the effect of corporate website advertising on purchase decisions and to examine the effect of online advertising credibility on the purchase decision. A questionnaire was designed using structured questions to obtain primary data from internet users in Ikeja metropolis, Lagos State. A total of three hundred and eighty-four copies of the questionnaire were administered, out of which three hundred and eighty-one were adequately filled out and returned. The formulated hypotheses were tested using regression analysis. The findings of the study revealed that corporate website advertising affects purchase decisions (R^2 value of 0.65 and p-value of 0.000 < 0.05 level of significance). Online advertising credibility has an effect on purchase decisions with an R^2 value of 0.666 and a p-value of 0.001 < 0.05 level of significance.

Anorue et al.[11] state that the advent of online advertising has drastically changed how football is approached and funded. No doubt, information and communication technology has had a huge impact on sports development across the globe and has also created new vistas for sports promotion, marketing, sports followership, and revenue generation. This study examines the influence of online advertising in the promotion of the Nigeria Professional Football League (NPFL). The technological determinism theory was used as the theoretical basis for this research work. The survey method of research was adopted with four hundred copies of the questionnaire administered to respondents in four states in the north-central zone of Nigeria, namely, Niger, Kogi, Benue, and FCT. It was found that the extent of online advertising usage by the League Management Company (LMC) and NPFL club sides is poor in comparison to its usage by other league organizers and club sides in advanced nations. Therefore, this study recommends that the league handlers should immediately consider setting up a fully equipped social media marketing team. This should include web designers and graphic designers.

5. Perspectives on advertising, its forms and impacts

Advertising dates back to ancient Europe and Asia and is as old as humanity. Painted messages promoting a range of companies were posted on walls in ancient Rome. Additionally, the early men utilized signs, paintings, and sketches on cave walls and tree trunks. In Nigeria, a shoe is hung over a cobbler's entryway to signify what is done there during early advertising. The development of newspapers and the printing press also somewhat raised the caliber of advertising. Even though these advertisements lacked sophistication and were uninteresting, they were nevertheless successful in raising public awareness. Advertising (ads) has evolved and refined over time to fit news media and better inform audiences, starting with the early steel carvings created by the ancient Egyptians[1].

Newspaper and oral advertising were among the earlier forms of advertising that were improved upon and altered by the advent of radio and television in the 1920s and 1940s, respectively. The Internet has completely changed and transformed advertisements nowadays. When contrasting the current and traditional forms of advertising, it is clear that the latter have influenced and changed the former. The quick development of technology has led to the creation of online radio stations, television shows, and newspapers—all of which serve as platforms for contemporary advertising. The ease with which advertising may now be done online is astounding. These days, conventional billboards are electronically altered and used to distribute information. As a result, advertising has come a long way from the days of cave paintings and signs to the tangible goods advertisements on radio and television, and most recently, the Internet has been a significant factor in propelling advertising forward[12].

According to Achilov[13], advertising is the organized, prepared, non-personal dissemination of

information about things (goods, services, and ideas) by identified sponsors through a variety of media. It is frequently paid for and persuasive in character. Advertising is a mechanism used to raise awareness of particular products and services. This is an attempt to grab the audience's attention and persuade them to use the advertised commodity or service in order to be satisfied. Advertising can also refer to the process of marketing goods or services to a target audience with the goal of persuading them to buy goods, ideas, or services. There is a cost associated with advertising since vendors must discover a means of convincing consumers to utilize their products[14].

5.1. Forms of advertising

Advertising comes in two forms, according to Liman and Maradun[4], thus:(i) goods/products advertising; and (ii) service/non product advertising.

Advertising for tangible goods, such as soap, rice, food items, medications, etc., is known as goods/product advertising. While advertisements for intangible goods, such as the services of a teacher, hospital, or church, to name a few, are included in service or non-product advertising.

