

THE COMPLETE GUIDE TO

DIGITAL MARKETING

IN SOUTH KOREA



Digital Marketing in South Korea

The Korean market has certainly taken a revolutionary stance, in terms of digital marketing. As a matter of fact there are many digital platforms within the industry that provide effective strategies in outreaching to target audiences. In lieu, these marketing tactics play a significant role with regard to increasing brand visibility and the overall aspect of brand performance.

Korea is infused with a myriad of cultures, and is home to over 50 million people. As a matter of fact, from recent times - Korean culture has had an immense impact on the world, in terms of the K-drama and K-pop industry. The significant rise in popularity of the entertainment industry paved ways for English viewers to enjoy a good bit of K-entertainment fever.



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Daum/Kakao, Instagram, Facebook, TikTok, Pinterest,
YouTube

A Short Tour of Korea's Marketing Landscape

Google still has the highest-level of satisfaction amongst other search engines in the world; however within the Korean market, Naver is one of the most recognized search engines (based on a survey conducted in 2018 by JoongAng Daily) amongst other platforms like Daum and Nate.

In Korea, more than 80% of individuals (within their 20s) are all familiar with Naver and use it on a daily basis, however individuals in their (30s and 40s) are active users of Daum. Although Google is used to view specific topics related to business, Naver, in contrast, primarily uses it as a lifestyle channel for more entertainment purposes.

Google's Ad revenue in Korea is hidden to the public, but Naver is estimated to make over half of it. This is mainly due to the 'bidding' prices which vary from industry to industry.

Due to Naver's popularity, however, has led to more competition amongst other platforms in Korea. As a result, advertisers try to compete in 'bidding' wars to put out their brand Ads.

Since, there is a clear perception between how Naver and Google operate in the Korean digital marketing industry; let's look at some other useful features in your digitized advertising journey.



What Is a Search Engine?

A search engine is a web based tool that helps thousands of people to find information on anything (they are looking for) using a generic list of keywords and phrases. In fact, a search engine can generate any results immediately, they use tools like index and web-crawling to better assist us with what we are looking for.

Korea is one of the three countries in the world that do not use Google as the primary search engine. As a matter of fact, there are only a handful of search engines used within the Korean digital marketing industry.

[Book A Call](#)

NAVER

Naver is one of the largest leading search engines with a million active users around Korea. This platform dominates the whole digital landscape in Korea and it provides numerous services and products for the general public. Originally derived from the word Navigate, Naver is a portal to the Korean community as a means to discover and see the world.

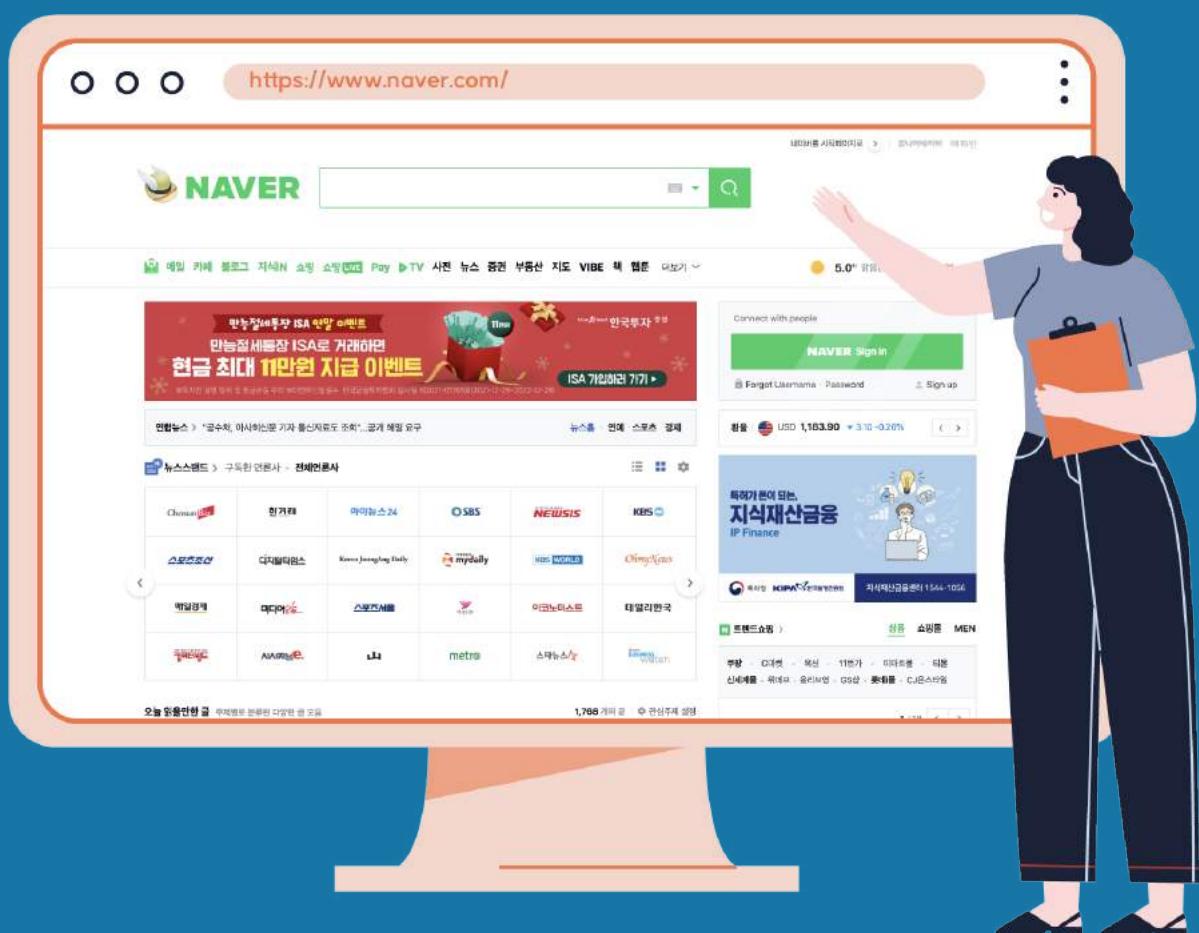
Naver is famous amongst all demographics, as a consequence Naver has 16 million visitors and has tons of engagement on a regular basis. The digital marketing landscape has proven to be an immense success to reach any target audience. Therefore, many brands have established their products by utilizing the services and features of Naver.

A successful digital marketing strategy in Korea will be vital to understand other services which Naver offers to its users.

A screenshot of the Naver homepage. At the top, there's a search bar with a green 'Search' button. Below the search bar, there's a navigation menu with links like 메일, 카페, 블로그, 지식IN, 쇼핑, 쇼핑Pay, TV, 사진, 뉴스, 증권, 부동산, 지도, VIBE, 책, 웹툰, 더보기. To the right of the menu, there's a weather widget showing 6.0° 맑음(낮) 9.0° / 9.0° 도쿄. On the left, there's a banner for '2021년 연말 대규모 이벤트' with text about saving up to 200 million won. In the center, there's a 'Connect with people' section featuring a 'NAVER Sign in' button and links for Forgot Username, Password, and Sign up. To the right, there's a currency converter showing 환율 USD 1,187.00 ▼ 1.50 -0.13%. At the bottom, there's a 'NAVER' section with a banner for '2021년 나의 쇼핑기록 돌아보기 올해 나의 첫 쇼핑은 였다!' and a '트렌드쇼핑' section.

How to Create a Naver Account?

To access Naver features a user needs to start by creating an account. This can be easily done by identifying the main page on the right side of the website and choosing the sign up section. You can either sign-up by email or Facebook/LINE accounts.



Naver Blog

Koreans love skimming through a number of blogs, and this particular platform is essential to their lives. Most of the content, however, is written in Korean, as a result, is easy for the Korean community to easily understand and allows them to create captivating content to attract the Naver users.

Majority of Naver users use this platform because of the significant information about travel, research, product reviews and entertainment updates. In fact, Naver is a community, within a community and is used for pretty much everything.

If you are looking to get ranked on Naver, there would be a few things you need to know; and that is to create a blog. By creating a blog you open up many opportunities for you to rank better, due to its C-Rank scoring algorithm. The C-Rank actually stands for 'Creator Rank' which is calculated on the basis of how much content is being published.

When you are creating blog posts on Naver, always ensure that your brand products are linked to the blogpost; this will eventually help your website rank. Naver, like Google, can see how well your content is being optimized and if it is accurate information. Naver can monitor the quality of the content and how much engagement you generate to your website.

A key factor to remember is that Naver wants to keep people engaged within the Naver community; and this is the primary way it drives revenue to the search engine. The more engrossed you are with Naver, the more success you'll have.

Naver blog is one of the fastest growing tools within the Naver community, in terms of advertising and running campaigns for brand products and services. However, all that being said, you need to ensure to produce high quality content to get ranking in Naver search results.

Marketing Strategies in Naver Blog

Experienced Groups

Choosing an influential blogger to promote your products, by experimenting before a product review will allow your blogger to give a raw feedback to those who are actually watching the review. As a matter of fact, often we tend to believe famous 'influencers' as they tend to give honest opinions on the product they are promoting.

Top Exposure

Now you can create a comprehensive review with an experienced team, and still with the exception that the post is visible on the top of the Naver's keyword SERP. The first viewed blog posts are often visited by Koreans.

Brand Blog

Blogs have the same structure and (design) consistently. The Naver blog not only focuses on fun content; but it also can be used to promote your brand products and services in detail. Therefore, this allows the readers to recognize new businesses, in turn, this attracts customers to your business.



Content Search Ads

Naver blog incorporates heavy advertising, especially when you are searching for keywords. In fact, advertising techniques are registered by keyword searches, this is generally calculated by the cost-per-click, and pricing is distinguished by the keyword search volume.

Influencer Content

The search bar for the influencer section is located at the top of the SERP, and posts related to influencers are gathered and posted. The recent introduction of a search tab allows you to save content from influencers, and view them privately (this has proved successful in terms of the market)

통합 인플루언서 쇼핑 이미지 어학사전 VIEW 지식IN 동영상 뉴스 지도 책 뮤직 지식백과 오디오클립

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인플루언서 참여 콘텐츠

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안녕하세요 여러분 ? 은비에용 벌써 5월이고,, 이제 곧 여름도 다가올 것 같은데 더위와 함께 걱정되는거 있지 않으신가용 ? 꿈 전 여름마다 메이크업 지속력 때문에 걱정이에요 ; 기뜩이나 더운데 화장까지 잘 무너져서...
2021.05.21.

VIRAL MARKETING

Viral marketing is an efficient strategy that is a concept derived from 'word-of-mouth' through blog posts marketing their brand products. When you first select a blog post, make sure it will be engaging to your target audience. The more captivating content you produce, the more engrossed your audience will be to keep revisiting your website. Therefore, when creating a blog post, it is imperative to have images and detailed information about your business.



Ad Posts

Ad posting is advertising your content through image referencing. As a matter of fact, once a blogger signs up, Naver blog automatically pops up for the content creators, this allows content to be scheduled as Ad posts; which provides better opportunities to create Ads specific to the blog you create.

Ad posts provide a user-friendly network with convenient Ad management services, which assist expansion amongst Naver users. These types of Ads support advertising your products with use of influential bloggers within South Korea.

Ad post Registration Requirements:

- Blogging (90 Days).
- More than 50 posts Per Day (no illegal posts, gambling, pornography).
- 100 visitors Per Day.

Smart Store

Naver's shopping mall uses a constructive system and free sales platform. Naver's products are accessible to various sales and search results, it is also known as a platform which beginners can easily navigate through the shopping mall, including creating domains.

In addition, Naver's smart store is the first e-commerce platform in the world that transfers the total amount of transactions to retailers the day after delivery. Accordingly, Naver doesn't need any commissions or securities.

Naver Shopping Store

Convenient payments are made possible from a consumer's point of view because of Naver Pay. It is a valuable asset as now consumers can easily link their accounts.

Search Ads

Ads can be registered through Naver's official advertising agency or, (customer center)

Keyword Search Advertisement

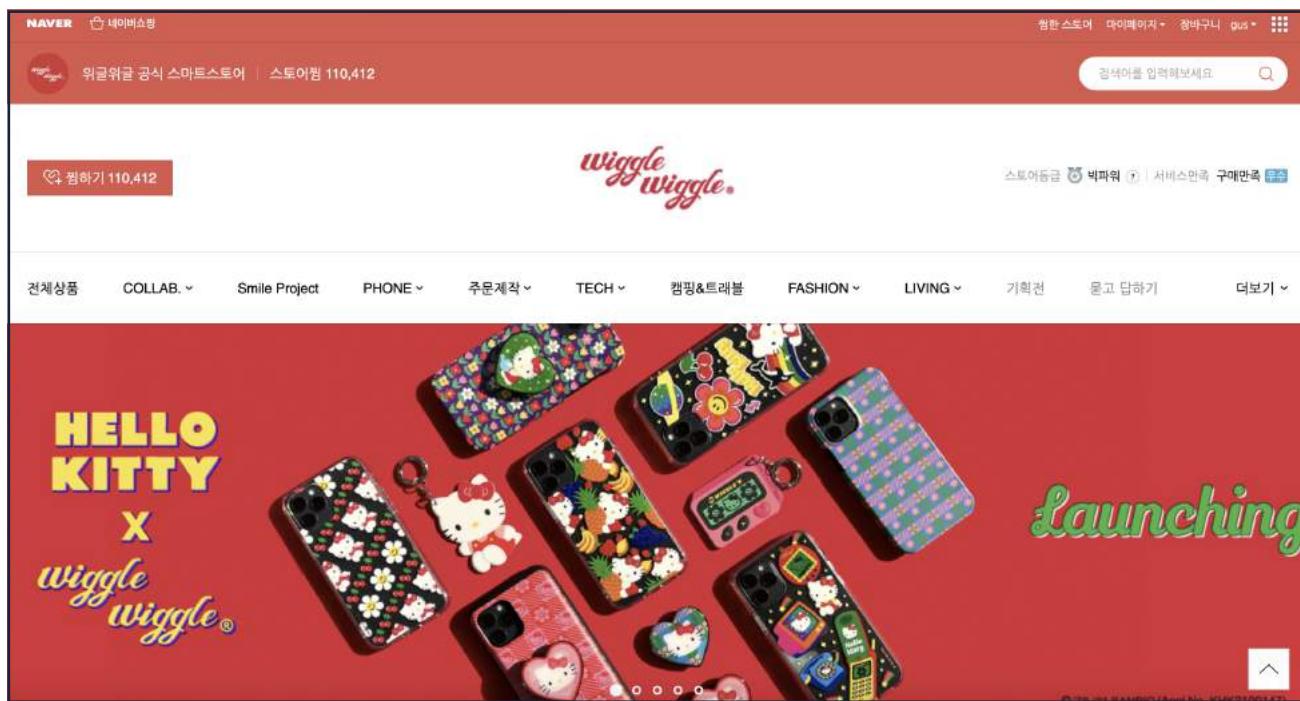
You can purchase the top spot in advertising through the keyword search result page.

Targeted Ads

Ads are only targeted to people interested in the keyword.

