A New Approach for advertising in the Digital Age

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Introduction

Today's marketing environments face challenges in communication and advertising technologies at an unprecedented rate, and access to information is greater than ever, and with the increasing spread of the Internet through various means, especially smartphones, the demand for digital content has increased, and consequently lost Marketing and advertising strategies based on traditional means efficiency and modern means, especially social media over the Internet, have become a key factor in maintaining the competitiveness of any organization, and with the diversity of digital platforms that pump millions of news and information starting With entertainment news and society through specialized news, and thus became the means to follow the news and current events in the society, which led to the emergence of the term **Newsjacking** which is known as obtaining breaking news supports marketing and advertising to organizations at the moment Looking for additional information to improve their position in the markets, this diversity in the news has led to a rethinking of everything that surrounds the process of advertising thought and a deep understanding of the digital changes that are taking place, and Through the above came the idea of research in the study of the term Newsjacking in influencing advertising thought in the digital age and arousing interest in the term and its association with organizations in marketing and advertising their various products and services.

Keywords: News jacking, selling without selling, intelligent brand, Real Time Marketing

Statement of the Problem

Research seeks to answer the following questions:

1) To what extent can the term NewsJacking be used to promote advertising thought in the digital age?

2) How can the concept of NewsJacking be applied in improving the competitive position of organizations and brands in the digital age?

Importance Research

The importance of research is determined in the study of the concept of NewsJacking and to benefit from it in the development of a new approach to advertising in the digital age, the research derives its importance through the following:

1) Enrich the digital marketing literature for Arabic content by identifying marketing and advertising methods that contribute to improving the competitive position of organizations and brands in the digital age.

2) Study the methods of using the term NewsJacking to build effective advertising messages in the digital age.

Research Objective:

1) Highlight the use of the term "newsJacking" in advertising in the digital age as intangible assets of organizations

2) Emphasize the importance of improving the competitive position of organizations and brands in the digital age through the term "newsJacking"

hypotheses Research:

The Research hypotheses that:

1) employ methods to use "newsJacking" terminology in advertising to help improve the competitive position of organizations and brands in the digital age

Research limits:

Objective limits: study of the term "newsJacking" and methods applied in advertising in the digital age (locally and globally)
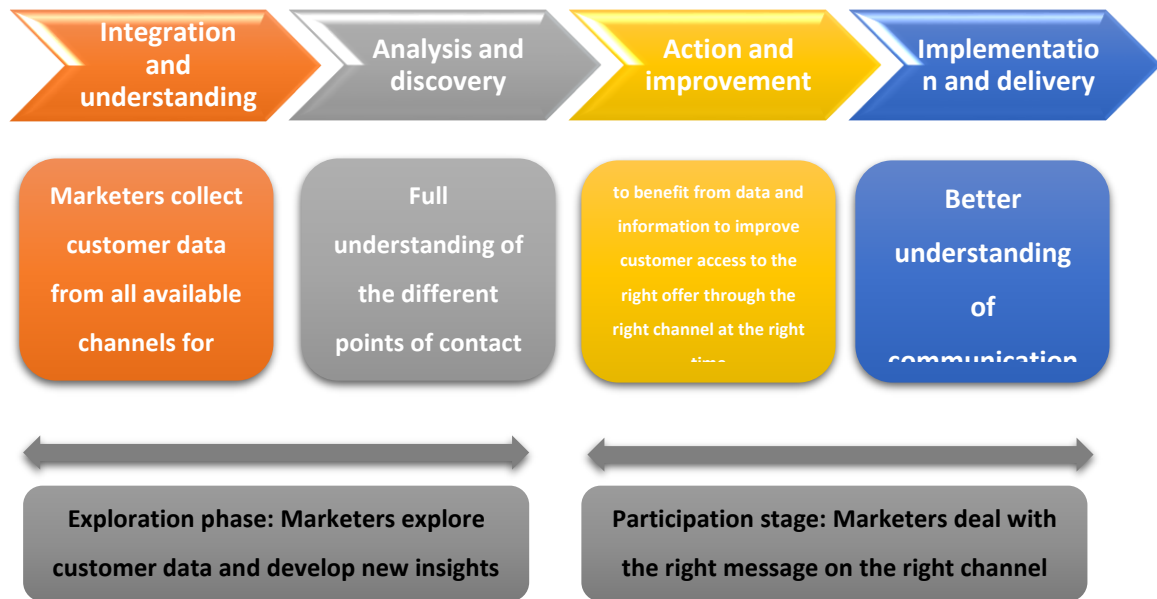
Research Methodology:

The research relies on the descriptive and analytical method through reference to the literature of the subject of research in previous books and studies to strengthen the theoretical aspect of the research, and analyzed to extract methods to use the term "newsJacking" in promoting the competitive position of organizations and brands in the digital age, and the analytical study of a group of organizations that used the concept of "newsJacking" in Digital marketing via foreign and Arab social media sites.

Theoretical Framework:

First: The Digital Age of Advertising:

Through this part is defined the concept of technical marketing, which is any method of marketing focused on the specifications and key features of products and services, which are designed to attract customers with an understanding of the basic technology of the product, and also includes technical marketing any use of modern technology as a tool for marketing and interaction Between the concept of digitization and advertising and the use of social media in marketing and advertising.

The work model of the Advertising was reached in the digital age through a set of elements that each organization interpret and implement these elements in accordance with its vision and identify the central and decentralized processes

Integration and understanding	Analysis and discovery	Action and improvement	Implementation and delivery
Marketers collect customer data from all available channels for	Full understanding of the different points of contact	to benefit from data and information to improve customer access to the right offer through the right channel at the right time	Better understanding of communication

Exploration phase: Marketers explore customer data and develop new insights	Participation stage: Marketers deal with the right message on the right channel

Elements of the business model of advertising in the digital age (researcher design)
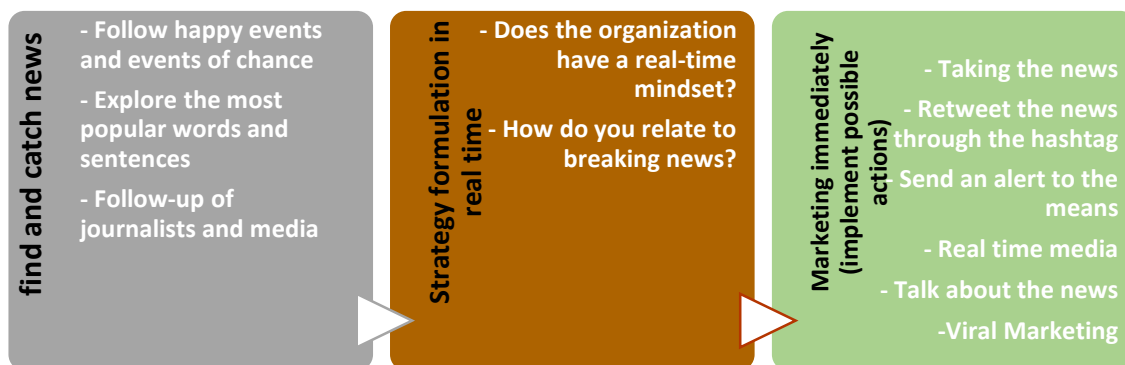
Second: News Jacking and Digital Advertising

Through this part, real-time marketing is defined as a strategy organized by organizations and companies to deal with a particular event, conducting a dialogue about the event through the flexibility of interacting with anything related to the event, and clarifying the types of real-time marketing (planned events) - opportunistic behavior of the event - expected events - daily events – weather)

The concept of newsjacking and the distinction between NewsJacking and Real Time Marketing was then exposed to the fact that news hijacking is untidy, meaning that it is linked to the event and then organizations and companies take advantage of the event and interact with it to promote their brand.