5.2. The impacts of advert

Communication experts such as in today's developing society[2], advertisements meant to raise awareness of products and services have caused more harm than benefit. The 1970s saw the formulation of the idea of underdevelopment, which was used to explain and analyze why economic growth has proven elusive in developing nations. According to the theoretical hypothesis, developing nations' economies were thus warped to suit the demands of Western Europe's burgeoning capitalism. Raising awareness of particular products and services has been aided by advertising. With the advancement of technology, new lifestyles are also introduced. The primary goal of these new lifestyles is to help the Third World countries transition from developed to developing ones[4]. Because of this, developing nations have suffered much as their traditional ways of life are being replaced with those of the West.

Advertising primarily targets poor nations. In an effort to grow, third-world nations like Ghana and Nigeria do purchase goods and services from industrialized nations[5]. Unexpectedly, the patronage has impeded these nations' progress and advancement. One explanation is that rich nations like the United States, China, and Japan buy raw materials from developing nations and resell them as finished items with exorbitant price tags, thus taking advantage of the Third World. Food, medicine, clothing, shoes, and electronics—which are consumed and in high demand in these countries—have all been provided by affluent nations to Third World countries[14].

Additionally, the heavy burden that these nations typically bear has left them in a constant condition of reliance, stunting and impeding their ability to grow and develop. As a result, the Third World nations lack development. Similar to this, the high costs of products and services, private ownership, and control make capitalism society and nations largely underdeveloped. Another important contributing aspect is capitalism, a system that permits ownership and control of the means of production by the private or individual sectors. This system's primary goal is to turn a profit at whatever cost. They can build a market for their items by advertising, which could be advantageous or disadvantageous. Because exorbitant prices will also be added to goods and services, the general public will be taken advantage of. This will cause economic inequality by widening the gap between the rich and the poor even further[15].

The 1980s, or roughly thirty years ago, are when the discussion of communication's impact on emerging nations began. The mass media has an obligation to support formal education, encourage adult literacy, and impart fundamentally useful skills. This was intended to boost media engagement, accelerate

urbanization, and raise the literacy rate in developing nations. There will also be economic and political development. Even though these sectors have seen advancements, the level of living for those who live in developing nations has not increased. Underdeveloped nations essentially live in a state of perpetual underdevelopment. This is made worse by the way that capitalism ideas and ideals have frequently been propagated by the media, which has also raised expectations for things that the state is unable to supply[16].

The introduction of diverse ethical ideals and shifts in consumer demand brought about by large organizations and corporations advertising in developing nations are perceived by many of these nations as a danger to their cultural identity. Advertising commonly employs psychological pressure to entice and convince consumers to purchase its products, which can be dangerous because there is no guarantee of the quality of the goods and services.

According to Rezvani[17], there is a slight but noteworthy percentage difference between the cost of advertising and sales. Indirect costs like advertising are added to the costs of distribution. Some marketers present their products in an inaccurate way. In an attempt to boost sales, they exaggerate and paint a creative picture of their offering. Most of the time, this has misled, deceived, and left a negative impression. People have also been exploited as a result of it, and when they become more aware of it, they stop doing business with companies, which has an impact on society's ability to prosper economically. For instance, in an advertisement, Mr. Tunde can assert that his product is of the highest caliber and that it was manufactured in Italy when, in fact, it was made in Aba. This is a classic case of exploitation since the seller will raise the price of his goods by claiming that they were created in Italy. Furthermore, advertising has created space for tainted goods, which have succeeded in wreaking havoc on society. The pharmaceutical and electronics industries are mostly to blame for these catastrophes, which have severely damaged lives and property.

Once more, advertising lowers the rate at which items compete with one another. It therefore establishes monopolies. The exclusive control of products and services is known as monopoly. It is a system wherein goods and services are provided by a single source for items. Typically, this is done against the interests of the general public by manufacturers and industrialists seeking to obtain more influence over the market. Other choices will be missed in this process, despite raising awareness. The "monopolistic syndrome" generally results in the exploitation of people after this. It allows practically everything to be controlled by one person or group, and prices will continue to rise. Small firms are hence forced to have restricted access. Small firms are unable to effectively advertise their products and services due to a lack of resources. Smaller and emerging firms are unable to compete in the vast market that is controlled by large advertising; as a result, they eventually vanish from the market due to intense competition and an inability to handle.

