

ONLINING ADVERTISING CAMPAIGN FOR AGRICULTURAL MACHINERY

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***Abstract:** One of the strengths of the modern economy is the progressive use of online communications. Today, every organization, regardless of its activity and size, is aware about the key role that information and communication solutions play in its competitiveness, efficiency, growth and development. In today's business, in order to achieve long-term relationships with consumers - be they current or future, communication is needed to satisfy both parties.*

The purpose of the report is to present the main forms of online advertising of a company offering agricultural machinery, emphasizing the role of online shopping.

Key words: online advertising, agricultural trade, internet shopping.

1. INTERNET SHOPPING – THE NEW WAY TO AGRICULTURAL TRADE

Internet shopping is gaining more and more popularity in Bulgaria and this is no accident. It has several main advantages that attract potential buyers in the network when choosing agricultural machinery and more. There is a much larger selection on the Internet than in real stores. You can easily find the best price after a short search, saving your walk to several stores. (<https://www.investor.bg/mneniia-i-syveti/129/a/niakolko-predimstva-na-onlain-pazaruvaneto-pred-tradicionnoto-205711/>)

The main advantage and **purpose** of online shopping is advertising. It is a modern method, created with the help of all the functions of computer technology – photo processing programs, animation, graphic image processing, high quality sound, digital video frames and more. The advantages of online advertising are many, but the main ones are: mass and interactivity; more precise targeting of the target audience; opportunity for more creativity, which leads to a stronger emotional attachment to the advertised product (https://www.capital.bg/andrian_georgiev/2010/06/15/).

Through **tabular and comparative method** we put ourselves tasks, precisely to develop a specific product catalogue, combined with a pleasant and intuitive interface, contributing to the usability of users of agricultural machinery. The risks of losses from farmers' advertising campaigns are minimized on the Internet because:

➤ The audience of the advertising campaign has been selected, namely the addressees are persons consuming agricultural products for whom the message is intended. They are potential buyers of the products. (Banchev, P., 2006, 677 p.) Through surveys and collection of statistical data on the respondents, a profile of the appropriate audience to which the advertising message should be sent is prepared. This advantage provides a high percentage of absorption of the advertising message by customers.

➤ More and more customers are interested in the advertised products they use. That is why farmers strive to satisfy their tastes and needs by offering high quality products.



The many benefits that online advertising provides are definitely the reason for its rapid spread and preference as a method of advertising by many agricultural investors. The options for presenting the message are numerous, the user can be involved in a promotional game, in a flash game with a hidden message, when searching for certain information in any of the search engines, through banner ads that are easy to notice, with posts on social networks, information in forums and others. Intriguing the user through the Internet is much easier than standard print and TV commercials, which are limited to the way they are served.

A major disadvantage of other media is the difficulty in selecting the audience, while in the Internet space, advertising is done first after selecting the target audience to which the product should be directed. Online advertising (Bayne, K. M 1999, page 156) strives to: attract users to the site; directing their attention to different pages of the site; encourage re-return to the site. The Internet is a highly evolving environment in which new programs are created for processing all types of information, including advertising materials on the web. Online advertising is strongly influenced by these positive changes and the ratio between the two is divided equally. The more the technical possibilities on the Internet develop, the more popular, interesting and innovative the Internet advertising is. Given that the first banner Internet advertising was created in 1993, the technological advances of the Word, Wild, Web and all applications and processing programs, we can draw a comprehensive conclusion about the capabilities of current advertising. The more eccentric it is, the more influential its message would be, the more diverse the ways of communication between it and the consumer are and the faster they are assimilated by him. A user is much more likely to see a commercial on the Internet than on television or radio. That is why web advertising is subject to development and in the future new and new techniques, forms and strategies for selling agricultural products on the world wide web will be invented. The boom of Internet advertising in Bulgaria was marked in the summer of 2002, and since then it has been a tool that has developed this industry in our country. The Internet sites are "supported" by the means of advertising in them, and this helps the development and enrichment of the Bulgarian information network.

