



Fundamentals of Targeted Advertising in Social Media Based on Product and Service Types, Geographical Location, And Cultural Specifics

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Abstract: This study explores the fundamentals of creating targeted advertising campaigns in social media, considering product types, geographical distinctions, and cultural characteristics. The relevance of the topic is driven by the expanding influence of digital platforms, where advertisers require an in-depth understanding of local specifics and consumer expectations. The novelty of this research lies in its systematic examination of the interconnection between product parameters, regional specifics, and cultural preferences.

The study analyzes the mechanisms for configuring advertising campaigns, proposing a methodology for audience segmentation based on interests, approaches to selecting advertisement formats, and planning ad placements depending on social media usage intensity. Particular attention is given to localization issues, the proper consideration of linguistic, religious, and ethical norms, as well as visual solutions that enhance brand trust. The research aims to develop well-founded recommendations that optimize advertising budgets and increase target audience engagement.

To achieve this objective, comparative and analytical approaches were employed, along with an examination of relevant academic publications and statistical data. The study compares information from works by M. Bonomo, A. La Placa, S.E. Rombo, R. Hochreiter, C. Waldhauser, H. Kefi, S. Indra, and T. Abdessalem, as well as research from various authors addressing different aspects of digital advertising. The conclusions highlight the dependence of advertising effectiveness on the strategic combination of local tools and global trends.

This publication will be beneficial for marketing

professionals, entrepreneurs, students, and researchers seeking to enhance their skills in promoting products and services across diverse markets.

Keywords: targeted advertising, segmentation, localization, social media, promotion.

Introduction: The expansion of online communications creates an environment for intensive interaction with target audiences, prompting marketers to employ precise algorithms based on geolocation, user interests, and behavioral patterns. The relevance of this topic persists due to the rapid growth of digital platforms, the emergence of new advertising formats, and the increasing complexity of consumer demands.

This study incorporates ideas formulated by M. Bonomo, A. La Placa, S.E. Rombo [1], R. Hochreiter, C. Waldhauser [2], H. Kefi, S. Indra, and T. Abdessalem [3], who examined targeted algorithms, methods for identifying potential audiences, and the analysis of multicultural factors reflecting the dynamics of advertising messages within online communities. The gathered insights have been utilized to detail geographical, behavioral, and linguistic approaches to promotion.

The research conducted by S.S. Gadzhiev [4] focuses on digital technologies and tools for enhancing advertising campaign efficiency. E.L. Butorina [5] described the mechanism for developing advertisements for local services, while O.M. Kulikova and S.D. Suvorova [6] examined the strengths and weaknesses of targeted formats. G.A. Morozova and M.R. Izhmukova [7] analyzed the development of the internet advertising market, including social media. M.G. Napalkova and A.E. Shchelkunova [8] identified potential methods for promoting organizations through SMM strategies. N.E. Popova and A.R. Karpova

[9] focused on working with cultural institutions, D.V. Fedyunin [10] addressed the specifics of forming diverse strategies, and S.A. Fink [11] highlighted the features of promotion on Instagram.

The objective of this study is to develop an approach for planning advertising campaigns in social media, considering product type, regional conditions, and cultural specifics. The following tasks are addressed within the research framework:

- Analyzing the correlation between product (or service) characteristics and optimal types of advertising formats
- Identifying mechanisms for configuring campaigns based on geographical factors
- Describing methods for adapting content to cultural norms across various regions

The novelty of this study lies in the intersection of multiple thematic areas: the influence of local specifics, product characteristics, and advertising tools. The proposed approach is expected to supplement existing methodologies and expand targeting capabilities by integrating internal product attributes, infrastructural parameters, and cultural nuances.

A comparative and systematic approach, analysis of collected materials, and structuring of statistical data were applied in this research. The literature review enabled the synthesis of findings from various authors to develop a more comprehensive model for planning advertising in social media.