Additionally, advertising distorts consumers' purchasing power. Consumers' ability to make purchases is influenced by advertisements for expensive goods placed prominently. As a result, some turn to unethical methods of boosting their income in order to purchase items they consider essential to survival. In this situation, advertising breeds corruption and socioeconomic inequality[18]. The majority of the victims are young people, and the items they steal include vehicles, phones, clothing, shoes, and other items in an effort to fit in with the upper classes of society. Additionally, risky distractions are advertisements, particularly when driving. Billboards, images, posters, and electronic moving graphics are frequently erected in areas judged too risky, distracting onlookers and motorists alike. This could result in a dangerous scenario with fatal outcomes. Additionally, it infiltrates public areas like schools and hospitals, exposing kids to a variety of vices and older-adult exploitations.

High costs for goods and services are a result of advertising. Sales volumes rise with effective advertising. Because the advertiser must be compensated for promoting the goods and services, greater prices for those goods and services will be possible. Value Added Tax (VAT) is typically levied on consumers as a means of covering the cost of the advertisement. This is typical of a capitalist society in which all means of producing products and services are controlled by the private sector. This is an additional means of defrauding and abusing individuals[18].

Children and young people's minds are also corrupted and demoralized by advertising. Ads expose teenagers to a variety of obscene content, including alcohol advertisements, cigarettes, and pornographic images and videos. Teens in the twenty-first century are mostly exposed to these advertisements online. As a result, it has tainted the minds and morals of young people, who serve as the cornerstone of society and whom future generations will look up to, making it harder for them to set an example that other people will follow. However, the main source of these issues is the grownups who have exposed these kids negatively by acting immorally and corrupting their perception of them. As a result, there has been harm to society and a disregard for morality, which has resulted in juvenile delinquency and underdevelopment[6].

Additionally, advertising misleads people into believing that all necessities can be bought, making money our main objective and yardstick for success. Additionally, advertisements promise a deceptive sense of happiness—that is, as long as the buyer can afford to pay for the advertised goods and services. This occasionally results in the purchase of goods and services that consumers do not require and find necessary, which adds to the generation of needless trash that pollutes the environment[18].

As a result, media outlets and other organizations have found that advertising is a vital tool for raising public awareness of particular goods and services, even though it has done more harm than good for society[13]. A critical examination of the medications and technologies that have been successful in taking lives and property. Due to their abundance of resources and low money, people in Third World countries prefer to favor small enterprises over larger ones, even though they are the cornerstone of the former. Social imbalance and inequality resulted from the larger ones eventually dislodging them owing to their capacity to effectively advertise and develop a market for their goods. Additionally, advertisements give place for unwelcome and fraudulent goods, most of which have been harmful to society[8].

6. Social media advertising and its prospects

According to academics like Ndubuisi[19], social media is commonly understood to be an affordable and widely available electronic device that allows everyone to create a profile, write an article and access information, work together on a project, or make relationships. According to Odiboh[20], social media is a collection of web-based tools that facilitate user-generated content production and exchange while building on technological and ideological underpinnings. According to him, the creation of highly participatory platforms for communities and individuals to exchange, co-create, discuss, and edit user-generated material is made possible by mobile and web-based technology. Social media refers to computer-mediated tools that enable individuals to create, share, and exchange ideas, photographs, videos, and information about their career interests in virtual communities and networks[21].

Social media advertising is online advertising that uses social networking websites like Facebook, YouTube, and Twitter as a marketing tool and focuses on social networking services. In order to assist a business boost brand awareness and expand its client base, the objective is to create content that

consumers would want to share with their social networks. Social media platforms give marketers access to a wide variety of techniques and plans for content promotion. Because Internet audiences may be more precisely categorized, many social networks enable users to share extensive personal, demographic, and geographic information. This enables marketers to customize their message to the user's most likely point of resonance[22].