Viral Marketing

In terms of purchasing pages like Naver cafes, brands, and Naver blogs it is possible to secure third-party lead generation.

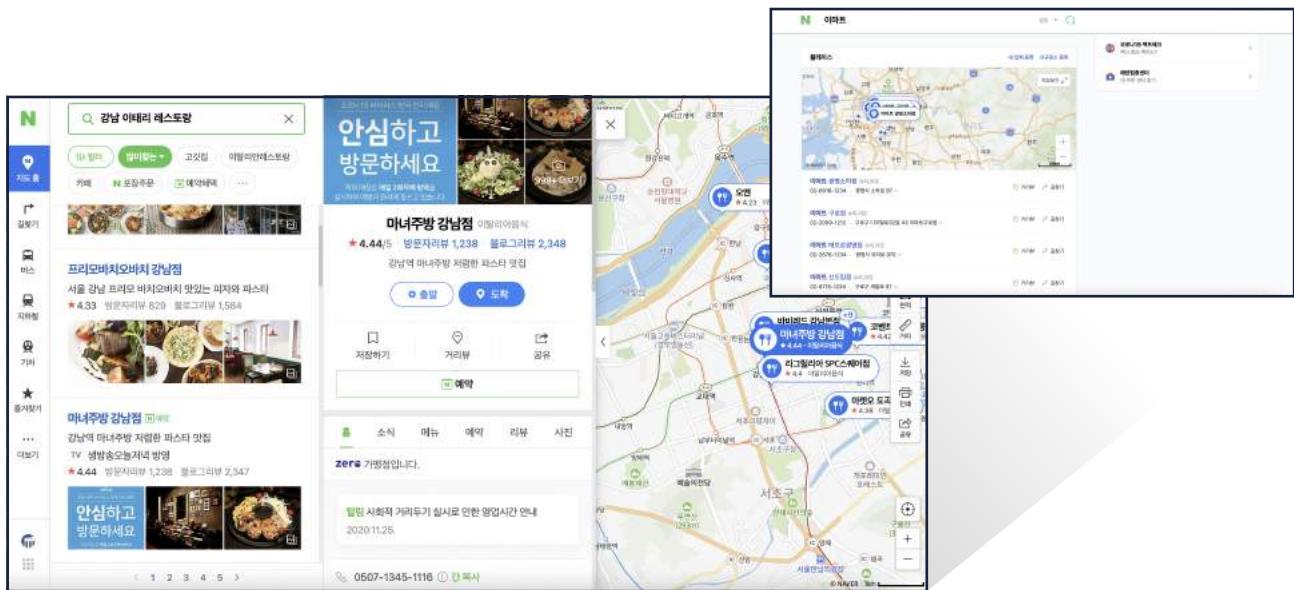


Naver Map and N Reservation

Naver Map is the Korean version of Google Maps. However, this platform of Naver doesn't offer any English translation for tourists, so it's quite difficult to navigate. The South Korean Government had security issues with restricted directions and navigations on Google Maps. In connection to Korean marketing strategies, you can use this to improve your business visibility through the Naver Maps search results list.

Another service feature is that you can book the place for your events; and is known as Naver Reservation. For example, if you want to perm your hair, there are various salons listed (near or around you), plus the site enables you to easily book an appointment.

This platform serves as a great tool to use, as you don't have to look for customers. In fact, consumers will be the first to know. Usually ranked at the top of the section, based on store/company reviews, number of reservations, popularity, and search keywords.



Naver Shopping

Naver Shopping Search Advertising

Naver shopping searches are available to consumers at the top of the "Naver Shopping" section on the search results page when searching for a product. If your business is about any type of fashion wear, you can use this to advertise and market your brand. If you want to run this ad, it requires you to register your Naver Shopping store, and it should be linked to your Ads account.

› Naver Shopping Category:

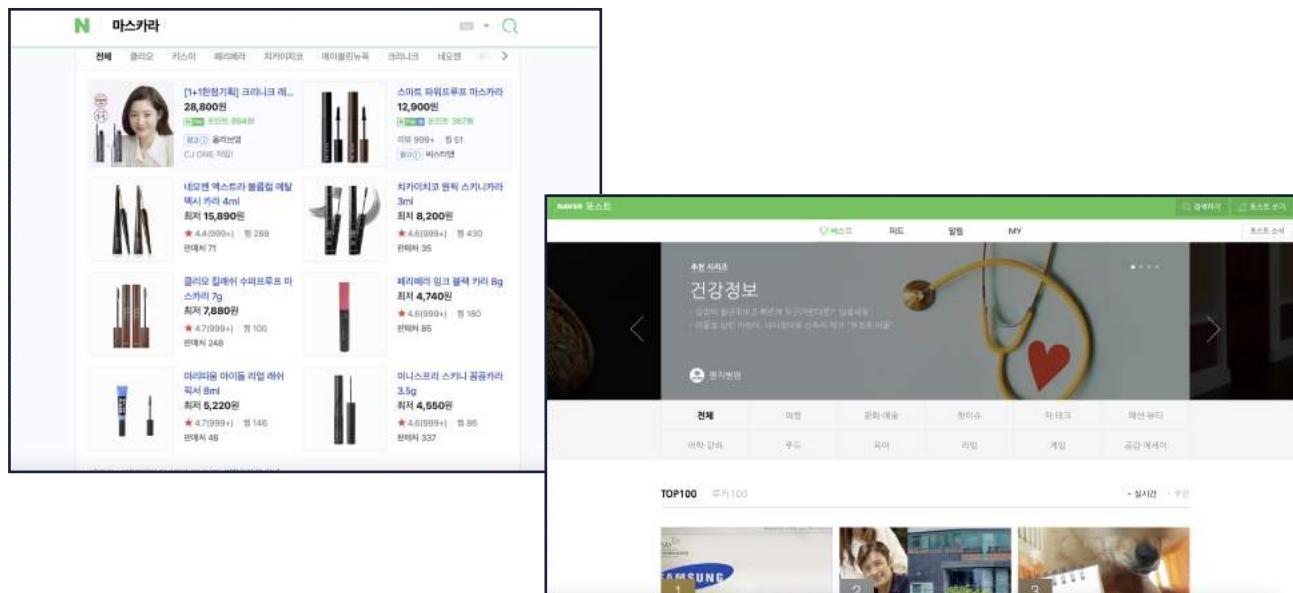
It is an Ad to be placed at the 'Shopping Mall' and it is possible to view products within the Naver Shopping section.

› Product Category:

When you click on an exposure ad, Naver Shopping will take you to the previously established catalogue.

Naver Shopping Live

A system where influencers advertise products via live streaming. According to Naver, the shopping live has recorded approximately 45 million views and 400,000 purchases in just four months. Since it was launched, it has rapidly increased the number of buyers every day. In this day and age, online buying has become the new standard in purchasing. For that reason, it is a great tool to utilize for your Korean marketing strategy.



Naver Post

Naver's posting platform allows users to upload related content, series, and topic-centralized content than blogs. It is like the basic version of Naver Blogs. This feature has a "follow" and it focuses on the expertise of the writers. However, the contents are shorter.

› Corporate Post

A corporate-run post is a post about detailed information or, (services) related to the brand. You can benefit from this to introduce your business to your readers of Naver posts.

Naver Cafe

Like the other services of Naver, this one is also a well-loved platform to every Korean. Naver cafe is a must have tool to use, as it has generated millions of internet users. Naver Cafe can be used through a computer, mobile phone, and Mac.

Cafe Affiliate Advertising

Build promotional bulletin boards and regularly advertise by forming a 1:1 partnership with the cafe.

- › **Through Viral Marketing**

Acts like a real member of the cafe, and forms a positive public opinion about the brand or product.

- › **Full Membership Notes and Emails**

Send advertising notes or, (emails) to all members of the cafe; after paying for the cafe manager of the cafe.

- › **Top Search Exposures**

Strategies for public view of posts, created in a cafe to the top of the Naver search results page which non-members can also access.

Main Banner Ad

Display ads are posted on the Naver cafe page. There are many different banner ads which you can utilize, such as the time board and rolling board. The time board Ad displays animated and creative ad banners, but its duration only takes one hour on a specific day. However, the rolling board can be viewed through computers or laptops.

Search Ads

SEO (Search Engine Optimization)

By ensuring you use the right keywords and optimize your website you can easily rank your page on the search results. Search Engine Optimization is an effective strategy which assists you easily search on search engines.

- **Naver Webmaster Tool**

The webmaster is a tool that gives data and control for your website, to help you monitor your visibility on Naver. Also, it is Naver's search engine optimizer which is used to create a search-friendly site.

- **Keyword Search Advertising**

Buying and advertising is in the upper section of the search results page, when searching for a particular keyword. This will create attention to your product or, (brand) as it will be on the top search results. Your web link will be on the first page, one of the thousands of entries when they search a particular keyword.

- **Power Link**

It is one of the two main sections of website search ads. On the desktop version, this ad type lets you display your products on the first top 10 results when searching on Naver. When someone is looking for a product, your website will appear on the top of the search results. It is basically search ads which expose text, and site links to Naver's integrated search results pages.

Banner Ads

The Banner Ads are displayed in the front page of the Naver website. As a result, it increases brand awareness and improves engagements. This is an effective strategy to establish lead generation within the Korean Market.

- **Naver Special DA:**

Purchase by time with display ads displayed at the bottom of the mobile main screen.

- **Naver GFA:**

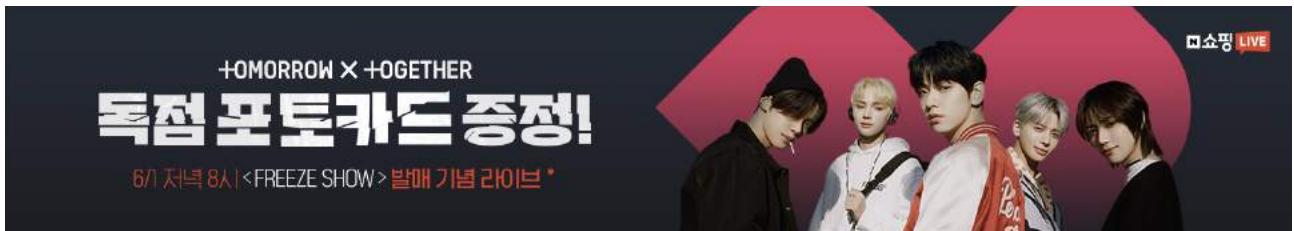
This is a performance based Ad which is used to target through the brand's main screen, feed screen, mobile screen (news, entertainment and sports edition) It can also be targeted to mobile sub-screen (bottom of the article) within the cafe's feed screen.

- **Branding DA:**

Select from the desired theme board and proceed with the advertisement.

- **Mobile Smart Channel DA:**

This runs through banner and image advertisements which are displayed on mobile phones. The Naver's Mobile Banner offers advertisers to specifically set days and times for the ads to run on media and mobile devices for efficient advertisement operation.



Naver Jisik-In

Another unique feature of Naver is their "Naver Q&A". If you post questions on the Q&A platform, Naver users can provide you with answers (from various responders) and the contents will be shared on the search results page. It's a good addition to Naver, as many people want to solve their problems on their own rather than contacting someone.

Viral Marketing through Naver Jisik-In

You can gain access through question-and-answer forums, which is easy to find what a consumer needs. So if your customers have questions, you can answer them through this platform without any hassle. It reduces service costs and increases customer experience. So it's a good platform to inform anyone about the details of your products or service.

Search Terms

Rank your business by using a particular keyword; this has a high possibility for consumers to find you, because it is a keyword that already has a large number of cases. It has a high synergy effect when combined with other advertising content such as blogs, cafes, and Naver maps.

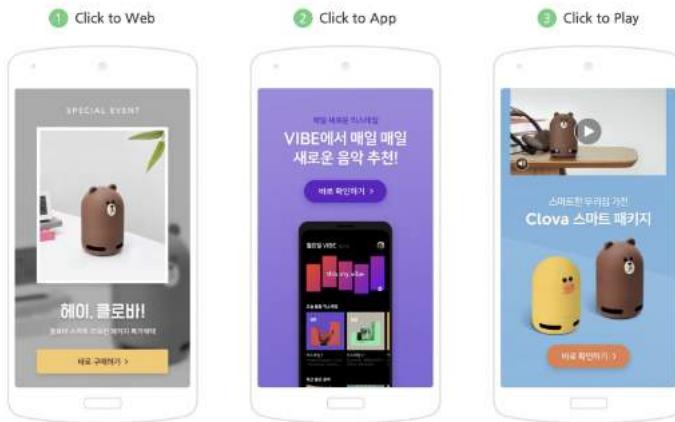
Naver Band

Naver Band is a social media mobile community platform created by Naver Corporation. Users are able to create and join separate spaces or “bands” around various interests, hobbies, etc. The platform is very popular in South Korea, but also continues to grow its market share internationally with over 2.5 million monthly active users in the United States.

1. Display Advertising

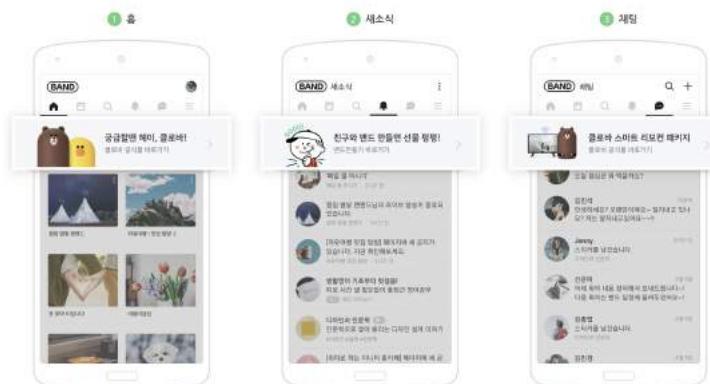
Full-Screen App Exit Ad

The full screen ad maximizes brand recognition and clicks with Android-only products shown at the end of the app. Out of the total 3 templates provided, selectively executed according to the nature of the campaign.



