

## Chapter 19

# Corporate Advertising at the Age of Social Media

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### ABSTRACT

*As one of the main issues of public relations, corporate advertising is an important pattern for the companies from the point of ensuring positive communication with their customers and sending image-based messages. Social media, which is one of the important communicational environments, has become a channel with high-level interaction with which the institutions may deliver their corporate advertising to the target group. Social media, which provide symmetrical interaction, may be convenient for increasing the effectiveness of corporate advertising messages and may provide positive contributions to the goodwill of the institutions. In this chapter, the term of corporate advertising with an important public relations aspect for the first thing and then the term of social media are studied, and finally, the benefits of the advertisements which will be held in the social media and their advantages to the corporations are discussed.*

### INTRODUCTION

Essentially, internet which is a network among the computers (Holtz, 1999, p. 37) and has become an important part of our life has emerged as a result of rapid development recorded by the communication technologies. The number of people using internet is gradually increasing day by day. It may be seen that governments, local administrations, companies, non-governmental organizations, political groups and nonprofit organizations have benefited from internet (Bakan, 2008, p. 373).

Because of the intensive use of internet; new internet based communication tools and environments and depending on the active participation of the individuals and their interactive interactions emerged. These tools are mostly named as social media tools (Mayfield, 2012, p. 5; Boyd and Ellison, 2008, p. 211). The web 2.0 technology which provides interactive infrastructure has an important role in the

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establishment of social media tools. In accompany with web 2.0, blogs and dynamic social network sites, which are user centered and providing the interaction with other websites came into use (Fournier and Avery, 2011, p. 195; Smith and Kidder, 2010, p. 492). Social media tools are web based services which lets individuals to create in a limited or half limited profiles to interact with each other, share information and can communicate, see with those of whom they share links, can surf among the profiles. The feature that makes the social media sites unique is that they can let people to meet the strangers, to communicate with people whom they already know in daily life and to share their social profiles. With the help of this, it makes it possible to ensure the way that cannot be created with any other way (Boyd and Ellison, 2008, p. 211).

Such use of special media tools formed a basis for the relationships between the institutions and their target groups. The social media environments have become an environment for the corporate advertisement messages of the enterprises.

In this study, the term of corporate advertising was analyzed and then the term social media was discussed and finally the benefits of the advertisements which are held in the social media and their advantages to the corporations were explained.

## **1. THE TERM OF CORPORATE ADVERTISING**

Corporate advertising is a tool which can be used at the field of public relations to gain respect and reputation to a corporation (Yatkin and Yatkin, 2010, p. 12; Asna, 2006, p. 30). From this point of view, corporate advertising is cross point for advertising and public relations (Kalender 2008, p. 39), the fields of advertisement and public relations supports each other through corporate advertising applications (Arklan, 2011, p. 39). Thus, the term corporate advertising is so close to public relations. Because, both of them are trying to establish the image of corporate (Sabuncuoglu, 2010, p. 23). In other words, corporate advertising is a kind of advertising style that aims developing the image of an enterprise as a whole rather than introducing a product or a service (Peltekoglu, 2001, p. 35).

In case it is required during the studies of public relations, some advertising can be done in order to make the name of the corporation famous and increase the fame and reputation of an enterprise. Corporate advertising is an advertising activity which is used in the aim of transferring the messages and tools in details in public relations (Camdereli, 2000, p. 28), this also contributes the corporation (Biehal and Sheinin, 1998, p. 99).

During this publicity in corporate advertising, some rituals specially prepared by them and reflecting them are transferred to the target groups. As a result of these transferring, corporations try to create an integrated sense on the target group and with this way they try to perform the positioning.

With a wide explanation, corporate advertising is a kind of advertising that reflects the corporation's philosophy (mission, vision, targets), the view point of the corporation to domestic and foreign crowds, their social responsibility understanding, their working style, corporate communication understanding, corporate design of the corporation (logo, emblem, brand name, corporate color, trade style etc.), all these aspects are transferred the identity and culture of the corporation. The corporate advertisements which take the corporation and its components in the center, emotional stimulus which are using symbolic approaches and associations that try to form a target group connection, are also as important as the rational stimulus (corporate success, awards, financial power etc.) (Elden, 2009, p. 538; Elden and

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