You may contact almost any kind of customer on social media, since over half of the world's population uses these platforms for enjoyment, business, and idea exchange. Social media websites, applications, and platforms come in a variety of shapes and offer a range of services[17]. Thus, every company needs to develop a unique social media strategy targeted at its ideal clientele. Nonetheless, there's merit in selecting well-known platforms—those with a large number of engaged users are more likely to be pertinent to your intended audience[18].

It is the simplest and quickest method of global business promotion. You may utilize these networks as a valuable marketing tool if you're searching for a solid marketing plan to promote your goods or services, and when you start using social media for business, you should see an increase in sales. The remarkable surge in online advertising is indicative of our strong inclination to establish global connections with one another[21].

A vast array of communication channels can be found in social media, such as blogs, chat rooms, social networking sites, forums, and discussion boards. These fall into three categories, according to Yar'Adua and Aondover[23]: community development, content sharing, and content syndication. A few instances of content syndication are podcasts, videocasts, and blogs[22]. Wikis, widgets, and user-generated material are instances of content sharing; social networks and online communities are examples of community development.

7. Interrogating social media platforms advertisers can explore

Below are the lists of social media platforms advertisers can explore as outlined by Onyejelem[12], thus:

Facebook: Among the most well-known social media sites worldwide is this one. Facebook was used by almost a third of the world's population, with 2.7 billion monthly active users. Since its founding on 4 February 2004, Facebook has continuously changed to meet the demands of its users and draw in new ones. This covers the purchase of WhatsApp and Instagram. Companies are able to make their own events, groups, and pages. Facebook also provides options for customized advertising to companies looking to reach a certain customer base. Additionally, Facebook Messenger allows business owners to message clients directly[23].

Twitter: This became well-known as a microblogging platform, including only 140-character text posts. Its character limit has been increased since its 2006 introduction, and users can also post various types of data, such as images and videos. Its 330 million monthly active users make it less common than Facebook. It is nevertheless, nevertheless, frequently utilized by regular consumers. It can also be a helpful platform for interaction, such as participating in industry-specific Twitter discussions or answering inquiries from clients about customer support[24].

TikTok is quite fresh to the social media scene. But it has already left a lasting impression on the social media scene. A user of the software can produce brief, imaginative videos. Over 800 million people utilize it every month in active countries. Owners of businesses can utilize it to express their creativity

and produce viral content for their social media marketing campaigns.

Snapchat is a social networking messaging app for mobile devices. A user has the option to post articles that are seen by all of their followers or share special content with pals. When the app was released in 2011, it gained popularity right away, especially among younger users. As of then, it has somewhat slowed. Nevertheless, this social media platform is still used by over 360 million people each month across the globe. Advertisers on the app can create business accounts and target younger consumers.

WhatsApp is a well-liked mobile texting program. It allows you to send files, texts, documents, audio files, and video files to other users either privately or publicly. Founded in 2010, Facebook currently owns both the firm and Instagram. There are currently over 2 billion active users on WhatsApp each month. Small businesses can simply engage in personal communication with clients and prospects by using the app.

LinkedIn: The most widely used social media platform for business networking is this one. Approximately 300 million of the platform's 700 million registered users are active each month. LinkedIn was introduced in 2003 and gives users the opportunity to upload their resumes, network with people in similar fields, and even post and reply to job openings. For B2B companies, LinkedIn is frequently helpful from a marketing perspective. Even paid advertising and content publishing alternatives are available[25].

YouTube is more than just the world's most widely used website for sharing videos. After Google, it is also the second most popular search engine. The business was established in 2005, and Google eventually purchased it. Every month, almost 2 billion people log into YouTube. Even more people access the website and watch videos without creating an account. Basically, YouTube can be used by any business to reach a large audience through video marketing. Additionally, the website offers data, promotes user engagement, and allows you to embed movies on other webpages.

