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# STRATEGIC COMMUNICATIONS IN THE PROCESS OF INTEGRATION AND MEDIA PLANNING OF THE SMART CITY ADVERTISING CAMPAIGN

**Abstract.** The actualization of the topic of "smart cities" is related to the need of urbanization, of overpopulation, and qualitative and quantitative problems in the organization of modern megacities. The goal-setting of this concept included in improving of the quality of life due to the technological cluster and other important elements.

The authors of the article analyzed integrated communications in the field of promoting smart cities and implementing media concepts. Media and social networks have a significant impact on the process of creating smart cities, being not just media, but also part of marketing. The purpose of the article is to present the results of studying the processes of media research and media planning, and to study the optimization factors of the existing "smart city" PR campaign in Kazakhstan, and to describe the communication tools, media strategies and technologies of this project.

The main direction of scientific research is a description of modern methods of promotion and marketing analytics of media and PR campaigns. The authors note that traditional media lose their previous effectiveness, but open way to digital marketing. In this case, digital technologies of targeted and interactive marketing are becoming the most effective and profitable because of their media content. Specific proposals became as the results of the research work in this article which were on the structure and methodology of media planning for the Smart City project in Kazakhstan. Another result of this work is the practical use of the trial run of the advertising and media campaign to test the effectiveness and filtering of excess materials; statistics and reporting of digital analytics; remarketing feedback optimization, SEO optimization and LTV, etc.

**Key words:** media planning, Smart City, strategic communications, advertising, target audience.

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## «Ақылды қала» жарнама науқанын интеграциялау және медиажоспарлау үдерісіндегі стратегиялық коммуникациялар

**Аңдатпа.** «Ақылды қала» тақырыбының маңыздылығы урбанизация, халықтың тығыз орналасуы, қазіргі мегаполистердің сандық және сапалық мәселелерімен байланысты. Бұл тұжырымдаманың мақсаты технологиялық кластер мен басқа да маңызды элементтердің арқасында өмір сүру сапасын едәуір жақсарту болып табылады.

Мақала авторлары ақылды қалаларды дамыту және медиа концептілерді енгізу саласындағы интеграцияланған коммуникацияларға зерттеу жүргізді. БАҚ және әлеуметтік желілер ақылды қалаларды құру процесіне айтарлықтай әсер етеді, бұлар медиа ғана емес, сонымен қатар маркетингтің бөлігі болып табылады. Мақаланың мақсаты – медиа-зерттеу және медиа-жоспарлау процестерін зерттеу нәтижелерін ұсыну, Қазақстандағы «ақылды қала» PR-кампаниясының оңтайландыру факторларын зерттеу, осы жобаның коммуникациялық құралдары, медиа-стратегиялары мен технологияларын сипаттау.

Ғылыми зерттеулердің негізгі бағыты – бұқаралық ақпарат құралдары мен PR-кампанияларды жылжыту мен маркетингтік талдаудың заманауи әдістерін сипаттау. Авторлар дәстүрлі БАҚ цифр-

лық маркетингке жол бере отырып, бұрынғы тиімділігін жоғалтады, таргетті және интерактивті маркетингтің цифрлық технологиялары медиалық контент тұрғысынан ең тиімді деп санайды.

Зерттеу нәтижелері Қазақстандағы Smart City жобасын медиа-жоспарлаудың құрылымы мен әдістемесі, артық материалдардың тиімділігі мен сүзгіленуін тексеру үшін жарнамалық және медиа-кампанияның сынақ әдістерін қолдану тәжірибесі туралы нақты ұсыныстар болды; цифрлық аналитика статистикасы және есептілігі; ремаркетинг; кері байланысты оңтайландыру, SEO-оңтайландыру және LTV және т.б.

**Түйін сөздер:** медиа-жоспарлау, Smart City, стратегиялық коммуникациялар, жарнама, мақсатты аудитория.

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### Стратегические коммуникации в процессе интегрирования и медиапланирования рекламной кампании «Умный город»

**Аннотация.** Актуализация темы «умных городов» обусловлена потребностями урбанизации, перенаселением, качественными и количественными проблемами организации современных мегаполисов. Целеполагание данной концепции состоит в существенном улучшении качества жизни за счет технологического кластера и других важных элементов.