Smart Channel

The band app home news banner can be viewed from the top of the chat. As a matter of fact, the delivery business messages are sent from a premium location



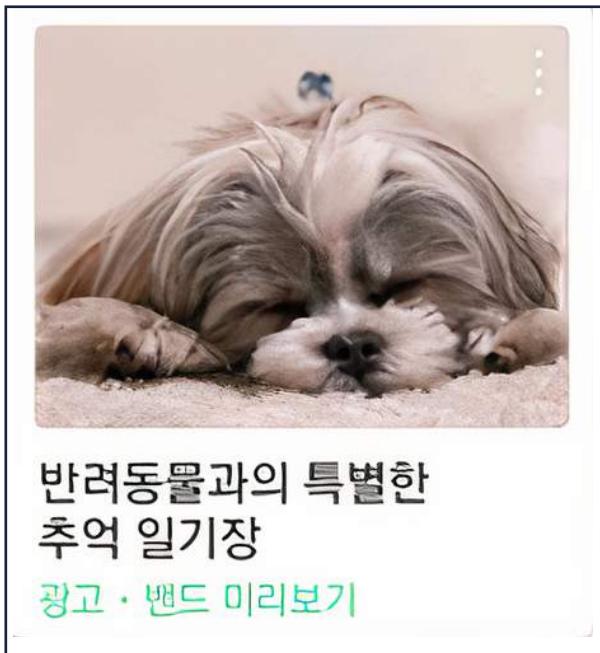
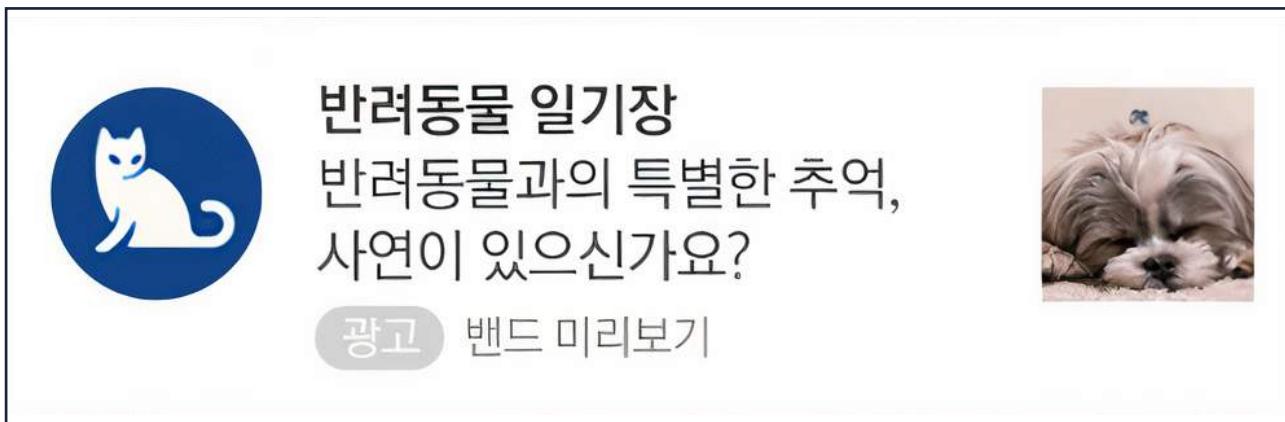
2. Social Ads

Reminder Ads

This allows the users to alert their members on any specific posts/content through push notifications.

Latest News Advertisements/Band Home Advertisements

This section shows the advertisements on latest products which can inform band users of the bands an individual makes.



3. Native Advertising

This can be seen as a form of Ads in the form of Native Ads compiled with text and content in the saddle feed area. You can also do real-time bidding on products supporting gender, age, OS version, day and time, region, interest, and device targeting and retargeting for app installers.

- Single Images
- Image Sliders
- Single Movies

DAUM

Daum is the second-largest web search engine in South Korea. Its homepage is similar to Naver's, filled with news, information, free web-based email, messaging services, and online shopping. According to Daum, the number of advertisers for search services has rapidly grown. The word "daum" also means "many things," which describes the many services they offer to the public. In 2014, Daum and Kakao merged and became one of South Korea's largest internet companies. This made Daum a strong competitor to the other search engines in South Korea. Kakao, combined with Daum, advertises products and can be seen on every screen. Although the number of users is smaller than Naver, it has strong connectivity and activity among users.

The screenshot shows the Daum homepage with a clean, modern design. At the top, there is a search bar with a magnifying glass icon and a placeholder text '크로나19 발생현황 글목식당 총영 아이유 열병발매 갈아삽시다 정동원 이승윤 기부'. To the right of the search bar, there is a promotional banner for '이모티콘 플러스' with the text '세해 인사도 무제한으로 보내세요' and an emoji of a smiling face. Below the search bar, there is a navigation menu with links to '카페', '메일', '뉴스', '지도', '증권', '쇼핑', '카카오TV', '웹툰', '캡틴더', '브런치', '사전', '게임', '같이가자', and '더보기'. On the far right, it shows the date '12. 29. (수)', the location '부산시', and the weather '5°C'. The main content area features several news articles and video thumbnails. One prominent article is about '최대 40% 할인 + 9만원 추가할인!' from Adidas. Another article discusses the '크로나19' situation. There are also sections for '스포츠', '영화', '자동차', and '부동산'. On the right side, there is a sidebar with a '카카오계정으로 로그인' button, a QR code for 'Daum 아이디로 로그인', and a link to '회원가입'. Below the sidebar, there is another advertisement for Adidas shoes with the same discount offer. The bottom of the page shows a '쇼핑' section with links to various brands like G마켓, 쿠팡, and 옥션, along with small product images.

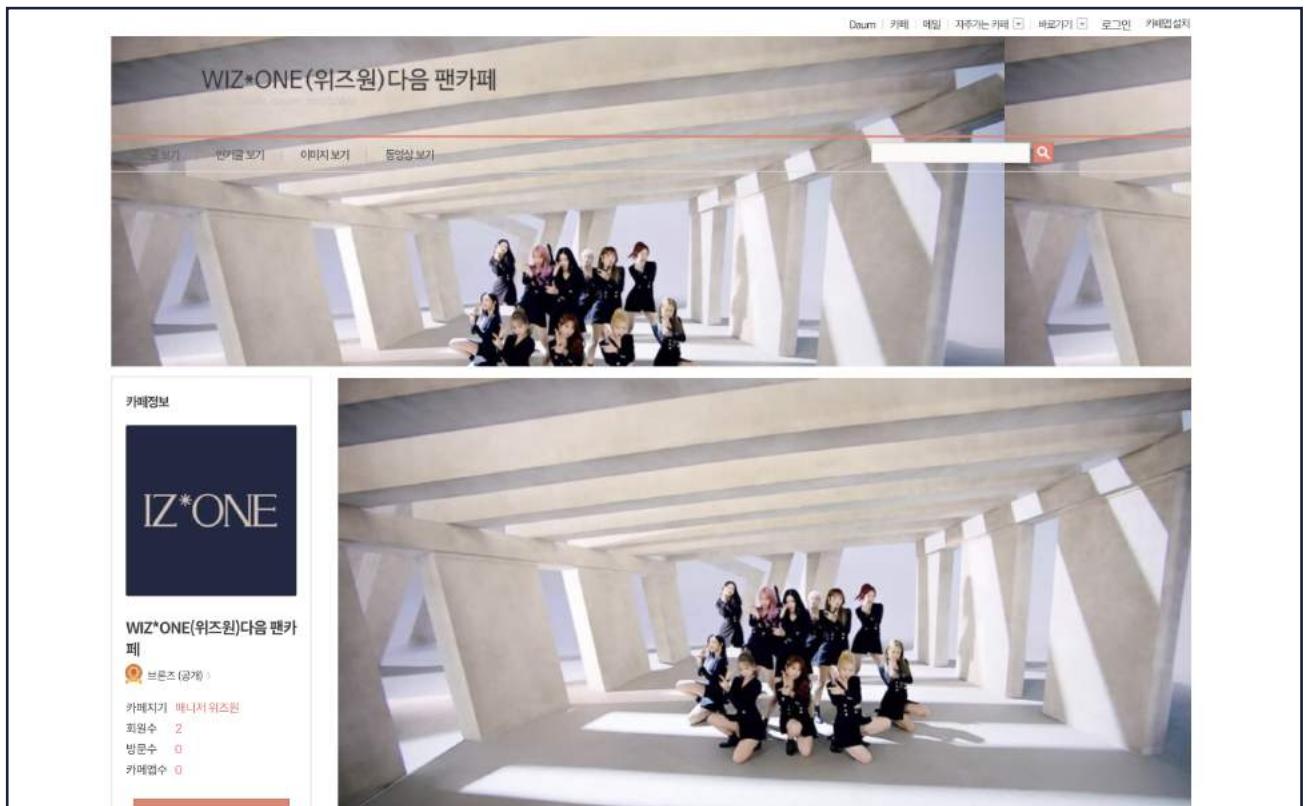
How to Create a Daum Account?

On the top-right of Daum's website, you will notice the sign-up button. When you click it, you will see the options. If you have a Kakao Talk account, you can click "I have an email account," but if you don't, click on "I need a new email account." After that, you will see the Terms & Services page and click "agree."



Daum Cafe

Daum Cafe is not only available in Korean, but also includes the English translation function for all tourists across the globe. This platform has many users, and it's one of the most effective and efficient ways to start advertising and marketing your product or services. Main banners, cafe partnerships, viral marketing, sending member notes and emails, and top search exposure; helps with effectiveness in viral marketing due to its high connectivity among cafe users.



SEO

Search engine optimization is important as online traffic is powered by search engines. When properly used, it can improve your site's visibility for relevant searches. If your website becomes visible in the search results, it is most likely to attract attention and attract new and potential customers to your business.

Daum is the second most-used search engine in South Korea and holds about 12% of the search engine market. It was one of the earliest portal sites before Naver to provide services like email and social networking platforms called café. Although still visited by many users, more people prefer to perform their searches on Naver than Daum.

Without a doubt, Daum's biggest competitor, in terms of market share and presence, is Naver. Daum is not as quick as Naver or (Google Korea) to index new content and it does take some time to respond to SEO activities.

Display Advertising

The demand for mobile video content is rapidly growing. Daum's display ads will expand by means of a partnership with other broadcasts. That's why they will strengthen the advertising product lineup planned for digital devices such as computers and mobile phones, as well as video content such as VOD, live broadcast, etc. The display ads appear on the next search screen and can advertise native images, native videos, image banners, and catalogs.

The screenshot shows the Daum search results page with a pink header bar. At the top right, there is a promotional banner for 'NEW 클릭 무료마사지기' (New Click Free Massager) with a 51% discount. Below the header, there is a navigation bar with links for Cafe, Mail, News, Local, Stocks, Shopping, KakaoTV, Webtoon, Blog, Brand, Photo, Game, and more. To the right, the date is 05. 31. (월) 경기도 23°C. The main content area displays several types of ads:

- A large red-bordered ad for a Samsung laptop deal, showing three laptops and the text "온라인 영어회화 1위 기념 뇌세김" and "삼성 노트북 1,930,500원 > 0원".
- A smaller ad for Daum login options: Daum OOAID, Kakao account, Kakao QR code, and a membership sign-up link.
- A red-bordered ad for a fashion brand, showing a woman in a white dress and the text "21 S/S New Collection LOVEPARIS".
- Below these, there are news snippets and a photo gallery.

Sizes Daum Display Advertising:

► Native Image

1200x628

► Image Banner

1310x240 / 640x200 / 1200x600 / 640x100 / 500x500 / 600x500

Shopping Ads

One of the most effective Korean marketing strategies is the use of keyword ads, which increase traffic to your website, as well as your sales and potential customers.

1. Search results for users searching for keywords or (Ads) can be seen in the content recommendation form; in fact, ads associated with keywords can be seen on search results pages and other pages.
2. Areas such as premium links, shopping houses, etc. are viewed at the top of the search results page.
3. Image advertisements related to keywords based on product information can be seen in the registered shopping house as well as search result pages.

Keywords Ads Banner Advertisement

One of the most common types of advertisements in Daum are banner ads. It is located at the top, bottom, right, or left of Daum's website. This type of ad can successfully recognize your brand, which is an advantage for our Korean marketing strategy. There are different banner types of ads that are available:

- **Static Banners**

The most cost-effective and simple ways to promote your product or brand. The ad banners are displayed in place, showing your website and including the keywords to reach and attract potential and current customers to your website.

- **Flash Banner**

The animated banner is not an ordinary advertisement as it uses flash technology to create your content so that it looks realistic and is engaging.

- **Animated GIF Banners**

Their multiple frames and ability to increase click-through-rate, animated GIF banners are considered a powerful ad tool. This type of ad can increase the number of page views for your links.

Brand Search Advertising

We all know that advertising can be seen when searching for brand keywords or keywords that are highly related to the brand. This type of ad is creating brand awareness in the South Korean market. Brand search ads are visible on computers and mobile devices to drive traffic to your website as well as promote your product on the top of Daum's website.

- **Mobile Type**

This is displayed at the top of the mobile search screen.

- **Light Type**

A product that is easy to produce and can be concisely branded because it consists of an image and text (image 172x172px).

- **Wide Menu Type**

Various content can be organized by showing specific products and events in the main image and the bottom area (image 720x320px / thumbnail image 188x110px).

- **Wide Thumbnail Type**

Swipe image to organize various specific products and events (image 720x320px).

- **Autoplay Type**

Brand video auto plays for 5 seconds for maximum message delivery.

- **PC Type**

Exposure at the top of the PC Search Results window.

- **Basic Type**

This product consists of images and text, making it easy to produce and can be simply branded.

- **Premium Video Thumbnail Type**

The brand can be emphasized as the main video, and various products can be promoted using thumbnails.

- **Premium Video Banner Type**

The brand can be emphasized through the main video, and major events can be announced using banners.

- **Premium Image Thumbnail Type**

This product can promote the brand through representative images, and various products can be promoted using a thumbnail.

- **Premium Image Banner Type**

This product can promote the brand by using its representative image, and banners can be used to announce major events.

Local Advertising

For a Korean marketing strategy, this ad type is favorable for local businesses such as restaurants, coffee shops, and smaller businesses in South Korea. This form of advertising is therefore aimed at promoting businesses to the right target market. The local advertisements are displayed in the second section of the search results page when searching for region name + industry name in the text search box.

- **Premium List**

Fixed Exposure at the Bottom of the Map.

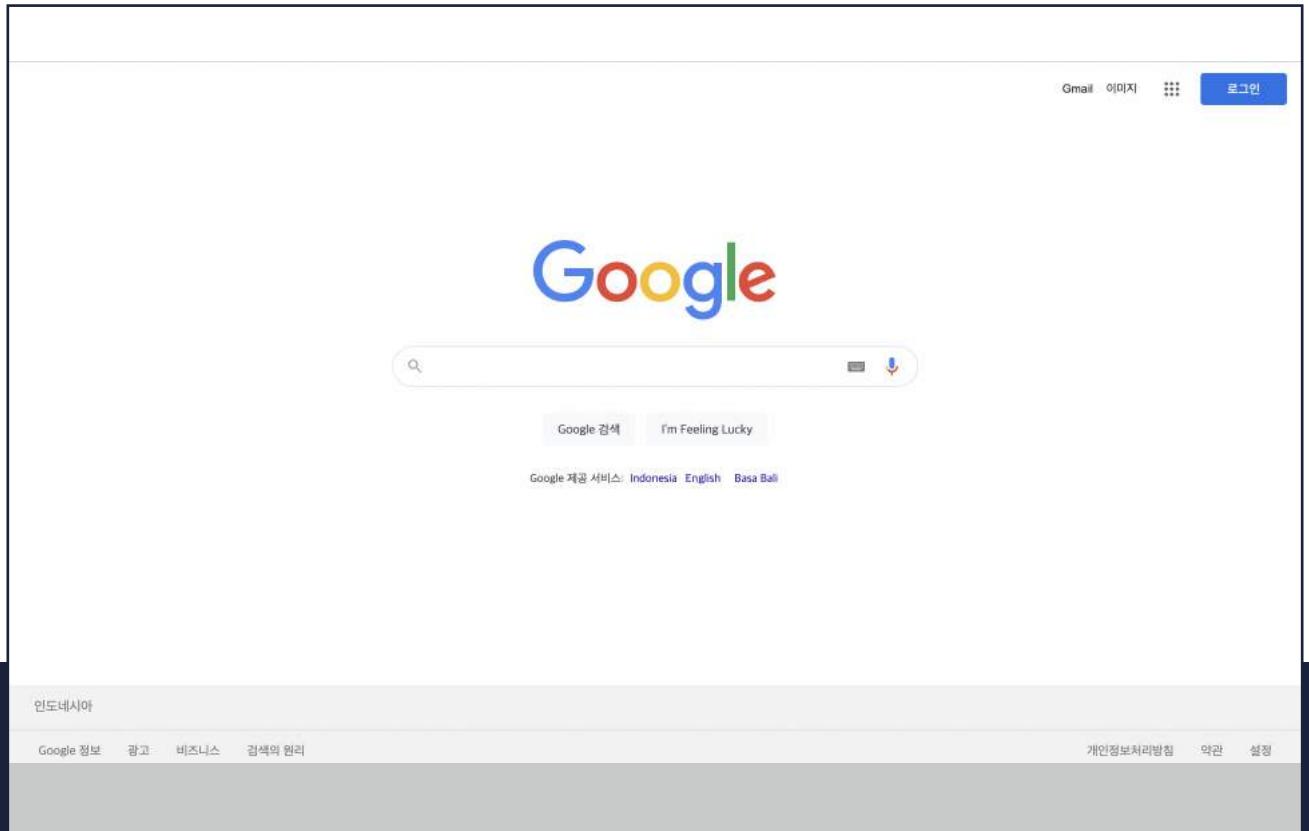
- **Local Plus**

Random exposure at the bottom of the premium list.