Pinterest: This website combines elements of a search engine with social media. It is made up of digital bulletin boards where users can save project ideas, merchandise, and motivational photos. It's the ideal platform for businesses to post product photos, original DIY projects, recipes, and eye-catching graphics. Adding pin-it buttons to your website's content will enable users to save it to their boards and make it "pinnable". Since its 2010 start, Pinterest has accumulated over 400 million active monthly users.

Instagram: This is an additional social networking platform that prioritizes visual content. After its 2010 launch, Facebook acquired the website. It is primarily a mobile platform with over 1 billion monthly active users. Instagram, like Facebook, provides business users with possibilities for targeted advertising to reach a particular user. Additionally, Instagram provides a variety of posting choices, such as live streaming, stories, slideshows, photographs, and videos.

Tumblr: This blogging platform supports a variety of post formats. Quotations, conversations, images, videos, and even audio information can all be included. At present, Automattic is the owner of this 2007 launch. Over the past few years, the user base has somewhat declined. It still receives over 400 million visits each month, though. Compared to other platforms such as Facebook, Tumblr does not have as much of a business population. On the other hand, that might make firms stand out from other cluttered websites. In addition, it provides sponsored postings and facilitates content re-sharing for users.

Flickr is a well-liked photo and video sharing site. Originally launched in 2004, Yahoo acquired the website in 2005, and SmugMug currently owns it. Photographers and companies that want their photos to be shared online are fond of it. It can also be used to locate photos that are royalty-free for usage in content. In recent years, the site's influence inside the industry has diminished. It still has roughly 90

million monthly users, though[26].

Reddit is an entertainment and social news website with a tone of sub-communities devoted to certain hobbies. In order to communicate with other users, a registered user can post content and leave comments on threads. Since its launch in 2005, the website has accumulated 430 million active monthly users. Marketers aren't very fond of Reddit. But because it has so many vibrant niche groups, it's a desirable choice for websites trying to expand their viewership. For people who are interested in networking or learning, there are other subreddits pertaining to business.

Quora: The website enables users to discuss a wide range of topics by asking and answering questions. Its inception in 2009 has resulted in over 300 million monthly users. Companies can develop their subject-matter expertise by using Quora. Posts with questions also frequently appear prominently in search results. Therefore, it's possible that people who don't often use Quora will see your answers.

Vimeo is an expert video-sharing website. It's not as popular as YouTube, but it still has great features that are ideal for filmmakers and anyone looking to share cinematic content. This social networking platform has 170 million active users each month. Users of Vimeo can, nevertheless, distribute and embed videos on other websites. Advanced statistics and analytics are also available to users to track performance.

BizSugar is a social network designed especially for managers, entrepreneurs, and owners of small businesses. Small Business Trends LLC is the current owner of the website, which was developed in 2007. Websites, podcast episodes, articles, blogs, and videos can all be shared by users. Users who adore a piece of content can vote on it or debate it. Every month, the website reaches over 2 million owners of small businesses. Because of this, it's an excellent platform for knowledge acquisition, resource sharing, and B2B marketing[27].

Mix is a platform for tailored discovery. In 2018, the business acquired the well-known content aggregator StumbleUpon. To curate their feeds, users can attach other social media platforms, such as Facebook and Twitter. About 35 million people used StumbleUpon regularly prior to the changeover. Not everyone has stayed, though. Nevertheless, small businesses might benefit from using this social media platform to share helpful or viral information.

Medium: is a platform where long-form content may be produced and shared. Millions of individuals and organizations share the site's information, despite it not being officially classified as a social media channel. The distinction is that, unlike other social media platforms, it lacks a ton of supplementary features that could divert users from its primary objective. It's therefore perfect for content producers who wish for their ideas to be highlighted. In 2012, Evan Williams, a co-founder of Twitter, established Medium. Currently, the website sees close to 100 million monthly visitors. Companies might utilize the website to communicate with a large audience about intricate concepts or debates[10].