Авторы статьи провели анализ интегрированных коммуникаций в сфере продвижения умных городов и реализации медийных концептов. СМИ и социальные сети оказывают существенное влияние на процесс создания умных городов, являясь не просто медианосителями, но и частью маркетинга. Цель статьи – представить результаты изучения процессов медиаисследования и медиапланирования, изучить факторы оптимизации, существующей PR-кампании «Умный город» в Казахстане, описать коммуникационные инструменты, медиастратегии и технологии данного проекта. Основное направление научного исследования – описание современных методов продвижения и маркетинговой аналитики медиа- и PR-кампаний. Авторы отмечают, что традиционные медиа теряют прежнюю эффективность, уступая цифровому маркетингу, наиболее эффективными и прибыльными с точки зрения медийного контента становятся цифровые технологии таргетивного и интерактивного маркетинга. Результатами исследования стали конкретные предложения по структуре и методологии медиапланирования проекта Smart City в Казахстане, практическое использование метода пробного запуска рекламно-медийной кампании для проверки эффективности и фильтрации лишних материалов; статистика и отчетность цифровой аналитики; ремаркетинг; оптимизация обратной связи, SEO-оптимизация и LTV и др.

**Ключевые слова:** медиапланирование, Smart City, стратегические коммуникации, реклама, целевая аудитория.

**Introduction.** For several years, technologization of urban space and its infrastructure has been on-going across the world. City authorities, citizens and private entrepreneurs develop and implement a variety of new technologies in cities in order to improve the quality and living standards for citizens. Despite the fact that administrations are developing a multitude of open platforms for citizen participation in creating intelligent cities, and the media seeks to highlight this topic, not everyone has a comprehensive understanding of what a "smart city" is, how it functions and how to interact with it (Medium Corporation, 2017).

The concept of a "smart city" originated in the 1990s. In the second half of the twentieth century, large-scale migration triggered by industrial modernization took place: people in search of work moved from peripheral areas to central cities. Due to this process, there was an overload on cities, and city administrations could not cope with the tasks of maintaining efficient service for citizens. Also, mass migrations caused a number of problems related to security in the cities, the environment, proper allocation of housing places, provision of various services to the population, etc. (Climate Neutral, 2017). In order to combat this situation, the concept of a "smart city" was proposed. The smart city is a digital program that allows administrations and infrastructures to provide more efficient services to citizens and to increase the level

of comfort in cities by using modern technologies (Citiesdigest, 2017).

The population of the Earth is increasing every day, and most of it lives in cities and their surroundings. Smart cities provide solutions to problems associated with overpopulation, modernizing and bringing new infrastructure for greater capacity and comfortable living. The "Digital Kazakhstan" program in the framework of the national strategy "Kazakhstan - 2050" foresees this problem and proposes to introduce "Smart city" technologies in the five largest cities of Kazakhstan. Certain results of implementation of the "Kazakhstan - 2050" strategy are currently being introduced and utilized for the smart city projects in Kazakhstan, but in order to fully involve every citizen into the process and generate interest proper promotion and work with the media are required.

In the modern world, in which technologies emerge which help us reach the target audience without leaving home, the field of public relations (PR) has acquired a completely new look. The role of PR is rising, as it becomes a social science of relations between a subject and a society rather than a temporary trend. According to Sarah Tomley, "sociality is the spirit of the XXI century, the century of technology and the transience of time" (Tomley S., 2016). Every day, PR specialists reveal new ways to influence the target audience, and the wider public. But the fundamentals of public relations remain unchanged and form the basics of new technologies, trends and tools.

The PR market is gaining momentum, and the specialists increasingly use new technological solutions for greater productivity. As such, the media and social media have a huge impact on the process of creating smart cities. Media is not just a tool for highlighting this topic: it is also a lever of influence and may serve as a motivation for action; and, vice versa, it may delay the process or cause a negative outlook towards a program (Researchgate, 2015). It may be argued that in this context, a subtle PR campaign is optimal to achieve a goal of building trust with the target audience.

The purpose of this study is to optimize the existing "Smart City" PR campaign in Kazakhstan based on media planning. Based on the results of this study, specific proposals are put forward:

• on modernization of the media strategy and delivering a key message to the target audience;

• on optimization of the PR campaign media planning;

• on the use of communication tools and technologies for higher productivity.

**Research questions**

The main problems that we should consider in this article are mainly related to new promotion technologies. We need to focus on the introduction of modern methods of promotion and analytics of marketing, media and PR campaigns. Traditional media lose their former effectiveness, they are inferior in many respects to digital marketing. In this study, we will try to determine the most effective and profitable marketing and media resources in Kazakhstan and the CIS. The experience of Western developed countries in the digital sphere quickly reaches us and also quickly become obsolete. In this article, we will consider several fundamental issues related to media planning already in Smart City.

– Modern methods of media planning and digital tools necessary to draw up a media plan.