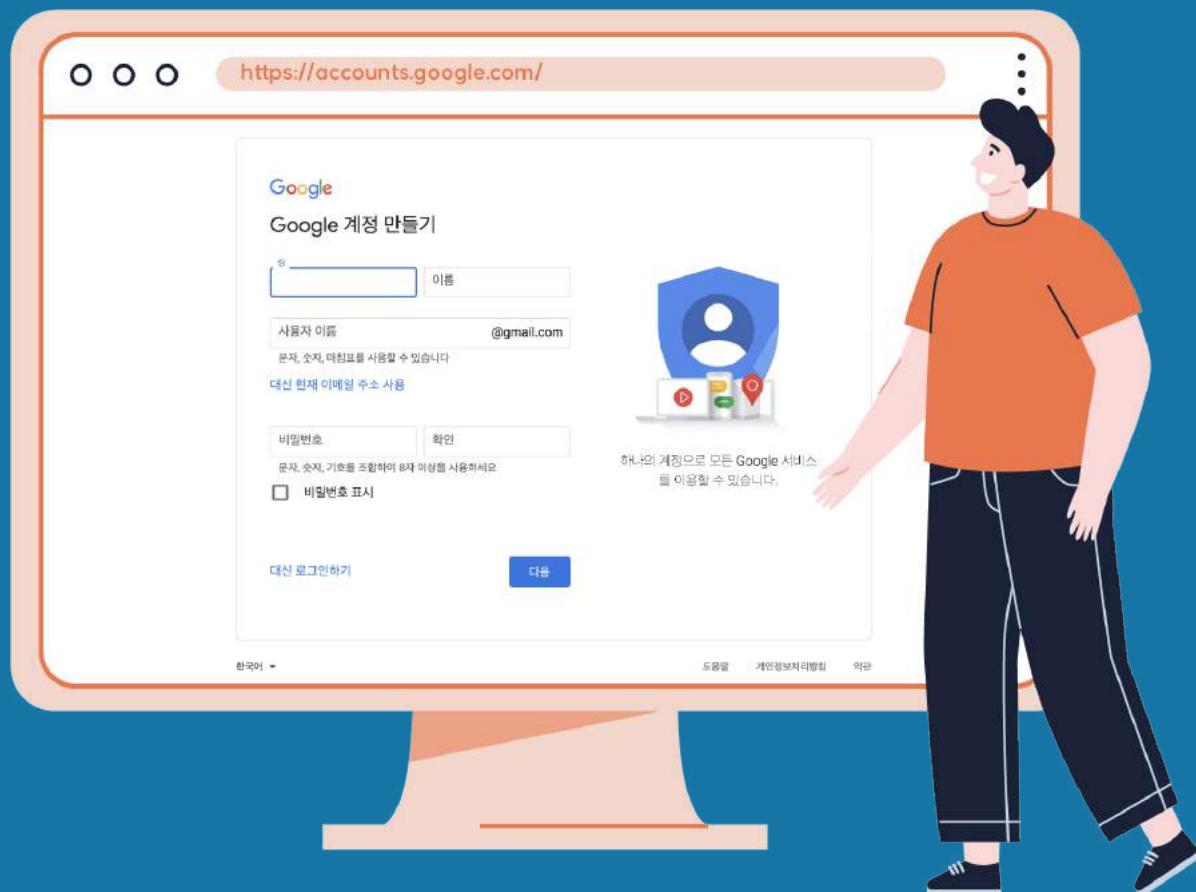
GOOGLE

Globally, Google is the most popular search engine, except in South Korea, where it has only managed a 5% search engine share within the whole nation. Even so, Google provides online advertising services through Google Ads. It has the advantage of being able to display advertisements extensively because it has various linked sites, such as YouTube and Gmail. It still has great and effective types of advertisements as Google has a wide range of audiences. If you use this properly, you can feel good about your business.



How to Create a Google Account?

On the top-right of Google, you will notice the sign-up button, and click "create an account" then enter your name and fill in the information. This will redirect you to creating an email ID and filling in your phone details (optional), after that you will see the Terms & Services page and click "agree."



Google Ads

Right now, Google Ads has become the most effective way to reach your target customer and grow your business. The good thing about Google Ads is you can choose between the two main networks, namely, the Search network, and the Display network.

The search network offers pay-per-click advertising, also known as paid search. It allows advertisers to display their advertisements to internet users who enter the keywords into Google. On the other hand, the display network provides advertisers the option of placing their banner-style advertisements on the websites. According to Google, it reaches 90% of global internet users, which is a large potential market.

Google's services include the Google search page and online advertising services that are based on Google's services. Google Ads subscribers have the advantage of using some related services such as Google Analytics, Tag Manager, and Optimizer for free.

The screenshot shows the Google Ads homepage in Korean. At the top, there is a navigation bar with links for 'Google Ads', '개요' (Overview), '작동 원리' (How it works), '비용' (Cost), 'FAQ', '고급 캠페인' (Advanced campaigns), '러닝센터' (Running center), 'Google에 문의하기' (Ask Google), '카카오톡 상담' (KakaoTalk consultation), '문의하기' (Ask), '로그인' (Log in), and '시작하기' (Start). The main headline reads 'Google과 YouTube에서 더 많은 고객을 확보하세요.' (Get more customers from Google and YouTube). Below the headline, there is a description in Korean: 'Google Ads를 사용하면 잠재고객이 YouTube에서 동영상을 보거나 Google에서 검색 할 때 나의 비즈니스를 알릴 수 있습니다. 그들이 관심을 보일 때만 지불하세요.' (When potential customers watch videos on YouTube or search on Google, your business will be shown. You only pay when they show interest). A '시작하기' (Start) button is located below the description. To the right, there is a thumbnail of a YouTube video titled '온라인 외국어 강의' (Online foreign language teaching) with 8.7 million views. The video thumbnail shows a woman holding a smartphone. Below the video, there is a call-to-action: '광고를 시작하는데 도움이 필요하신가요? Google 광고 전문가의 지원을 받아보세요.' (Do you need help starting an ad? Get support from Google advertising experts).

Google Ads Basic Structure

The exposure device, the location of advertisements, and the standard for setting the daily budget all play a role. Based on one campaign, we decide whether to proceed with search advertisements or display advertisements.

● **Search Campaigns**

This allows you to reach your current and potential customers, if they are actively searching on Google. You can place your ad on Google's search results. Search campaigns have many benefits for your business. First, it will generate more online sales, leads, and website traffic. And more importantly, it's easy to create.

● **Display Campaigns**

As many people want to see a product, they are likely to rely on visual images. Display campaigns allow you to reach your target audience by displaying ads to them as they browse millions of websites and apps. As a result, this increases your brand awareness and visibility and reaches your new and current customers.

● **Video Campaigns**

Much like display and search campaigns, this type of campaign uses video ads on YouTube and other websites. Its benefits are important if you want to drive more people to visit your social media accounts. and increase your sales and engagement.

● **Shopping Campaigns**

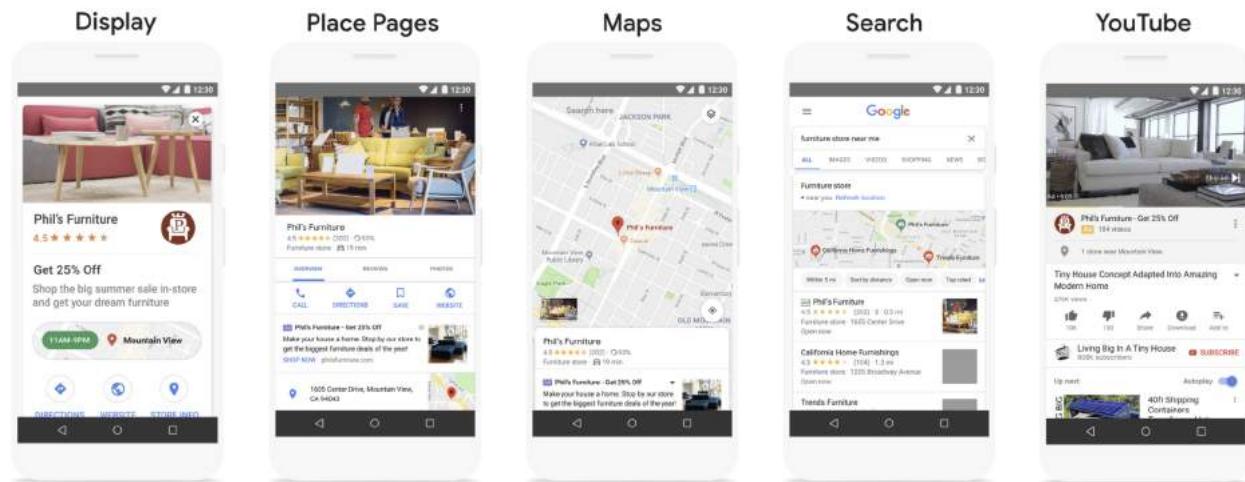
If you sell clothes, then you can use this type of campaign. This usually appears in Google's search results and on the Shopping tab. It will promote your products so that people can purchase them. As a result, there will be an increase in your sales.

● **App Campaigns**

Based on its name, it helps you promote your applications on different channels. App campaigns lets you look for new users that can increase your app sales. According to Google, one app campaign will appear on Search, Display, Play, and YouTube.

● Local Campaigns

This ad campaign will help you find people in your physical stores and businesses. The app campaign will also be seen across Search, Display, Google Maps, and YouTube. It will include your business address and hours. Its advantage is that it allows you to promote your products or services to potential and current customers to purchase them in your physical stores.



Ads Group

It is also referred to as a "cost-per-click" (CPC) bid. To acquire an ad group, you can bid so that your ad's keywords will appear. The benefit of this is that it organizes your ads by a theme, like the types of products or services you want to market. A number of same-topic ads can be managed within a single advertising group.

Search Ads

Ads that are displayed in text format on Google's SERP, registering potential customers through keywords. This also provides the advantage of being exposed to the search results pages of search partners such as Bing, Yahoo, etc.

› Basic

URL + Title + Description

› Extensions

Title + Description + URL + Extension + Site Detail Link

Display Ads on Google

Ads such as text, banners, or video formats are displayed on the Google Display Network. Different locations for images and videos are offered for different sizes. We need to specify exposure areas and targets.

● Targeting on the Google Display Network

- Target it by subject: By displaying only websites relevant to the subject.
- Display Ads only to a specific demographic audience

● Google Display Network

Refers to advertisements being displayed in areas consisting of Google services such as YouTube, Gmail, Play Store, and other websites (including mobile apps) in partnership with Google. In addition to Google services, websites, blogs, and communities that have a contract to provide part of the screen to Google.

In addition, these are created to look for the right audience. It has several options that allow you to strategically display your message to your current and potential customers at the proper place and time.

● Response-Type Advertising

Ads that automatically resize images or videos in a variety of locations can be displayed in any location and can dynamically manage images, text, and URLs.



Why Do Koreans Use Google?

Increased activity on YouTube, Pinterest, Gmail, Google Meets, Smart Store, and other Google services, is a result of the steady growth in activity areas inside Google services other than for searches. Naver makes it difficult to discover information that is free of adverts since numerous advertisements are shown on the search result page while looking for a particular term or website on the Naver search engine. However, while using Google search, the terms and websites that are searched are instantly revealed to the search results page, allowing for an easy and quick search.

"The growth of technology has resulted in the development of a variety of social networking services. People are still experiencing the impacts of the COVID-19 pandemic, which is why there has been a shift in the way people interact with one another. Personal interaction becomes more difficult.

As a result, individuals rely on social networking sites to communicate with one another despite the fact that they are separated by a great distance. In the meantime, Korean marketing gives opportunities for Koreans to learn about new and interesting things.

Korean marketing provides several advantages in a variety of areas, including lifestyle, communication, and even entertainment. Because of the large number of people who use social media, Korean marketing makes use of this chance to combine it into a new form of promotion. Therefore, it is now gaining prominence as a result of the techniques that are being used. Aside from exploiting the advantages of social media, Korean marketing is always looking for new ways to innovate.

In Korea, there are a plethora of social networking sites accessible, and each of them has the potential to significantly impact your daily routine. They have the potential to have a major influence on you without you even realizing it! These social networking services are an important part of Korean marketing efforts in the countries where they are used.

Investigate the most widely used social media platforms in Korean marketing. We will see what they have to offer and what features they will be able to proudly display to the public."

Naver

Samsung Air Dresser

VIEW

● 정치 ● 블로그 ● 카페 ● ● ●

● 낙서장원 3월 전
Samsung Air Dresser 삼성 에어 드레서
아직은 좋은 필요로 내용을 확인하려면 링크를 눌러보세요 어떤 상품을 보여드릴지 많은 생각 하다 확상할까합니다 이번 시간은 아주 인기있는 Samsung Air Dresser 삼성 에어 드레서에 대해 소개드릴까 합니다 주변에
#Samsung #Air #Dresser #삼성 #에어 #드레서

● 나임118 2021.05.25
Samsung Air Dresser 삼성 에어 드레서 (Best 상품) 최저가 정보
Samsung Air Dresser 삼성 에어 드레서 (Best 상품) 최저가 정보 1,959,000원 □ 확인하기 □ 이 포스팅은 2021-05-25 20:29:23에 작성됨 * 포스팅을 통한 파트너...

● 풍크미미9 2021.05.21
Samsung Air Dresser 삼성 에어 드레서 (주전 정보) 정보 공유
Samsung Air Dresser 삼성 에어 드레서 (주전 정보) 정보 공유 1,959,000원 ■ 삼성 자세히 확인 ■ 이 포스팅은 2021-05-21 04:27:54에 작성됨 * 포스팅을 통한 파...