The phases of any news from the beginning of breaking news to the end of the story, and ways to find news to create digital advertising content were explained in two ways:

o News of the direct business activity of the organization and local or personal interests of the activity.

o National or international news in a wider and more comprehensive field.

Ways of catching news were exposed through (social media sites - consistent posts - building relationships with journalists and bloggers - the use of indicators and alerts Google to monitor the news - monitoring what the sources say the organization in real time)

find and catch news	Strategy formulation in real time	Marketing immediately (implement possible actions)
- Follow happy events and events of chance - Explore the most popular words and sentences - Follow-up of journalists and media	- Does the organization have a real-time mindset? - How do you relate to breaking news?	- Taking the news - Retweet the news through the hashtag Send an alert to the means - Real time media - Talk about the news -Viral Marketing

How to catch news (researcher design)?

The concept of BrandJacking, a term associated with the use of the identities of organizations or individuals on social networking sites, hacked their accounts and addressed forms of branding

Third: Analytical study of some models using NewaJacking in digital advertising

Presented and analyzed a set of foreign and Arab models for the use of newsjacking in the strategy of digital marketing in real time, and to find ways to use organizations to hunt the news in advertising their products and services.

Research results:

From the previous presentation of the theoretical framework for research, it was concluded that digital advertising is one of the types of advertising that enrich the advertising industry. The concept of digital advertising such as real-time marketing, which aims to attract attention to brands among the current audience and allow them to share the content of the brand, and therefore the Internet has opened an opportunity for anyone to inject their ideas in the news Newsjacking requires the speed of organizations to follow up on current news and events and link them to their marketing objectives and strategies. By providing additional content in a blog, tweet, or video post.

Accordingly, the search results can be clarified through the following points:

1- News can be hunted for trade organizations through all trade areas related to the business activity of the organization as well as markets away from the activity of the organization, which includes industry as a whole

2- 2. Finding news through the Internet is through follow-up forums and chat rooms related to the activity of the organization, and follow-up bloggers who discussed issues related to business activity and continue to search for new sources to find news such as: search related keywords (keywords for business activity Organization), Research competitors' news and product categories and Buzz Words

3- The Datejacking feature allows advance planning, forecasting of trends and looking forward to everything from important events in the field to the popular culture dates of any business activity of any organization or company.

4- The concept of News Jacking helps to determine the time needed to develop a thoughtful strategy for brand content and evaluate the success of online marketing accurately and promptly.

Discussion of the results:

Real-time marketing through social media is an important means for organizations and therefore organizations should measure the form of success you get through real-time marketing through the proportion of views or access or social posts or impress or follow ... And other measurements that provide Valuable information that helps adjust marketing strategies for organization

Based on the research results, a real-time marketing plan can be formulated using the Newjacking concept by providing a set of elements:

1- Compatibility and alignment between the traditional and digital promotional activities of any organization by focusing on the unique value and advantages provided by the use of digital technologies.

2- Organizational change and reliance on digital applications such as social networking sites, forums and chat rooms that provide a quantity of news and events that help organizations to provide successful marketing strategies to enhance their brand, which constitutes a level of cooperation between the organization and its followers to provide interactive interactive experience for users across all Contact points.

3- Analyze the potential digital environment for the advertising ideas industry through newsjacking, social media sharing, and provide an innovative customer experience and services that are integral to any successful digital strategy in the digital age

Recommendations

1- The necessity of enriching the Arab researches with the methodologies, methods and methods of advertising in the digital age in order to provide an Arab database and keep pace with the transformation and change of the 2030 vision.

2- Organizations should rely on adding a set of important events and dates to their marketing calendar, planning these dates and using them as a starting point to generate marketing ideas for advertising in the digital age.

3- Organizations must take advantage of marketing opportunities for advertising not only as a major competitive factor, but as a necessity to remain in the digital age.

4- Organizations should understand the effects of Newsjacking on improving their competitive position and promoting their brand online.

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