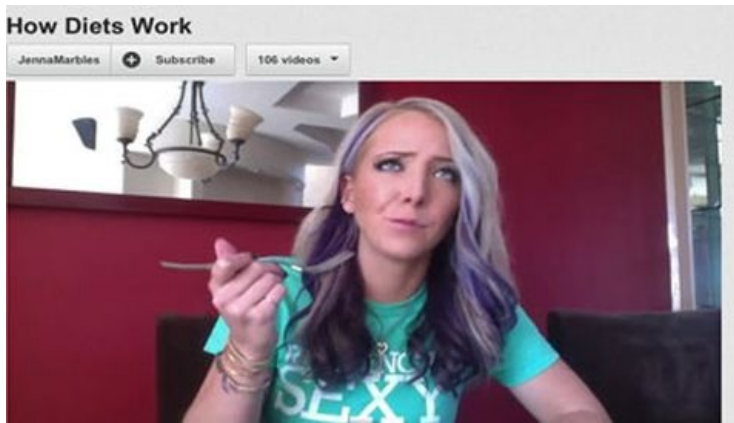# RULES OF ENGAGEMENT SET FOR ONLINE ADVERTISEMENTS

A number of brands are currently working on a way to effectively be able to target their audiences and relate to them in a way that causes engagement and gets them interested in the brand and the products that are being offered. In the beginning, online marketing was a whole lot like billboard advertising for trying to get brands to be noticed by consumers. The whole idea was that if you build the advertisement, consumers will come and see it. However, marketers and advertisers are starting to realize otherwise because a large community of people online are not going to engage in an advertisement that is just there, even when it comes to video advertisements. It is for that reason that brands really have to do their research and come up with unique and innovative techniques for creating collaborations with a number of popular personalities on YouTube. This is a great way for brands to truly target an audience and engage the consumer. There is one common misconception that many people do not realize. People often believe that if the target community is larger, the audience will grow bigger but this is not entirely true. There are a number of different aspects for engaging members of a specific community so that they will be able to connect with advertisements and decide to buy those products or give the brand a try. It is not so much about creating a huge advertisement to draw attention but more about discreetly placing certain products into videos that are popular and have appeared online. This is the overall best way to attract attention without being too obvious. There are several different websites that take these innovative approaches. For example, the New York Times has its own website and is known for its top quality content with advertisements that are featured on the page. For this website, community engagement is not necessarily a necessity. However, the site allows readers to easily connect with a number of social networking, varying from Facebook to Twitter and even LinkedIn. In general, it is important for brands to create an influence online but in order to do that, the brands need to be able to target certain audiences and tailor the content to fit the wants and needs of that specific targeted audience. Finding an influencer online is not difficult for brands to do. There are many influencers on YouTube and these people are much of a "voice" to others. With their voice, they have the ability to get other people to try certain brands and products and this is what the brand need to rely on.