● 코로나19 확진현황 및 백신접종 정보
● 선별 진료소 내 주변 진료소 찾기
● 코로나19 백신체크 백신 정보 확인
● 예방접종센터 내 주변 센터 찾기

Shopping list appears after main air dresser advertisement + power link advertisement.

Google

삼성 에어드레서

All Images News Videos Maps More Settings Tools

About 1,340,000 results (0.41 seconds)

Ad · www.coway.co.kr/ 코웨이 온라인 공식몰 - 코웨이 홈케어 서비스 - coway.co.kr
렌탈 브랜드평가 1위! 코웨이 공식몰, 믿고 이용하는 30년 노하우 코웨이 서비스. 제품의 설치부터 반환까지, 서비스: 6개월 렌탈비 지원프로모션, 매트리스 케어 무상체험, HEART 서비스.

6개월 렌탈비 지원프로모션
첫 3개월 렌탈비 지원 event!
정수기/공기청정기

결합 요금제
더할 수록 혜택이 커지는 결합 요금제
2대 4%, 3대 이상 8% 추가 할인 혜택

Ad · www.samsungsales.co.kr/ 삼성 - 디지털프라자 에어드레서
비스포크 폐스티벌! 에어드레서 행사모델 구매시 최대 200만 포인트 증정! 매장 찾기, 매장 상담, 매장 핵업.
브랜드: 삼성 갤럭시, 무풍에어컨, 삼성 식기세척기, 비스포크웨딩.

Ad · www.samsung.com/ 삼성 BESPOKE 폐스티벌 - 삼성닷컴 단독혜택
5%청구할인+최대24만P+꿀조합 사은품
BESPOKE 추천 BEST 10 · BESPOKE 특가 구매찬스 · 아낌없이 드리는 단독 혜택

Ad · www.enuri.com/ 삼성에어드레서 - 에누리 가격비교
에누리 찍고 구매시 8.3% 추가할인! 앱 구매시 e머니 추가적립! 삼성에어드레서

www.samsung.com › airdresser › bespoke-airdresser › BESPOKE 에어드레서 | Samsung 대한민국
삼성 BESPOKE 에어드레서에 대한 모든 궁금증을 해결하세요. 디자인과 기능, 사용 방법 등을 한눈에 비교하고 확인할 수 있어 제품 선택이 한결 쉬워집니다.

Ads · Shop 삼성 에어드레서

[삼성전자 비스 포크 폐스티... ₩1,699,000 삼성닷컴 Free shipping]	[삼성전자 비스 포크 폐스티... ₩1,999,000 삼성닷컴 Free shipping]	[삼성전자 비스 평소에 찾기 일반 클래식... ₩1,115,070 ssg.com Free shipping]
[삼성전자 비스 포크 폐스티... ₩1,599,000 삼성닷컴 Free shipping]	[쿠폰할인] 에어 드레서 의류... ₩1,189,000 오늘의집 Free shipping]	[삼성전자 비스 포크 폐스티... ₩1,599,000 삼성닷컴 Free shipping]

Google is not a party to the product sale
More on Google

Place the shopping list on the right side to obtain the desired result immediately.



What Is a Social Network Service?

Social networking services, or social media, are online platforms where users post content or engage in social interactions with others. Typically, users of social media have similar personal or professional interests, hobbies, backgrounds, or real-life connections.

Further, the format and number of features of social networking sites vary. They could include a variety of creative information and communication features. Social media is accessible on desktops, laptops, and mobile devices (such as tablets and smartphones). In addition, they may include online digital photos, videos, or sharing as well as journal entries like blogging.

Moreover, users of social media sites could exchange thoughts, digital images and videos, postings, and information. They could also share thoughts about online or offline activities and events with individuals in their networks.

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Key Concepts of Social Media in Korean

Different social media platforms play an important role in Korean marketing. They help Korean marketing in several ways. Additionally, they increase the chances of targeting the appropriate audience for a certain product. It addresses certain issues that consumers encounter. Furthermore, they assist in providing for the needs of the customers effectively and efficiently.

Social media in Korean marketing is a type of advertising that uses social networking sites. It is very popular in Korean marketing nowadays. People and businesses promote their products and services on online platforms such as YouTube and Facebook in a variety of ways. It includes targeting a specific population that may be a potential consumer. A digital marketing approach converts this prospect into a customer.

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Benefits of Using Social Media in Korea

The advertisement of products and services compared to now and before significantly differs. Advertisements on billboards and other signs did not substantially provide benefits to every business anymore. As a result, the use of social media, particularly in Korean marketing, has become an effective strategy for them. Aside from it being cheap, it is accessible to every user at any time and anywhere.

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Korean Marketing for Targeted Audiences or Viewers

The ability to manage your audience is a significant advantage of social media in Korean marketing. In traditional advertising, everyone could watch or view the commercial. People could see the ad whether or not they liked the goods. In return, it could harm a company's reputation.

However, with social media advertising, there is an appropriate generation of audiences and advertisements. The audience could view the advertisements. Also, they are designed in a way that connects with the audience. This enables a firm to interact with prospective consumers who are more likely to become loyal customers than consumers who are uninterested.

Brand Awareness and Loyalty in Korean Marketing

Because there are billions of internet users every day, social advertisements are the best way to increase brand awareness. People who see these advertisements may easily share and promote it to others. Others may think a company is trustworthy if customers share positive evaluations and ratings. Negative Reviews might potentially spread, causing others to shun the company. Companies with pleased and loyal customers are more likely to attract new ones.

Getting to Know Korean Customers Quickly

The disadvantage of traditional advertising is that consumers may only communicate if the customer contacts the supplier. It is now easy for the service provider to contact the consumer after they visit the site through social networking service advertising. Clients who are browsing the internet for fun, rather than purchasing may see Ads on other websites. Also, clients are readily accessible, which has proven beneficial in increasing companies.

Increased Audiences for Korean Marketing

One disadvantage of traditional advertising is that it limits the scope of the audience. For example, if the location of a signboard or ad banner is on a building, it could only reach individuals in that specific region. With social media in Korean marketing, the audience could see the advertisement for a product no matter where they are. More than three billion individuals use smartphones around the world.

When an ad is put on the internet, it becomes available to those three billion individuals from all over the world, regardless of area, language, or culture. A wider audience equals a greater number of prospects. Consequently, there are a large number of customers. As a result, social media in Korean marketing may become highly beneficial for businesses that want to reach a broader audience. It is also an advantage for those who present excellent prospects for firms that want to develop abroad.

Include Product Details

Customers may obtain extensive product or service information through social media. They might get similar stuff to what they want. User gets led to the advertising before the product page. The product page presents the products in further depth. Their knowledge may influence how they buy a product or service. Traditional advertising lacks this option due to space or time limits.

Promotional Discounts

Traditional advertising is inefficient in terms of conversion. Advertisers must spend a lot of money for short-term advertising. SNS in Korean marketing has overcome this problem by lowering costs and increasing conversion rates. Most social media services enable businesses to create and alter budgets. This saves money that may be used for other business goals.



Social Media Statistics in the Korean Market

The South Korean market is one of the most well-connected in the world, with the highest average internet speed worldwide. There are over 49.21 million internet users in South Korea as of January 2020, and it increased by 535 thousand (+1.1%) between the years 2019 and 2020. This is the main reason why we could expect the rise of social media penetration in the country.

In 2018, the most frequently used social media platform in Korea was Facebook. As a matter of fact, KakaoStory is the next in line, beating Instagram and Twitter. According to Datareportal, there are 45.79 million social media users in South Korea, and the number of social media users in Korea will increase by 1.1 million (2.4%) in 2020 and 2021. It is equivalent to 89.3% of the total population of South Korea in January 2021.

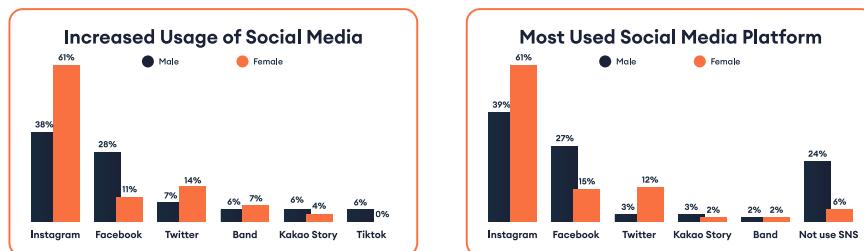
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Social Media Usage Based on Age And Gender

Many individuals in their 20's use Instagram, followed by Facebook and Twitter. Here, we can observe that women use social media more than men. The statistics are clearly evident on Instagram. When it comes to Facebook, however, the larger number of users are men.

Social Media Channel Usage Behavior THE MOST POPULAR SOCIAL MEDIA FOR PEOPLE IN THEIR 20'S IS INSTAGRAM

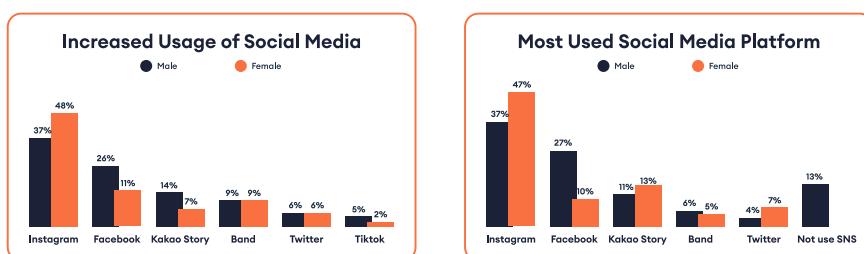
Age Group : 20's



For people in their 30's, Instagram was still the most popular social media platform. Women prefer to use Instagram more than men, and men tend to use Facebook more. However, compared to people in their 20's, there are more women who do not use social media platforms than people in their 30's.

Social Media Usage Behavior ESSENTIAL SOCIAL MEDIA PLATFORMS IN THEIR 30'S

Age Group : 30's



In conclusion, Instagram is the most popular social network with women's demographics, rather than men who opt to use Facebook. This only shows that in Korea, the usage of social media platforms depends on age and gender. This can be useful, especially if you want to invest in social media marketing when you enter the Korean market. You will be able to know what, where, and how to position your product so it will be in front of your target customers.



Challenges of Using Social Media in Korea

Apart from the benefits social media marketing provides for Korean marketing, there are disadvantages as well. These challenges affect the way social media influences Korean marketing. In addition, these disadvantages vary depending on what kind of social network is used. Here are the main disadvantages of employing social networks in Korean marketing.

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Exposure of Strategies to Competitors in Korean Marketing

Utilizing social media in the Korean market allows you to research your competitors' strategies. However, it may also analyze your company's tactics through social media platforms. This puts your brand in danger. When a competitor could execute your strategy as well, your brand would lose its uniqueness. Consequently, your potential customers could change their preferences.

Requires Qualified Personnel for Korean Marketing

If you want to focus on other company legalities, you will need to hire skilled staff to manage your website. To get the most out of a WhatsApp Business, you can optimize the multiple user accounts. For example, begin by utilizing the platform's API for business. Attempting to do this yourself will wind up costing you more than hiring a social media developer or marketer. Therefore, choose competent personnel, qualified with special skills for their efforts.

Slow Returns on Investments for Korean Marketing

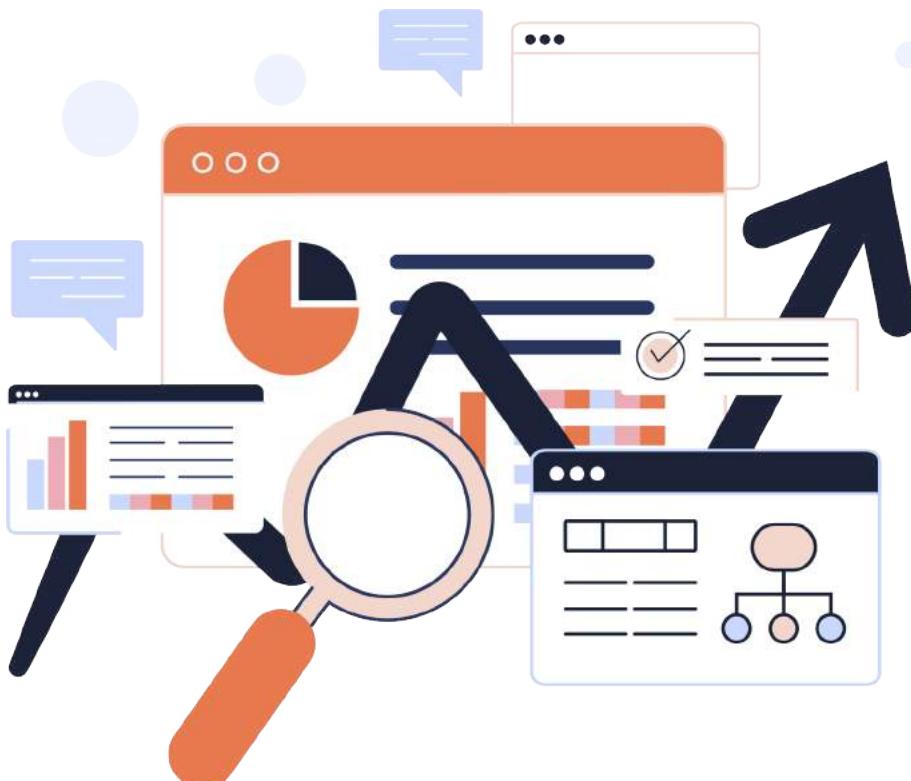
Social media is a long-term investment so be prepared to launch campaigns regularly. Campaigns can go on for days or even months, and you might not recognize movements. So, the campaigns will need patience and the will of risks and of course, trust the process. In other words, it would really take some time for the company to see the value of the results.

Brand Name Could Be Compromised in Korean Marketing

If negative information makes its way onto a social media site, the general audience will have the opportunity to voice their complaints. Thus, this would harm your brand's reputation and discourage your potential consumers from forming brand loyalty and conducting business with you. In other words, social networking in Korean marketing can really impact your company negatively.

Time Consuming

Individuals may often overlook your page on purpose since they are more interested in other websites. We cannot deny that it may really take some time to get people to enjoy and share your content. As a result, financial and time resources must be dedicated to assuring the regular publication of captivating content. In short, this kind of advertisement would require money, a workforce, and proper management.





Social Media Platforms Used in Korea

Korean marketing has improved over time to match the demands of Korean consumers. As a result, a variety of Korean advertising strategies have been used. One of them is the merging of many social networking platforms. Incorporating social media into Korean marketing has drastically improved how Koreans perceive advertising.

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DAUM/KAKAO

In 2010, Kakao was a South Korean Internet startup. It was established as a result of the merger of Daum Communications and the original Kakao Inc. In 2014, the company changed its name to Daum. The company was renamed again in 2015, this time simply as Kakao. Because of the benefits it can bring, Kakao has become one of the most often used social networks in Korean marketing. It also contains features and services that could appeal to a wide range of clients.