2. TYPES AND FORMATS OF ONLINE ADVERTISING

The media planning team of an agricultural company must have developed a good advertising strategy. It is necessary to make a site with information about the product portfolio and its presentation. It is good to specify the appropriate audience that would be interested in the commercial. Which is the most appropriate channel or site to distribute the ad, and study the competition, which alternative has it used.

The possibilities offered by Internet advertising are diverse. We will look at the different types of online advertising, paying attention to the key categories – ad formats and advertising standards. Internet advertising has two main directions – it is image and thematic. (http://en.wikipedia.org/wiki/Contextual_advertising, 22.03.2021)

The purpose of image advertising is to impose and increase brand awareness of a company. The aim is to make the brand more famous and easily recognizable by the consumer. This type of advertising is suitable when the brand already exists on the market and needs more attention.

The thematic advertising is used to send a message for a certain product category to specific respondents who have an interest in it. Contextual advertising is used for products that need specific qualities in a product or service.

2.1. ADVERTISING FORMATS

There are several basic internet advertising formats. They are text, graphic, and mixed.

Text advertising it is a link to the offered offer, the promotional site or the site of the agricultural producer, and a photo can be attached to this type of advertising. The text is short, precise and clear. Text advertising is a major tool in contextual advertising, it exists in the form of editorial material, a text block or a link through which users can follow the content of the site. The advantages of this type of advertising are that the user does not perceive them as advertising, but rather as interesting unobtrusive information that they can absorb if they wish. In order to further develop this style of advertising, it is necessary to develop the frequency of showing the video. Through **Ad banner** are the most common forms of internet advertising. He has the form of a graphic image with precisely defined dimensions. It is not the carrier of all advertising information, but simply the tool to draw the user's attention to the advertised product or service. There is a global standard for internet banner ads. (<https://www.tbmagazine.net › reklamni-formati-v-internet>)

Rich media. (Wiedemann, Jul., page 282) This is a way to produce advertising materials with included Flash applications, audio and video. This format belongs to the rich media ad. It is most often found in the form of a video clip with an interesting plot. This format is preferred over all interactive banners. It attracts attention, contains more information, invites the user to join the site of the product to find out about its qualities. This advertising format is closest to our well-known TV commercial, but of course its advantages are more than it. It is cheaper, the audience that is interested is encouraged to be the active party and if interested can consider the offer of the agricultural company, ie. there is greater contact between the target audience and the advertisement. If a user looks at the ad himself, it is automatically stored for a longer time in his memory and perceives the product as something familiar.

Advertising games. The advertising message is addressed to users in the form of an online game. Consumers are invited to participate in some format, for which there is a reward to encourage their participation. This type of advertising is successful because it inevitably causes the user's participation in the campaign to be repeated if it has grabbed his interest. The advantages of this method are that they create in the user a sense of satisfaction and re-desire to participate.

Surveys This is the so-called advertising for research purposes. In addition to disseminating the marketing message, they are also used to summarize and collect demographic and psychographic information for consumers, which would serve to develop the most appropriate advertising strategy. The surveys are conducted only with the consent of the respondent to participate in the survey. They are distributed in the form of a sociological survey, advertising survey and test. The survey, in turn, has certain requirements that need to be taken into account when creating it.

Floating ads (Wiedemann, Jul., Page 356) – *floating banners*. This is a format that looks larger than standard. It appears for a few seconds in the main screen of the user's browser and closes the rest of the content, then disappears and can be found in one of the sections of the site. This banner guarantees the advertiser more traffic, although some of them do it unintentionally and can have the opposite effect.

Expanding ad. This is an ad that resizes and closes the rest of the content on the webpage, then returns to a standard banner located in a standard location. This format is suitable for a large promotional campaign of a new product to make a sensation. It is appropriate for this type of advertising to contain an interesting and challenging message that will attract the customer.