Digg is a curated front page news aggregator. This social media platform covers a wide range of topics, such as viral videos, political issues, and scientific discoveries. Since its founding in 2004, the website has undergone numerous changes. Eight million people use it each month; however, it's not as popular as it previously was. Companies can use it to share pertinent content or manage their own internet feeds[28].

Viber is smartphone software that combines social media and communications with VoIP and instant messaging. The app was released in 2010 and currently has 260 million monthly active users. It allows you to share photos, videos, and audio files with other people who have registered. Similar to

other chat apps, it's ideal for private conversations with clients or business associates. Additionally, group chat options are available[29].

WeChat is a mobile texting app with several uses. Text messages, phone conversations, multimedia content, and even payments can all be sent and received by users. Both individual and group chat options are available. Globally, there are roughly 1 billion active users each month. Official company accounts are available on WeChat. Consequently, companies may utilize the service to quickly and easily help with consumer communication and send out messages as part of a social media campaign.

8. Conclusion

Within the context of this conceptual paper, advertising on the social media as presented, although challenging, is capable of reaching out to a larger audience than the conventional media. Through the use of social media platforms like WhatsApp, Facebook, YouTube, etc., advertisers can reach out to many prospective consumers 24/7 with lesser cost. This paper concludes that advertisers exploring the presented online platforms will enjoy ways of enhancing their brand image's firms that need to put it in their top priority. It also depends on the context in which such platforms are used, which could be negative or positive, as there is an ongoing debate among communication scholars regarding the impact of social media platforms. Others view it from the positive point of direction, while others see it from the negative perspective, as early articulated in this paper. However, the position of this paper is that it all depends on the context in which such platforms are used because, to others, it serves as a strong tool to create awareness of products, while others use it in a way that is deterrent to society.

Author contributions

Conceptualization, methodology, POV; validation, formal analysis, TEO; writing review and editing process, APO. All authors have read and agreed to the published version of the manuscript.

Conflict of interest

The authors declare no conflict of interest.

References

1. Mojaye EM, Aondover EM. Theoretical perspectives in world information systems: A propositional appraisal of new media-communication imperatives. Journal of Communication and Media Research. 2022; 14(1): 100-106
2. Rambe P, Jafeta RJ. Impact Of Social Media Advertising on High Energy Drink Preferences and Consumption. Journal of Applied Business Research (JABR). 2017; 33(4): 653. doi: 10.19030/jabr.v33i4.9977
3. Sabiu G, Aondover EM. Newspaper Content Analysis of 2012-2015 Ombaste Ethnic Conflict in Nasarawa State: A Framing Theory Perspective. Konfrontasi: Jurnal Kultural, Ekonomi dan Perubahan Sosial. 2023; 10(2): 69-77. doi: 10.33258/konfrontasi2.v10i2.273
4. Liman AM, Maradun LU. Advertising and publicrelations in Nigeria: Issues and perspectives. Ahmadu Bello University Printing Press;2022.
5. Daymon C, Holloway I. Qualitative Research Methods in Public Relations and Marketing Communications. Routledge; 2010. doi: 10.4324/9780203846544
6. Rezvani GH. Public Relations Management and Communication Behavior; Goharedanesh Press; 2008.
7. Purnomo YJ. Digital Marketing Strategy to Increase Sales Conversion on E-commerce Platforms. Journal of Contemporary Administration and Management (ADMAN). 2023; 1(2): 54-62. doi: 10.61100/adman.v1i2.23
8. Zhang L, Yu H. Digital Marketing Evaluation of Applied Undergraduate Talent Training with E-commerce using Big Data Mining and Communication Technology Support. Computer-Aided Design and Applications. 2024; 21(S4): 103-118. doi: 10.14733/cadaps.2024.s4.103-118

9. Purnomo YJ. Digital Marketing Strategy to Increase Sales Conversion on E-commerce Platforms. Journal of Contemporary Administration and Management (ADMAN). 2023; 1(2): 54-62. doi: 10.61100/adman.v1i2.23

10. Tobi OT, Ayodele MD, Akindele AA. Effect of online advertising on consumer buying behaviour of internet users in Lagos State. Ilorin Journal of Human Resource Management. 2020;4(1): 171-181.