Services Offered by Kakao

01. Kakao Bizzboard

This is a microservice that operates as an end-to-end sales channel within the KakaoTalk App in 2019. This allows people to choose things based on the advertisements directly. After consumers have purchased a product or service, BizBoard can also be used as a CRM tool to support post-purchase marketing operations.

Type:
Image Banner
(1029 x 222px)

02. Landing Ad View

In Kakao Talk Bizboard, an AdView is utilized to promote pages. As a result, you should create a page that redirects to the Kakao Sync Consent screen when a user clicks the AdView. You may need an additional task for the landing page, depending on your development style (REST API or JavaScript).

Type:
Compact View (1280 x 720px)
Full View (720 x 1560px)

03. Kakao Display Advertising

Advertisements would show on KakaoTalk, Kakao Story, the Daum.net platform, and the Kakao page in the form of banners. You could choose products to display ads on to maximize brand effectiveness in advertising campaigns. The following search page in the KakaoTalk application is open to display advertising.

Type:

- **Native Image**
(1200 x 628px / 640 x 480px)
- **Banner Image**
(1310 x 240px / 640 x 200px /
1200 x 600px / 640 x 100px /
500 x 500px / 600 x 500px)
- **Catalogued images**
(640 x 480px / 500 x 500px)
- **Native Videos**
(1280 x 720px)

04. Shopping Ads

On Daum and Kakao PC and mobile devices, these advertisements promoted online shopping malls or e-commerce products. Shopping advertisements are priced per thousand unique impressions and can be run weekly or monthly.

Type:

- **Mobile shopping cart**
- **PC shopping cart**
- **Showcase the following shopping box, a dedicated shopping section with promotional graphics and content (530 x 640)**

05. Message Advertising

A message-type advertisement that uses Kakao Talk to convey marketing messages. It's also a Kakao direct messaging service. Businesses must have the Kakao Channel in order to employ messaging ads. On KakaoTalk, South Korea's most popular messenger software, message ads are very effective at reaching the most relevant target demographic.

06. Keywords Ads

Kakao's Search Ads are one of the most popular PPC advertising packages (pay per click). Furthermore, like other search ad solutions, Kakao search ad campaigns are focused on particular keywords and bidding strategies. When users search for keywords, advertisements appear in the form of search results or content suggestions.

07. Brand Search Advertising

This type of advertisement is for companies who have already built brand recognition in South Korea and may be found by doing a search for your company name. On Kakao and Daum, brand search adverts are displayed on PC and mobile devices. It is displayed at the top of Daum and Kakao SERP to boost the amount of visits to your website and market your new product, periodic or huge promotions. When searching for brand keywords or phrases that are closely connected to the brand, advertisements are displayed.

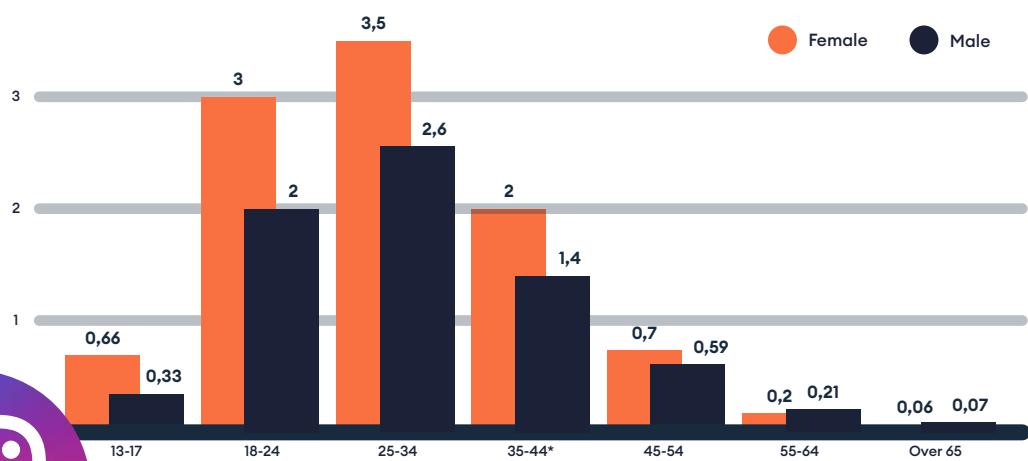


INSTAGRAM

In September 2020, there were around 13.4 million Instagram users from South Korea. Instagram's popularity is steadily increasing in Korea. Furthermore, as you all know, Instagram's design focuses on photographs rather than text. As a consequence, people find it more enticing, which boosts their contentment. In addition, Instagram is used by a number of Korean celebrities, actors, and actresses.

Here are the statistics on Instagram users in South Korea by age group and gender in 2021:

**Number of Instagram Users in South Korea as of March 2021,
By Age Group and Gender (In Millions).**



Korean Feed Design Trend

- Overall image concept, color tone, uniformity of atmosphere
- Use creative and clear-concept product setting shots, product details shots
- Use and paste the flagship of the brand copy in the image
- Edit natural photo color tone, non-artificial background-color
- Product unboxing, haul video



Korean Caption Trend

- Not always speaking as described in perfect, long sentences.
- It's a short, succinct, interactive style with followers.
- A common format for listing information using emojis for information delivery.
- Often have a strong worldview and story of the account itself or brand
- Use the latest trend words, memes to create empathy
- Nickname followers
- Focusing on informative content such as events, news, and product introductions.



Korean Instagram Photography

- Pose using your hands
- Use your face with fringe as a frame
- Use white as a background
- Capture candid shots in natural lighting
- Take a shot of selfies at a 45-degree angle
- Turn on your cellphone's flash for mirror selfies
- Stick one of your legs out for full-body shots

minyoung_sori 여러분 무당탕탕 혼자여
한번만
혼자여행인데 20분짜리
ㅋㅋㅋㅋㅋㅋㅋㅋ
브이로그 몰라갔어요... ❤
혼자자마 몰라프카 함께한 기분이었다고한
디... ㅎ
제공 여행기상을 유튜브로 한동안은
프로필에 링크 걸어뒀거요... ❤

dull_cuuoo #엘스터그램 #셀피 #셀피 #
오오토디 #데일리 #데일리룩 #ootd
#daily #dailylook #私服크루 #私服일 #
서울 #스트릿 #아우디 #우버 #대.Entity #
내습 #스트립티즈

haneulina 오늘은 날씨가 좋아서
그냥 지나칠수 없었어요 😊

스튜디오 속옷 찰영이었는데,
레고웃도 몇벌을 고기서
햇살방으로서 활학할작 +

이번에 진짜 이갈고 준비한
레이지거나 베이직 기분이네요 💚
무과 7월에 만났던구요!!!!

설기 가끔 저온에서
원단빨리기 험상으로!
내그려온 양복 태이밍 차리,
브랜드에서 사용하는 어제선 스티치 디테일
소리, 일단은 이중 마감차리

bri11iant_dawn #셀카 #셀피 #임성 #
데일리 #옷 #패션 #데일리룩 #오토디
#무지막 #미니멀 #미니멀룩 #놀코어룩
#나구 #총정신 #소통 #인친 #풀어 #
총워 #풀민 #풀마이모먼사 #맞팔 #겟글 #
다이리드 #ootd #daily #dailylook
#selfie #fashion #41 #41

Viral Campaign / Event Trends

- Many followers react to events by using vegan and environmentally friendly keywords.
- Showing a lot of solidarity and taking part in activities with social concerns.
- After capturing a post, an event that employs a tale to convey.
- Participate in a number of mission-type events that require authentication photos.
- It demonstrates a quick response and active engagement in tests that provide results.



Balancing games, psychology assessments, and taste tests are examples of activities that identify and reflect distinct personalities and personalities. Following that, secondary engagement, such as sharing findings and debating comments, is common.

Instagram Hashtag



Always remember to use between 5 to 10 hashtags per post

Hashtags are a great way to increase the size of your Instagram audience. Your message will also appear on the hashtag's page if you use a hashtag. If you include a hashtag in your Story, it may be included in the hashtag Story, which is published on the hashtag page as well. To put it another way, the primary goal of a hashtag is to get content in our account visible on the 'Popular Posts' tab.

Recommended Number of Hashtag Posts:

15000-3000 posts. If there are too many hashtag posts it will be difficult to expose as a popular post.

Refrain from Advertising Hashtags:

Refrain from using hashtags when searching for hashtags if most posts are advertising posts.

Refrain from Advertising Hashtags:

Make sure that you research what hashtags work well with your niche, so that you can get a better reach.

Instagram Ads

Instagram advertising are posts or stories that a business purchases to promote in the feeds of Instagram users. Although they appear to be ordinary Instagram posts, they are always marked as "Sponsored." They may also have a call-to-action button to boost traffic or conversions.

Story Ads

Your business may utilize Instagram's full-screen and vertical format to post photos and videos that thoroughly immerse people in your content. You might also target your ads based on reach, video views, traffic, conversions, app installs, and brand awareness to generate business outcomes.

Feed Photos

They're Ads with a photographic component, as the name says. The visual aspect of Instagram is crucial, and because of the clean platform design, any shot can be transformed into a considerably more appealing style.

Feed Video

Video-based Instagram Ads are a good choice if you want to give a comprehensive customer experience.

Carousel Ads

Feed Ads of this type are published in batches of pictures and videos. If you want to show your target audience a series of photos or videos, this is the ideal Instagram Ad to use.

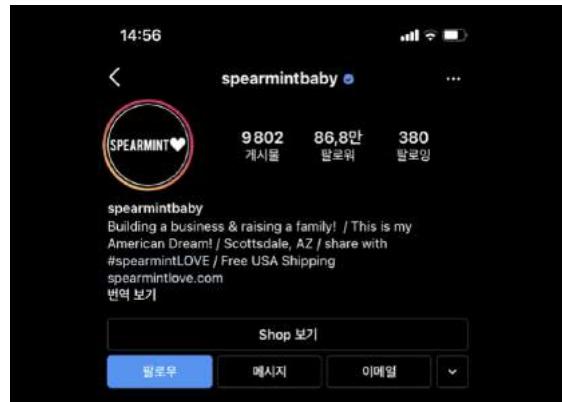
Collection Ads

Advertising on a screen that displays photographs, videos, and tales in one stream and connects to the purchase page.

Instagram Shopping

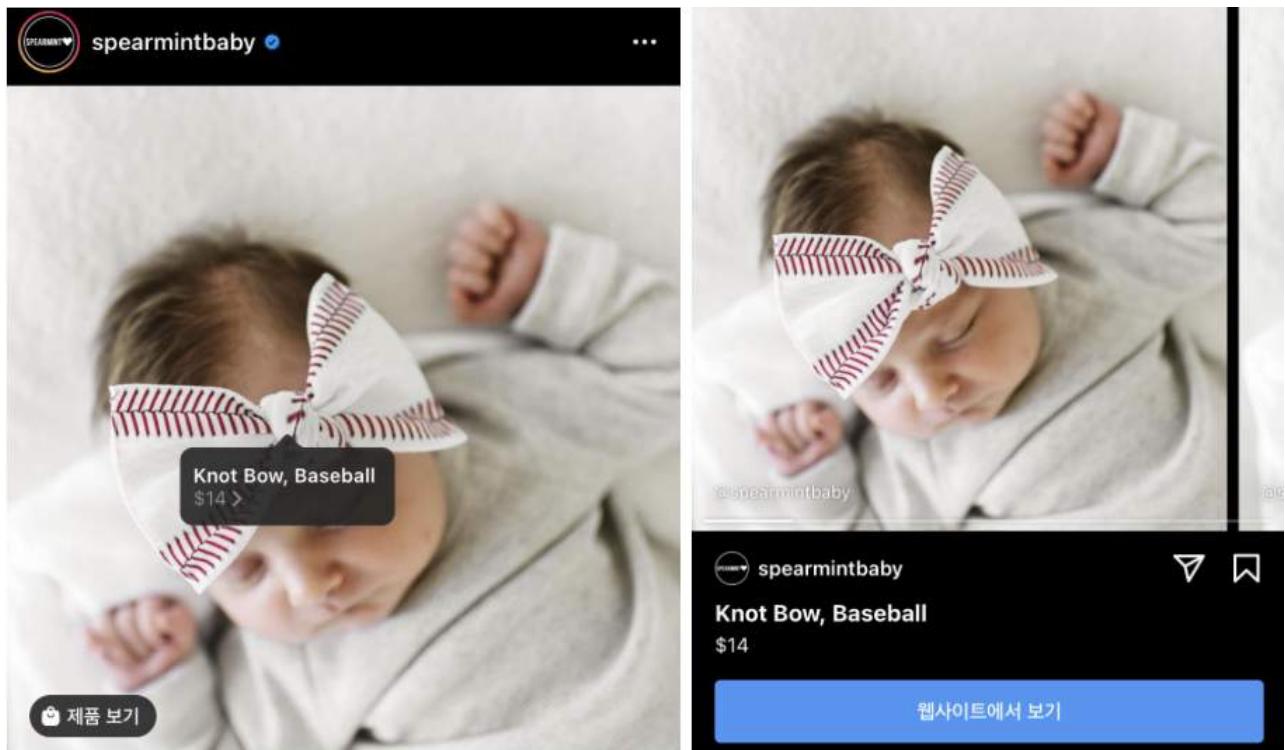
Shop View button

From your account profile, click the 'Shop View' button to get to the Brand Shop page. Consumers can purchase directly from business profile pages thanks to a personalized storefront.



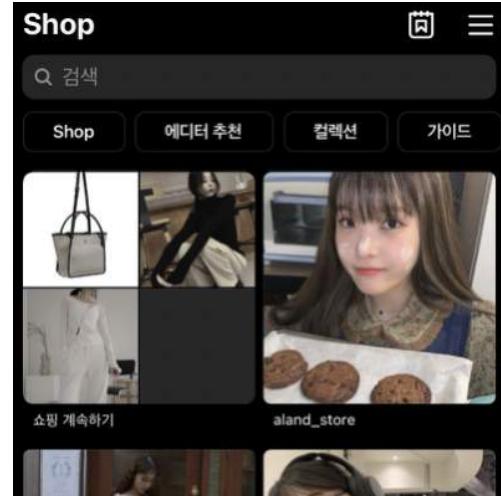
Product Tag

When you click on a product tag, it will take you to the Brand Shop Sales page or the 'Tagged Items in Photos' page. Product tags allow companies to advertise products from their catalog in Stories and in-feed so that buyers can learn more about them.



Instagram Shop

A page within an app that links goods labeled as shopping pages. You can connect to the SHOP page of the business or product you're interested in while using Instagram, which is a huge plus. It's an Instagram-based in-app shopping destination where users can locate things and brands they enjoy.