RESULTS

Methods for promoting products and services often depend on the nature of the offering, characteristics of the target audience, and the specifics of the chosen platform. The following structure outlines the fundamental steps in creating advertisements for various product categories and services (see Table 1).

Table 1. Methodology for Creating Advertisements for Different Product Categories and Services (Source: compiled by the author based on independent research)

Parameter	Recommendation	Expected Outcome
Product or Service Type	Highlight features and benefits, emphasize price advantages	Increased conversion rates and positive response from new customers
Ad Format	Use short video clips, carousels, or static images with clear calls to action [1]	Higher engagement and increased landing page visits
Interest-Based Segmentation	Detail audience preferences: sports, cultural, professional	Improved click-through rates due to relevant creatives
Ad Frequency	Apply an optimal rotation cycle, avoiding excessive ad load	Sustained audience loyalty and prevention of ad fatigue

The selection of table elements considered the preferences of different user groups and data on the competitive environment. A structured presentation of information allows for the development of more precise advertising messages while maintaining the attention of potential customers.

Additionally, location-based data determine the optimal platform and ad format choices. The following structure provides guidelines for resource allocation in advertising campaigns across different regions (see Table 2).

Table 2. Configuration of Advertising Campaigns Considering Regional Characteristics (Source: compiled by the author based on independent research)

Criterion	Configuration Approach	Expected Effect
Level of Digitalization in the Region	For advanced audiences, use interactive formats and multi-platform solutions [6]	Increased conversion due to greater reach among highly mobile groups
Socio-Economic Characteristics	Consider income levels, presence of local industries, or tourist traffic	Enhanced appeal of offers and reduced expenses on irrelevant impressions
Large or Small Settlements	Emphasize competitive advantages in metropolitan areas; focus on local identity in smaller cities	Increased loyalty and engagement through personalized content
Climatic Conditions	Display images and texts reflecting weather conditions and seasonality [10]	Improved brand perception and stronger positive responses to ads

This analysis demonstrates how regional characteristics influence advertising strategy, ensuring a tailored approach to audience engagement and

optimizing resource allocation in digital marketing campaigns.

An in-depth analysis of geographical factors provides

advertisers with a more accurate understanding of optimal positioning, facilitating the efficient allocation of budgets. At the same time, cultural traditions and the national character of consumers influence expectations regarding the visual and semantic

components of advertising. The approach presented below aids in adapting content in accordance with the norms and mentality of different communities (see Table 3).

Table 3. Adaptation of Advertising Content According to Cultural Norms (Source: compiled by the author based on independent research)

Characteristic	Implementation Mechanism	Potential Outcome
Linguistic Factor	Translation or localization of slogans, use of popular local expressions [9]	Enhanced emotional response and reduced misinterpretation of the text
Religious and Ethical Norms	Removal of controversial symbols, ensuring compliance with the moral standards of the community	Prevention of negative reactions and reputational risks
Visual Style	Incorporation of elements reflecting local culture and familiar color schemes [2]	Increased trust and a stronger sense of connection among users
Level of Formality	Reserved tones are preferable in business environments, while informal language is more effective for younger segments	Faster purchasing decisions and higher loyalty levels

The applied methods take into account the complexity of cultural environments and the specificity of local traditions. A nuanced understanding of familiar imagery enhances loyalty, as consumers perceive consideration for their values and interests. When addressing diverse cultural and regional characteristics, consulting local experts is particularly significant for fine-tuning advertising messages. This approach helps capture subtle linguistic and traditional nuances, strengthening audience engagement.

DISCUSSION

The results provide a systematic approach to developing advertising campaigns based on the type of promoted products and services, the geographical location of the target audience, and cultural characteristics of different regions. The key findings for each analyzed aspect are presented below.