2.2. TYPE OF IMAGE ADVERTISERS

They are characterized by a great variety, and the following have less application in agriculture:

- VIP position – a form of internet advertising, which for an additional fee highlights the message and it comes out ahead in the results or is marked with an eye-catching color. This format is most commonly used in catalog sites, ad sites or forums.

- E-Mail advertising – it sends messages, text, an image or other format in which the message of the advertisement is presented by e-mail to many recipients. There is a mass character, as there are two options in which the campaign can take place, one is with the consent of the client to receive this information, and the other without his consent is registered as spam in the mailbox.

- Screen saver – This is a small program that is used for entertainment purposes, to refresh the look of the personal computer. Most often it contains animated images that change their picture over a period of time. The screensaver is activated if the user does not use his computer for some time. The interactive screensavers are extremely interesting and liked, because they constantly attract the attention of the user and so for them the brand becomes known and preferred. Other main image advertising media are presented in table.1.

Table 1. Type of image advertising media

Type	Characteristics
WALLPAPER ADVERTISING	This is an ad that replaces the background of the site and brands it with the message of the advertiser. The company's advertising logo, pictures or colours are usually used to create an association with the product and the brand.
WALLPAPERS	This is the so-called wallpaper, an image that the user can download once and place on the screen of his personal computer. It is literally an advertising box that has attracted the interest of the user, with a good vision and specificity of the broadcast.
ADVERTISING MENUS OR RIBBONS	They help the target groups on the Internet by providing them with easier and faster access to their favorite site or necessary information. This is a program that is first installed, after which the user can activate it whenever he wants.
RSS	This is a newly introduced technology that allows the user to subscribe to the latest information on a site to reach him, in the presence of a new event of the company.
TRICK BANNERS	This is a banner that creates the illusion that it is part of the content of the site. For example, a dialog box, drop-down menu, button bar, or a typical part of the site.
POP-UPS	They are banners or new web pages that pop up when another website is loaded or a banner is clicked. The type to which it belongs is intrusive advertising.
REGISTRATION IN SEARCH ENGINES AND CATALOGS	After creating a product site, it is necessary to enter it in search engines such as Google, Yahoo, AltaVista, MSN and others. This ensures that when a user searches on a keyword that matches the activity of the agricultural advertiser, his site will appear in the search results.

3. ONLINE ADVERTISING OF MEGATRON

The company was established in 1998 and is an official distributor of the American company **John Deere** for Bulgaria.(www.megatron.bg, 14.04.2021.) Worldwide **John Deere** is a leader in the production and sale of agricultural, forestry, golf and garden equipment. Established in 1886, today **John Deere** is in the top 50 most popular businesses in the world according to a study conducted by the magazine. Fortune. Through **1999 Megatron** signs a contract to represent the French company **Kuhn** in Bulgaria. **Kuhn** is a leading manufacturer of attachments for agricultural machinery - plows, disc and rotary harrows, cultivators, seeders for spring and autumn crops, fertilizer spreaders. Megatron uses the following channels to promote its activities:

Display advertising. Megatron positions its advertising banners in specialized sites such as SINOR.bg, Traktor.bg, Ferner.bg, Agro.bg and others. The purpose of these advertising banners is to achieve an image effect and to increase brand awareness among the relevant audience. Very often we can see a scroll banner of Megatron in the agricultural information portal Sinor.bg. This is an agricultural information site where people interested in and engaged in agriculture discuss topics about technology, European programs for financing farmers, interviews and more.

