

Enhance your native advertising effectiveness

By  AIMEÉ SERRÃO

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Individuals are no longer responsive to those flashing banners trying to attract their attention on every website they visit which is why many companies have experienced a decreased click through rate. To overcome this monstrosity, marketers had to devise a master plan - a plan that would make individuals click on advertisement links without them even realising it. This is known as native advertising.

Native advertising is when advertisements imitate the platform on which they are found. The advertisements are clandestine, using the same layout, visual design and form and function of the platform on which they appear. So, these advertisements blend in with their surroundings giving the deceiving look of natural content.

Native advertising is an emerging force to be reckoned with in the advertising world. It can be found on the largest social media platforms including Facebook, Twitter, Instagram, and Tumblr. Many companies are using it in order to help sell their products and services' because this type of advertising has proven to be effective. Research indicates that 25% more people notice and click on these advertisements. This may be because people don't register they are being diverted straight to the advertising world (cue dramatic music!).



Seeing as these advertisements are disguised as a part of the platform individuals have chosen to observe, individuals are subconsciously forced to overcome their natural antipathy to advertising and click on the link. For this reason, the advertising technique has been criticised as it is viewed as unethical to trick people into viewing dubious content; however, it is still being used over a variety of social media channels. The marketing industry even put a disclosure on these advertisements in an attempt to overcome the unethical stigma.

Native advertising includes things such as sponsored tweets, sponsored posts and marketing content disguised as editorial. In my opinion, I feel that instead of tricking people to click on your advert, make them want to click on it by delivering noteworthy and relevant content that is as engaging, if not more engaging, than its surrounding editorial content. If you do use native advertising, make sure it is worth your audiences while.

So, to create effective native advertisements:

Be relevant. Produce informative and relevant content. If individuals are going to click on your advertisement make sure you give them the necessary information that made them click the link in the first place.

Honesty is the best policy. Adhere to the necessary disclosures of native advertising by ensuring your advertisement is labelled and the campaign is transparent. The only way you will gain your audiences trust is by being upfront that the published content is advertising.

Blend in with your chosen media. Make sure you follow the layout, look and feel of your chosen media. Your audience will feel like your advertisement is disruptive if it does not fit in with the platform they are browsing. Let's be honest, if your advertisement does not blend in this is a native advertisement fail. Make sure your advertisement nurtures rather than hinders user engagement.

Entertain your audience. Create interesting and compelling content that will add value and entertainment to your audience. Make sure you know what your audience wants and needs. Your audience will pay more attention to advertisements that leave an impression on them.

Keep posts short. You can only hold the attention of your audience for a short period of time, so keep your posts short and sweet stating only the relevant information they need to know.

So, to conclude, don't disappoint your audience. They can learn to accept the sneaky tendency of native advertisements if they are directed to relevant, authoritative and trustworthy content. You may receive an increased click through rate from native advertisements but make sure it is worth both parties while.

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