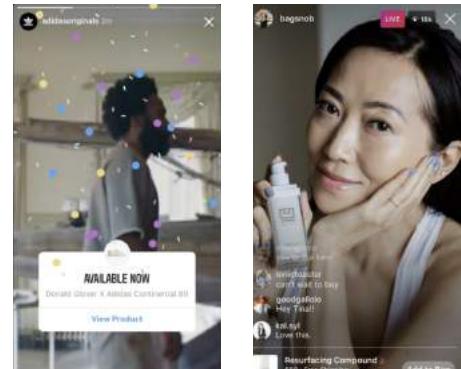
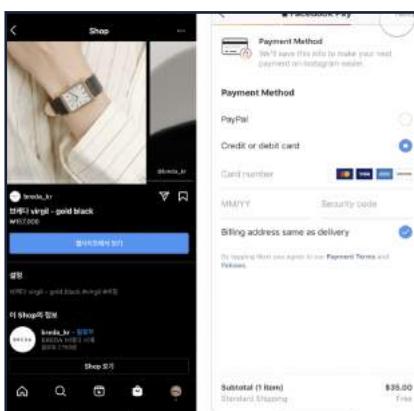
Product Description Page and Payment

Within the Instagram app, there is a product information page with connections to the website, much as on traditional buying sites. (Customers may be able to pay directly within the app in certain situations, but in Korea, payments are often conducted through website connections).

A product-specific page displays all important information about a certain item. Pricing, detailed descriptions, and media are all included. PDPs pull in any media where the product is tagged on Instagram, allowing users to see items in a variety of settings.

Launching Ads

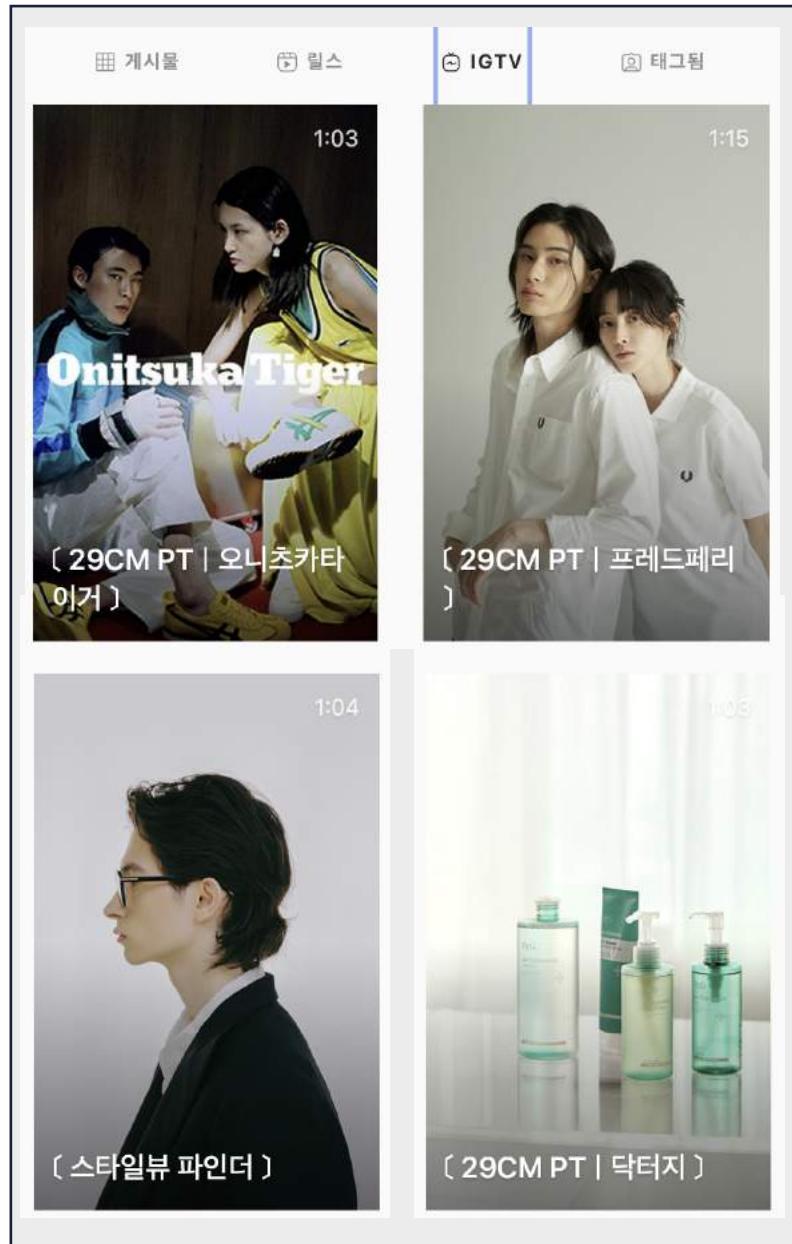
It's a great method for businesses to promote an upcoming product launch on Instagram so that buyers can get a sneak peek and set reminders to buy as soon as it's available. It is presently authorized to be used by checkout companies.



Live Shopping

Live Commerce is a type of commerce that comprises live features. Allows checkout-enabled businesses to sell products live on Instagram and build closer relationships with customers.

Instagram TV (IGTV)



► Instagram igtv by the account of 29cm

Instagram TV, or IGTV, is a popular feature on the social media platform that allows users to submit long-form videos. While Instagram's Feed videos are restricted to 60 seconds, this feature allows you to share up to 60 minutes of web-based video files.

- Longitudinal videos optimized for mobile can be uploaded without any length limit.
- Long, permanent video uploads enable deep brand storytelling.

Instagram Reels



▶ Instagram reels by account of musinsacom

Instagram users may now shoot 15 to 30-second video sets to music as part of a new feature. Because of the new Reels tab that has taken center stage on the Instagram navigation bar, Instagram reels may look familiar.

Furthermore, almost everyone connects Instagram Reels to marketing, which involves the company selecting and contacting influencers with large Instagram followings to supply product/economic consideration and publish promotional photographs of the goods.

In Korea, it is required to disclose that items that have received financial consideration are lawful "advertising" that has received financial consideration. While it is not easy to execute properly, there is little doubt that influencer marketing can give a significant return on investment for marketers. People trust the people they trust, and they typically follow their recommendations to go, do, see, check out, or buy anything.

Text - AR Filter - Audio (Background Music) - Remix

Influencer Sponsored and Advertised

Influencer marketing in which the business finds and contacts influencers with a large Instagram following to give product/economic consideration and upload promotional photographs of the product.

It is necessary in Korea to disclose that items that have received financial consideration are legitimate 'advertising' that has received financial consideration. While it is not easy to do well, there is little doubt that influencer marketing can give a significant return on investment for marketers. People trust the people they trust, and they typically follow their advice to go, do, see, check out, or buy anything.

Instagram Joint Purchase Market

Influencers on Instagram market products to their followers depending on their popularity and make joint purchases. Clothing, healthful functional meals, and cosmetic goods are the mainstays. Joint purchases that offer low-quality items at excessive costs and provide a benefit have recently been chastised. They are available after submitting an application for a telecommunications company in Korea.

Instagram Market

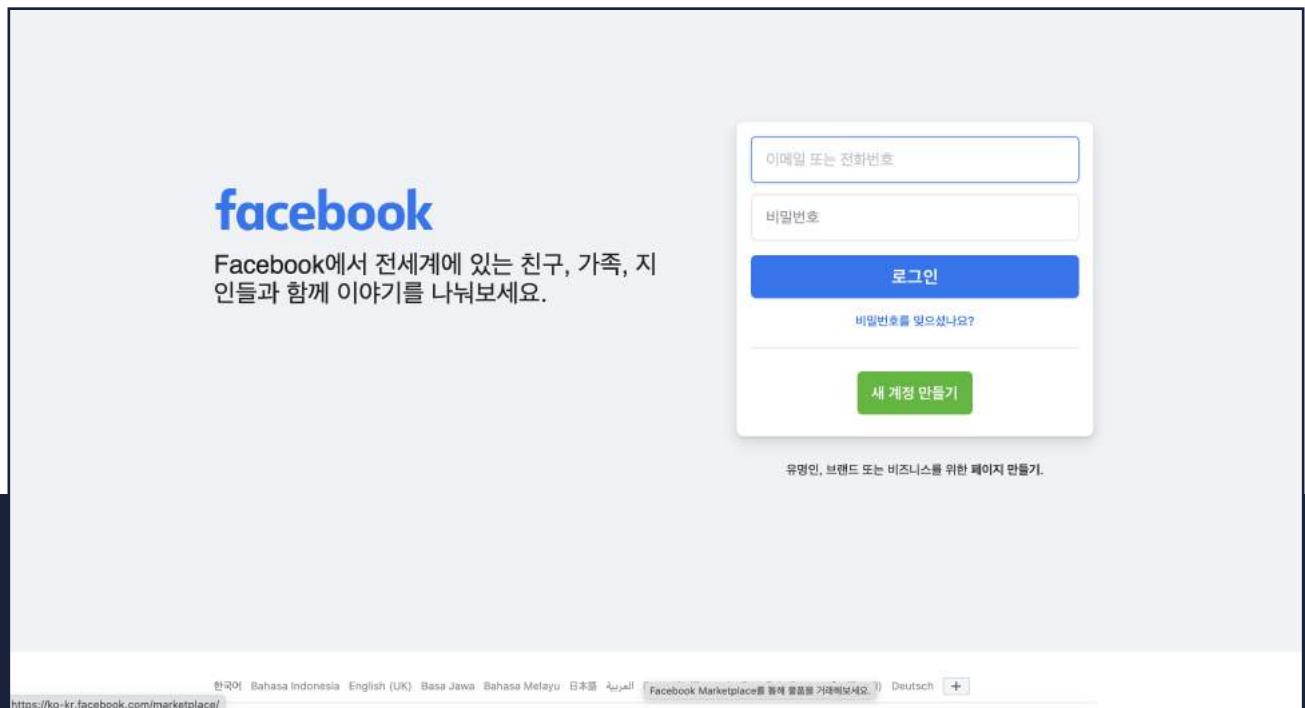
Using one's Instagram account as a shopping mall has made it accessible to sell clothes, beauty goods, and a variety of other commodities through the Instagram market. Many influencers choose this platform since the profile link simply shows the payout window. This allows for simultaneous promotion and customer inflow on the Instagram feed.

Because of the strict non-exchange or refund notification, numerous Instagram marketplaces have recently sparked criticism for breaking e-commerce rules. Instagram, however, continues to have the highest average engagement rate of any of the major social media platforms, exceeding Facebook and Twitter. In fact, it has a higher rate of brand interaction than other social media platforms, showing that Instagram users are more receptive to commercial material.

FACEBOOK

Facebook is an online social networking service that allows users to create free profiles and connect with friends, coworkers, and strangers. It allows users to share photographs, music, videos, and articles with as many people as they want, as well as their own opinions and thoughts.

It has a number of functions, but the most important is the Newsfeed, which displays material from the user's Facebook friends and pages. Messenger for conversing; Timeline for seeing the user's information and content posted or shared; Wall for displaying the user's stuff; and Events for viewing events important to him or his Facebook friends, such as birthdays or social gatherings.



Facebook Pixel

The Facebook pixel is an analytics tool that lets you assess the efficacy of your advertising by looking at what visitors do on your website. The pixel may be used to guarantee that your adverts are viewed by the right people.

Collect and analyze user behavior on the website and transmit it to Facebook as customer and conversion data for Facebook advertising campaigns. Pixels can aid in determining which advertising should receive more attention.

Community Promotion

Advertising on popular community sites with the hope of generating viral effects.

Facebook Advertising Campaign

Each Facebook ad campaign has three major components. At the campaign level, you had the option of selecting an objective. When people view your adverts, you want them to take the action you want them to do. As a result of these changes, the objective categories on Facebook are now as follows: Awareness, Consideration, and Conversion. Additionally, you might select from 11 distinct Facebook advertising objectives.

Furthermore, users are targeted with Facebook advertisements based on their geographic location, demographics, and profile information, among other factors. A large number of these options are only available on Facebook. When creating your ad, you set a budget and place bids for each click or thousand impressions that your ad receives after it is published.

How to Run an Ad campaign?

1. Create a Facebook page first.
2. Navigate to the Advertising Account Settings page.
3. Create advertising campaigns
4. Setting Campaign Goals and Budgets
5. Create an Ad in one of the following formats

Promoting a Post

In a nutshell, it's a Facebook ad created from a corporate page post. If you want your organic post to get more attention and reach a new and/or broader audience, you may boost or promote it on your Facebook Business Page.

How to Promote Posts on Facebook?

1. Location of Exposure:

2. Desktop

Mobile Facebook Feeds

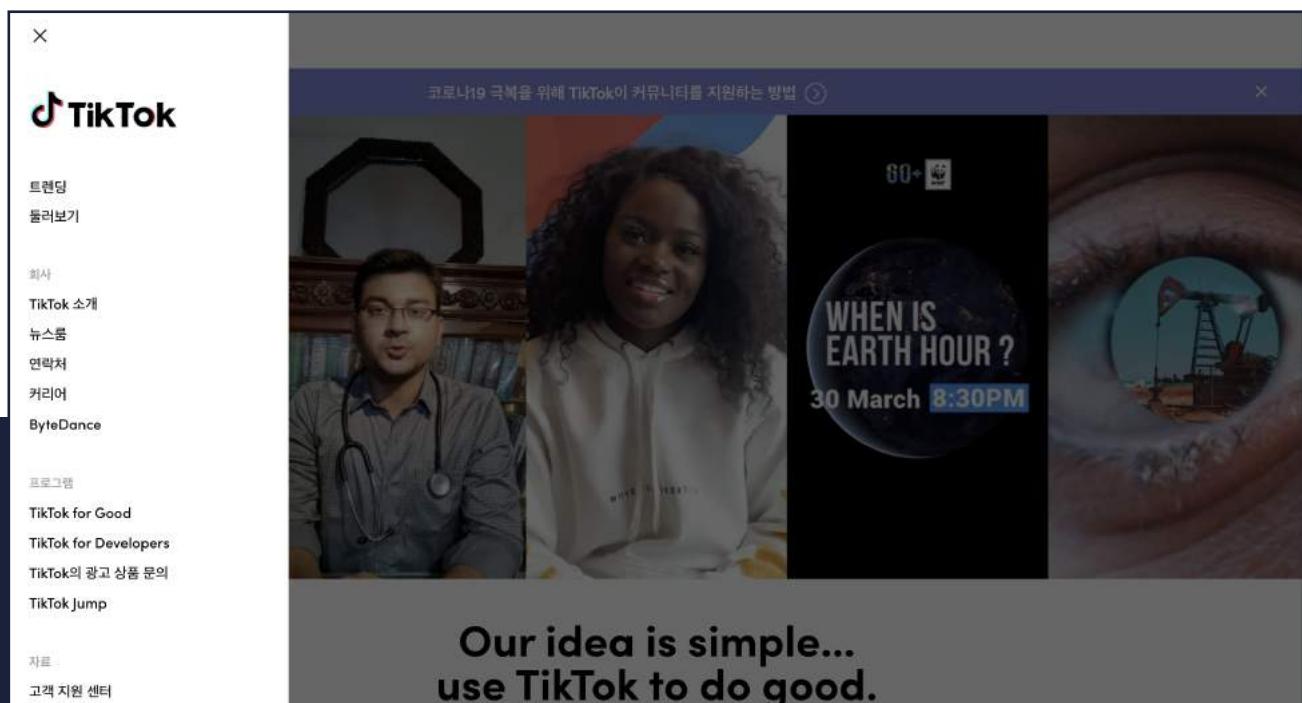
3. Instagram



TIKTOK

Tiktok is a video-sharing software that allows users to make films about whatever they like. Diverse countries utilize it for various purposes. Brands and enterprises utilize this app as their new Korean marketing platform. Apparently, TikTok isn't like other apps when it comes to marketing. Due to its quick development and popularity among users, several businesses jumped at the chance to utilize it to promote their products.