1. The influence of product and service type on targeting strategies

For frequently purchased consumer goods, maintaining a high ad frequency and sufficient exposure is critical. The analysis indicates that utilizing

look-alike audiences and detailed interest-based targeting in social media accelerates brand recognition and drives impulse purchases. Advertisements featuring vibrant images or short videos demonstrating the product in real-life usage yield the highest conversion rates [4]. Mentioning discounts and promotions further enhances ad appeal.

Segmenting the target audience by narrower interests, such as technological innovations, interior design, or automotive enthusiasts, alongside demographic factors like age, income, and family status, produces better results. Purchasing decisions for such products require more information and deliberation [7]. Potential buyers seek detailed descriptions, specifications, and comparisons with alternatives. Using in-depth reviews, infographics, free trials, and product demonstrations increases brand trust and positively influences purchasing decisions.

When promoting services, personal branding plays a significant role for expertise-based offerings, while corporate reputation is crucial for complex services such as tourism and healthcare. Social media fosters trust through reviews, case studies, and real customer experiences. For locally provided services, including

beauty salons, restaurants, and medical clinics, precise geotargeting and additional details on accessibility, operating hours, and local discounts improve engagement. The more complex the service, the greater the need for clear explanations of its benefits and features. As a result, long-form posts, video reviews, live Q&A sessions, and interactive presentations are particularly effective [5].

2. Geographical factors

Effective localization is critical when entering international markets. The analysis indicates that advertisements translated by professional native speakers and adapted to the local context generate higher user loyalty and increased click-through rates [3].

Ad placement during peak social media activity hours, typically in the morning and evening based on local time, significantly improves campaign performance. For international campaigns, flexible scheduling adjustments considering different time zones are essential.

From a local targeting perspective, precise ad radius settings yield high conversion rates for offline businesses such as retail stores, cafes, restaurants, and medical centers. Users exposed to ads for establishments in close proximity are more likely to visit [8]. Within a single country, cultural preferences, income levels, and consumer behavior can vary widely. Leveraging specialized tools, such as interest-based targeting linked to regional holidays, sports events, or cultural festivities, enhances ad relevance and effectiveness [11].

3. Cultural considerations

In regions with strong religious traditions or conservative norms, it is essential to respect restrictions on specific visual representations and themes. Violating local moral and ethical standards can lead to negative reactions and diminished brand trust.

The choice of symbols and color schemes significantly impacts product perception. For instance, in some cultures, red signifies aggression, whereas in others, it symbolizes happiness and prosperity [3]. Properly adapting visual elements enhances the effectiveness of advertising campaigns.

In Western countries, direct and concise messaging is often valued, whereas in collectivist cultures, such as those in certain parts of Asia, an emotionally warm and inclusive tone emphasizing harmony and unity is more effective.

Selecting experts aligned with the target audience's

mentality increases trust in the advertised product or service. Case studies indicate that in societies where community and tradition play a central role, such as in the Middle East or Latin America, the opinions of local influencers and public figures can be decisive in consumer choices [2].

CONCLUSION

The analysis results highlight the importance of a targeting approach in social media that goes beyond basic demographic data and incorporates in-depth cultural, behavioral, and geographical characteristics of the target audience. Each product and service type requires a tailored strategy that considers the specifics of the offering, the decision-making timeline, and the level of customer engagement. Geographical factors necessitate consideration of local conditions, infrastructure capabilities, linguistic nuances, and time zones, while cultural aspects determine communication rules, content style, and acceptable themes within a given region.

The increasing accessibility and efficiency of modern technological solutions, including big data, artificial intelligence, and automated planning and optimization tools, enable advertisers to rapidly collect and analyze relevant data, identify the most effective channels, and select optimal promotion formats. However, creativity and the ability to deeply understand audience expectations and values across different regions remain key factors in successful advertising campaigns.

Considering these factors, it can be concluded that the construction of targeted advertising in social media is the result of a comprehensive integration of product knowledge, regional specifics, and cultural context, where each component complements the others. This approach to campaign planning and management enhances the effectiveness of marketing investments and strengthens a brand's competitive position both in local and international markets.

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