Website Megatron's website is in the brand colors of the American company **John Deere**, thus meeting the requirement for corporate identity. The site has a modern design, in a bilingual version. Completely developed according to the specifics of agricultural machinery. The site contains product catalogs by category. Each machine can be presented with text, photos, technical data, video, additional downloads. (www.megatron.bg, 11.04.2021)

Demonstrations in real conditions. Megatron's motto is „Let's meet in the field“. From the company, they keep showing results in real conditions. Because of the utmost importance for customers is the excellent performance of the machine in their fields. In this regard, in 2020, Megatron has organized more than 20 demonstration harvests across the country. Different crops are harvested in different conditions, so that the company's customers can see for themselves the qualities of the combines offered by **John Deere**. (www.megatron.bg, 12.04.2021.)

Participation in specialized exhibitions for agricultural machinery. AGRICULTURE is the world's leading exhibition for agricultural machinery. It is organized every two years by the German Agricultural Society in Hanover (Germany). For another year Megatron participates in the Agritechnica exhibition. As an official distributor of **John Deere** for Bulgaria, the company has a stand that is part of the exhibition area of **John Deere International**. For 2015 **John Deere** was awarded 3 gold and 10 silver medals of Agritechnica.<http://www.geo-contact.com>) **BATA AGRO** - International Agricultural Exhibition, held twice a year near the town. **Stara Zagora** Since its inception, every year Megatron is present with its own stand. (<https://bata-agro.com>)

Google adwords. Megatron is working very hard to get information about the company to the forefront of Google. It is important that when consumers are looking for agricultural machinery, they come across Megatron. This increases brand awareness and the likelihood of new customers discovering it. We work on the optimization of the campaign on a daily basis in Google, as the conditions in which it takes place are quite dynamic and require timely and adequate responses. **Facebook** Megatron has 2,411 likes on its Facebook page. The page was created in 2011. Characteristic of Megatron's Facebook page is the active daily publication of photos from various events, presentations, participation of the company in exhibitions, interviews, accompanied by interesting images. The novelties in the offered agricultural machinery, promotions of the company, price discounts are very actively promoted.

Twitter The company's goal to be on Twitter, as a social network, is to inform users about current information that is happening NOW. There is no limit to how many times a day to publish, the important thing is that the information shared is adequate to the target group.



Youtube IN Youtube channels give users the opportunity to watch what interests them in a video version. Some experts compare these channels to blogs, but with the difference that Youtube has not only text but also a picture. Bench Mark maintains a Youtube channel in which he publishes various videos of trainings, events and presentations of new equipment, interviews.

Email Marketing Email marketing is a very powerful tool for promotion. The company has been using it for a long time and generates good results. Megatron makes a display advertisement on one site and at the same time sends emails to its database for the same promotion. It is important that the recipients of the message are well targeted. The analysis of email campaigns is of great importance for the effectiveness of marketing actions in this direction. **Courses** Megatron offers free trainings and seminars. This is not a direct channel for advertising, but by providing the opportunity to educate its potential customers, the company shows that it does not rely on their unfamiliarity with the subject and does not aim to profit from it.

Promotions The market for agricultural machinery is extremely dynamic. In this environment, Megatron offers various promotions. There is a special section on its website, which describes the promotions and the conditions under which users can take advantage of them. Statistical research shows a good evaluation of the use of online advertising. It is reaching a rapid pace of development compared to the development of television and radio advertising in agriculture. Internet advertising also depends on the budget set aside for the campaign, but when building a good advertising format, the guarantees of success are there.

CONCLUSION

The Internet is an information network where there are no speed limits and visitors have access to online data constantly. Agricultural companies engaged in trade have focused most of their attention on improving their online advertising. Online communication will be preferred by them, not only because of the lower price, but also because of the many opportunities that the Internet offers to reach potential users. Through forums, blogs, social networks, each company will know more about its audience, its needs, interests and preferences. The consumer behavior of the modern consumer is changing significantly. Consumer culture is growing and it is a prerequisite for the user to understand advertising as a type of information and not as an intrusive and unnecessary message that interferes with the normal activities he wants to perform on the Internet. Many consumers use and absorb web ads as an essential part of the diversity of the network, as the purchase of the product changed any intention - online stores were created.

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