TikTok advertising, like any other marketing app, is used to create, distribute, and optimize ads. Recently, this software has two budgeting options: lifetime and daily. Actually, you may alter your budget to suit your campaign's demands. The best thing is that you may segment your audience by gender, age, hobbies, geography, and other factors. Custom Audiences and Lookalike Audiences allow you to construct your own lists of audiences.



Create Tik Tok Brand Accounts and Videos

There are companies and enterprises that deserve more exposure. Creating a business account will give your brand a second online profile. It will help you improve your web presence if you use all of its ad features. Korean marketing can assist you get company leads. Possessing a business account allows you to analyze content performance and make data-driven decisions. You'll learn more about your audience and even who they are. Creating an account also allows you to share your contact information, website, and other social media profiles.

Basically, you'll need to make videos to match your audience. Using timers, start and stop recording, and other features. Live streaming is a new and trendy option for your brand account. Aside from visual filters, businesses may also use split screens and a variety of other tools. Uploading videos gives you additional stuff to promote. You may also introduce new goods alongside your existing ones. It's likely that Korean businesses will optimize this marketing tactic.

In-feed Advertising

Storytelling video advertising introduced to TikTok 'For You' streams.

- **60 second support**
- **Direct access to TikTok channel, Google Play Store, and App Store**
- **Users may interact with business accounts via likes, comments, shares, and follows.**

In FeedAds, you may be more creative and even include CTAs. This will entice viewers to visit your website, download your app, and shop. Sending Feed Ads of 9–15 seconds can be a plus for your account because it influences other platforms. Like other TikTok content, these feed adverts may be bypassed easily. So, it's important to serve these advertisements swiftly and effectively. Feed Ads must be shown full screen and must be engaging to the users.

TikTok Challenge

You may already be familiar with TikTok as a popular social media tool. Similar to other social media sites, TikTok's sponsored hashtag challenges are viewed on other pages. These branded content/challenges are great for artists and marketers. Another Korean marketing tactic, TikTok may engage customers by posing challenges and even competitions. Surely, this will lead to more brand material.

However, while creating TikTok challenges, keep in mind your brand's goals. Plan out your TikTok content objectives. For example, promoting a brand or a new product may be among the goals. It's also wonderful because by clicking the hashtags, viewers are brought to the brand's account or website, short descriptions, and other popular videos. These challenges and hashtags may potentially become viral, gaining greater exposure.

TikTok Challenge

3679.3B 조회 수

TikTok에서 TikTok Challenge 관련 쇼트 비디오를 찾아보세요. vibi || (IG: phoebe.mulyana)(@phoebe.mulyana), Asbare Bare(@asbarebare), Jenn Angelina 😊 (@jenniferangelinaaa), ashley(@ashhleyy.m), jenflix10(@jenflix10) 크리에이터의 인기 콘텐츠를 시청하세요. #tiktokchallenge, #tiktok_challenge, #tiktok, #tiktoker, #tiktokers,...

추천 계정

- TikTok Challenge... @tiktokchallenge... [프로필 보기]
- Yordani RD @tiktok.challenge.ty [프로필 보기]
- Eina @tiktok_challenge... [프로필 보기]
- TRADE GAME ... @tiktok.challenge7 [프로필 보기]
- TIK TOK CHAL... @tiktokchallengeof... [프로필 보기]

더 많은 주제 찾아보기

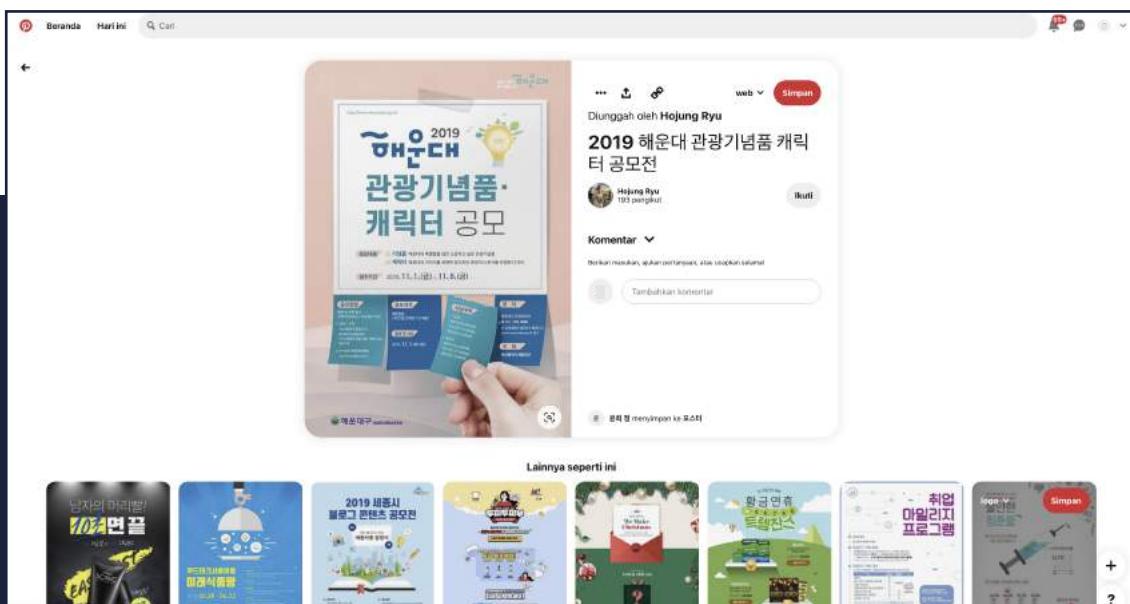
- người truyền cảm hứng 182.5M 조회 수
- thúy tiên miss grand chung kết ... 3.6M 조회 수

PINTEREST

Pinterest is known for discovering specific recipes, room ideas, home décor, and images, but there is much more to discover. In short, it is a visual search engine that has a lot of fantastic photographs, graphics, and ideas for nearly anything. This is a great Korean marketing approach for your business since it offers fantastic characteristics. Create a Pinterest business account for your brand first. This way, you can get additional statistics and rich pins for your marketing initiatives.

Take actionable steps to improve your Pinterest profile's attractiveness and ensure that your brand's message is prominently displayed. You must also choose the material you will provide your Pinterest followers. Because this app includes so much material, it must be planned and strategized. You may choose material that you know will work well with your campaign. This material might be product pins, infographics, or blogs.

It's preferable to join and even build community or group boards by generating material. Pinterest users may apparently contribute to many boards. So more people can see your pins on the boards you joined. Look for influential pinners in your field and check if there are relevant community boards.



YOUTUBE

YouTube

Search

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

YouTube에서 만나는 나만의 멘토 '#FindYourMentors

YouTube Korea 1.7M views · 3 months ago CC

YouTube에서 만나는 나만의 멘토 '#FindYourMentors

YouTube Korea 4.4M views · 3 months ago CC

YouTube에서 만나는 나만의 멘토 '#FindYourMentors

YouTube Korea 2.3M views · 3 months ago CC

YouTube에서 만나는 나만의 멘토 '#FindYourMentors

YouTube Korea 2.2M views · 3 months ago CC

시니어 크리에이터들이 알려주는 인생 공부 ► PLAY ALL

진짜 어른들이 들려주는 인생의 자제를 배워보세요 🔍

Grandma revealing some secrets of life for the first time! 5:21

My Secret to body shape, three meals a day 17:44

MOONSOOK's Vegetable Stew RECIPE 17:19

서연계의 중요성 31:36

비밀의 할머니 Korea_Grandma 724K views · 1 year ago CC

밀라노니 Milanova 1M views · 5 months ago CC

하루하루 문속 Daily MOONSOOK 1.5M views · 11 months ago CC

고추농사52년노하우 병해충방제 13가지 속시원히 치료방법 알려... 425K views · 2 years ago

슬기로운 커리어 생활의 모든 것 ► PLAY ALL

취업 빠개기부터 성공적인 커리어 개발까지! 일잘라가 되는 비결은? 🔍

여전히 끌리도 아래로 떠라하면 1분자기소개 완성! 29:35

【외국계 면접】 영어 인터뷰 제대로 준비하는 방법 8:40

전화 이形势에 어떻게 대처하세요? 좋! 신입사원 필독! 6:18

PPT로 발표 완벽하게 잘 하는 법 13:00

발표 할 때 떨지 않고 말하는 법 10:59

면접에서 학격하는 1분자기소개 이 영상 하나로 종결 (5가지 방법...) 1.5M views · 1 year ago

인싸당당자 1.5M views · 1 year ago

【외국계 면접】 영어 인터뷰 제대로 준비하는 방법 12K views · 2 years ago

디고디원한 DgsD Design 53K views · 1 year ago

ppt로 발표 잘 하는 법 - 보지 않고 하기, 사람 주기, 리듬 타기 [feat... 128K views · 1 year ago

프레젠테이션 잘하는 법 [NGNS TV - 리더의 스킬 Ep.7] #스피치 김교수의 새 가지 196K views · 3 years ago

건강한 몸과 마음 유지하기 ► PLAY ALL

내 건강을 지킬 수 있는 비결을 배워볼까요? 🔍

삶이 너무 빠지는 죽음의 타박타 운동 (no 충간소음) | Beautiful... 18:51

[제자방킬러] 고독한 유산소 운동 17:59

5분 호흡명상 - 뇌를 위한 최고의 휴식법 (스트레스 해소, 뇌 피로...) 7:18

매일 아침 뻐근한 몸을 가볍게 깨워주세요 | 25분 요가 | 요가선... 25:23

크리에이터들의 경험과 조언을 통해 더 나은 나를 만나보세요 🔍

살이 너무 빠지는 죽음의 타박타 운동 (no 충간소음) | Beautiful... 10M views · 1 year ago

DanDTV 887K views · 3 years ago CC

메일린 mind yoga 1.1M views · 1 year ago CC

요가선녀 169K views · 1 year ago

조심자를 위한 양상 가이드 | 명상하는 방법 [영상자세, 호흡법,... 133K views · 1 year ago

내 삶을 더욱 풍성하게 만드는 자기 개발 ► PLAY ALL

크리에이터들의 경험과 조언을 통해 더 나은 나를 만나보세요 🔍

Search

Book A Call

YouTube Ads

TrueView In-Stream

In this arrangement, sponsors get rewarded when viewers watch at least 30 seconds of the actual commercial, or the full thing if less. If the viewer clicks the ad's link, you get charged again for the whole view.

TrueView In-Stream Ads play before, during, or after a YouTube video. These adverts operate before, during, or even after a YouTube video. You will not be charged if the viewer skips the adverts after five seconds.

Discovery Ads

Ads under Discovery appear on the Youtube search results screen. These adverts work well for DIY, how-to, and product videos. Some viewers may bypass them and not interact with them since there are additional possibilities. Pre-Rolls and bumper ads can't be skipped, although they have significant disadvantages.

Bumper Ads

Bumper advertising can't be avoided and costs companies money each time they appear. These are brief films that play before a Youtube video. Bumper Ads are the perfect ad type for building brand recognition. It is not advised to provide too much information in these adverts as it would be confusing. Make it short yet sweet. Deliver these adverts properly and accurately to ensure the message is comprehended.

YouTube Creator Marketing

Product Reviews

Working with YouTube producers allows your business to reach a larger audience. Apparently, these audiences appreciate the influencer's product and service reviews. They even learn about the items that these Youtubers promote on their channels. Demands and queries regarding your brand's offerings increase.

Instagram Linking

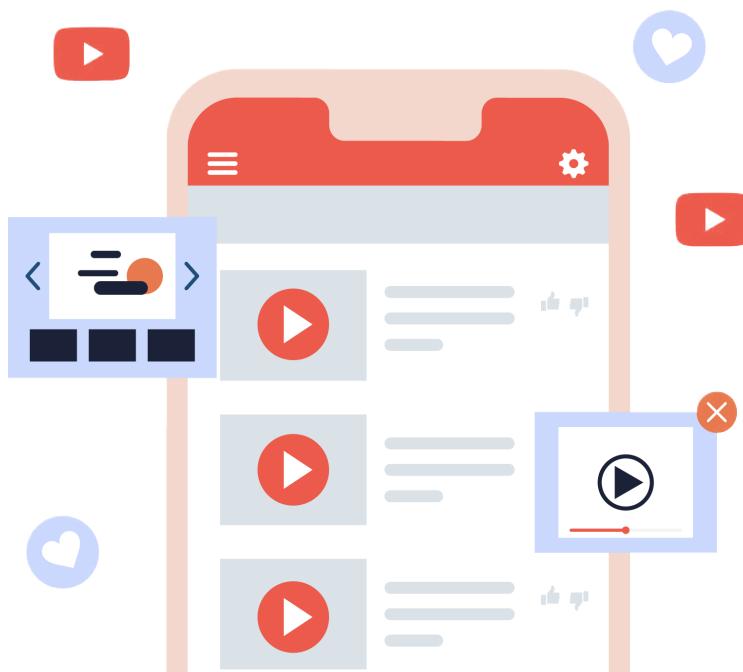
A product review on YouTube may also be connected to other social media sites like Instagram. Instagram is also commonly utilized for marketing and advertising by firms and influencers. The app has millions of users and many marketing features to explore.

Challenges

These YouTube producers may also connect their accounts together to promote your company. Even in Korea, prominent corporations are using this new marketing platform. Perhaps another Korean marketing method to increase brand recognition. You may provide diverse material to your campaign by interacting with its wonderful features and trendy challenges.

Brand Channel Operations and Management Services

In optimizing YouTube's various features and tools, you will also need to know how to operate and manage your services. Channel management will help you organize and plan things ahead and even catch more audiences on a daily basis. You'll need to find your own niche. Similar to other marketing platforms, knowing your niches will help you out more in formulating more strategies as a whole. Keeping your niche maintains your direction.



Conclusion

Because Korean is one of the most widely spoken languages, many businesses are looking for strategies to enter into the market. However, as you've learnt, there's a lot more to consider than Google if you want to reach Korean customers online. Korea has its own social media platforms, such as Facebook and YouTube, as well as websites like Naver and Daum.

We've found that Koreans are beginning to move away from the television and radio commercials that were popular in the past. They're now focusing their marketing efforts on online platforms like social networking sites, and you'll need to know how to target Korean customers via these channels in order to run a successful campaign. The advertising environment may seem to be similar to your present one, but it is different, so be sure you don't overlook any of these details!

Despite cultural and linguistic barriers, many businesses may succeed in the Korean market since it is a consumption-driven market driven by trends - and Korea has many trendsetters. Kpop, Kdrama, and Kfilm, for example, are very popular all over the globe.'

To make it easier for you to enter the Korean market, digital marketing agency like Inquivix can help you optimize your efforts and create an effect in the Korean market efficiently and quickly.

Inquivix is Asia's most successful digital marketing firm. It's a group of seasoned professionals that have aided firms in a wide range of sectors for years - and will continue to do so in the future.



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