11. Anorue IL, Ugboaja SU, Okonkwo CP. Influence of online advertising in the promotion of Nigeria professional football league (NPFL). International Journal of New Economics and Social Sciences. 2020; 11(1): 231-246. doi: 10.5604/01.3001.0014.3544

12. Onyejelem TE. Photograph framing influence on newspaper readers' emotion of violence representation. Online Journal of Arts, Management and Social Sciences (OJAMSS). 2018; 3(1): 73-85.

13. Achilov N. Advertising and Public Relations: Challenges and Implications. Journal of Mass Communication & Journalism. 2016; 6(8). doi: 10.4172/2165-7912.s2-001

14. Yar'Adua SM, Namadi HM, Msughter AE. An Appraisal of Political Economy of New Media in Nigerian Context. International Journal of English Literature and Culture. 2021; 9(4): 109-117.

15. Otubanjo O, Amujo OC, Melewar TC. 150 Years of Modern Public Relations Practices in Nigeria. SSRN Electronic Journal. 2009. doi: 10.2139/ssrn.1372704

16. Onyejelem TE, Ezeonyejiaku NP, Nwafor OA, Nwodu GE. Portrayal of Drug-Related Crimes among Teenagers in Nollywood Movies: A Critical Discourse Analysis of Nimbe. IMSU Journal of Communication Studies. 2023; 7(2): 156-168.

17. Rezvani GH. Public Relations Management and Communication Behavior. Goharedanesh Press; 2008.

18. Mohamad R. The Effect of Internet Marketing on External and Internal Currency of the Country. Wasit Journal of Computer and Mathematics Science. 2022; 1(3): 95-101. doi: 10.31185/wjcm.55

19. Ndubuisi BJ. Advertising Practice in Nigeria: development, new trends, challenges and prospects. EJOTMAS: Ekpoma Journal of Theatre and Media Arts. 2019; 3(1-2): 47-54.

20. Odiboh OO. Integrated Marketing Communication. APCON; 2002.

21. Khalid MI, Aondover EM. Sources of Information on National Issues among Border Communities in Yobe State, Nigeria. ASEAN Journal of Community Engagement. 2022; 6(1). doi: 10.7454/ajce.v6i1.1169

22. Yar'Adua SM, Aondover EM, Aliyu MA. Modernization, Marxist, Dependency and Alternative Theories of Development Communication: A Critical Review. International Social Science and Humanities Studies. 2023; 3(2): 1-20.

23. Yar'Adua S, Aondover EM. A Prescriptive Approach to Development Communication. ABU Printing Press;2020.

24. Watson TA. (Very Brief) History of Public Relations. Available online: www.researchgate.net/publication/269697350 (accessed on 27 March 2023).

25. Black S. Introduction to Public Relations. Lagos West African Book Publishers Ltd; 2011.

26. Ismail TA, Haji Ahmad J. Public Relations vs. Advertising. Jurnal Komunikasi, Malaysian Journal of Communication. 2015; 31(2): 117-130. doi: 10.17576/jkmjc-2015-3102-08

27. Aondover EM, Umar Maradun L, M. Yar'Adua S. Mediatization of the Net and Internetization of the Print Media in Northern Nigeria. Unisia. 2022; 40(2): 335-356. doi: 10.20885/unisia.vol40.iss2.art5

28. Aondover EM, Hile MM, Yar'Adua SM. Ethical Issues and Insecurity in Africa: The Media Dimension. Konfrontasi: Jurnal Kultural, Ekonomi dan Perubahan Sosial. 2023; 10(2): 58-68. doi: 10.33258/konfrontasi2.v10i2.272

29. Arce CGM, Valderrama DAC, Barragán GAV, et al. Optimizing Business Performance: Marketing Strategies for Small and Medium Businesses using Artificial Intelligence Tools. Migration Letters. 2023; 21(S1): 193-201. doi: 10.59670/ml.v21is1.6008