– The method of a trial run of an advertising and media campaign to test the effectiveness and filter out excess materials.

– Digital campaign analytics tools. Modern methods of statistics and reporting.

– SMM - as a tool for obtaining instant response and optimizing feedback.

– Remarketing. Importance of product reminder.

– SEO-optimization and LTV (lifetime value) can justify the expensive cost of the client.

**Materials and methods**

In this work, the focus group method was used to collect data for further qualitative and quantitative analysis. This method was chosen specifically to identify key aspects, highlighting issues that reveal the essence of the project. Following a project presentation to the focus group, a discussion was held on this topic which was completed by a survey. The focus groups were formed from the teaching staff, doctoral students and undergraduates of the UNESCO Department for Journalism and Communicatons of the Faculty of Journalism of Al-Farabi Kazakh National University.

The main purpose of media planning is the development of such an advertising campaign plan, in which the advertising message created to influence a specific target audience is conveyed at the right time, right place, and in the right amount, in order to avoid an unnecessary impact on other consumers (Sissors Dzh., 2003).

Platforms for creating and managing contextual advertising Google Ads, Yandex Direct offer us many opportunities to achieve the goals of an advertising campaign. The main emphasis is currently on promotion through search engines. Unlike SEO-optimization of the site, with the help of contextual advertising you can appear in the

search engine immediately. Setting up contextual advertising takes 15 minutes or more, depending on the type of advertising and the goals of reaching the audience.

Also, if search engine optimization gives a delayed result, which is about two months or more, contextual advertising can generate ready-made orders immediately after launch.

Another advantage of this method is the simplicity and transparency of payment. The customer pays for clicks, or in the case of impressions for 1000 impression impressions. You can add to this that the higher the clickability of your content, the higher the CTR. Pay per click helps you analyze, see, and understand a sales funnel. You also choose the price per click yourself, this is both a plus and a minus. You control the budget and prevent it from draining. But you yourself need to determine by touch the rates at which you will be advertised.

On platforms like Google and Yandex also have their own analytical, statistical tools. They work not only with search engines, but also with other types of advertising, the main thing is to install these counters on the site or link to a specific page. Such a page can also be a link to tap.link or to a messenger.

**Literature review**

Media planning has changed with the advent of new digital and, later, Internet features. Now everyone has smartphones, laptops, tablets, smart TVs, etc. Most of these devices have several. Therefore, modern sites are cross-platform. If the site is not equipped with a smartphone, its SEO-indexing, CTR will be low. Mostly platforms, such as Google and Yandex, try to not index such sites. These sites in search engines will be shown lower than those that fit the standards of cross - platform.

Media planning includes: the type of advertising campaign, its cost, the price of attracting one client, CTR, ROI and, more recently, often LTV indicators. The main goal of many advertising and PR campaigns is a long-term trustful interaction with the client. Thus, the life cycle of a campaign begins with attracting interest, leads to a purchase, and then tries to make additional sales for a long time. Here, it is also very important - service. The essence of Smart cities is that people can develop and interact with nature and technology. Technologies aimed at preserving natural resources and ecology. This program has given rise to new types of startups and businesses. Attracting customers and interested parties to new types of services requires innovative solutions in terms of advertising and marketing.

Such solutions are provided to us by corporations like Google Inc, Yandex, Facebook and Vkontakte. The main tools for promotion and advertising campaigns at this time are contextual advertising, advertising on partner sites, advertising on video resources and targeting. Also, contextual advertising and targeting tools have the option of remarketing to the target audience collected by analytical CRM systems, or they can choose the audience according to their intentions and interests (Support Google).



In the planning process, statistics have an important role. You can view data on user searches using Google Keyword Planner and Yandex Wordstat. These services not only provide a search result for a key query and statistics, but also help you choose words that are similar in meaning. Also, these services help to filter out negative keywords that will not give inappropriate traffic to the site (Yandex Wordstat). The advertising and analytical company State of Inbound has interviewed more than 10,000

clients of advertising companies and businessmen online (Hubspot.com). According to the results of the survey, more than half of the respondents prefer to get leads, that is, ready-made applications. And the remaining about forty percent want to justify the advertising budget. They are more focused on ROI. This shows that promotion for the sake of image is still affordable, only to larger companies. And they, in turn, prefer ROI indicators.

In the process of media planning, the developer (marketer, manager) selects a criterion for the effectiveness of an advertising campaign and optimizes the media plan, i.e., determines the means and number of advertising outputs in accordance with the selected criterion (Dubolazov V.A., 2008)

The main parameters and concepts of media planning are formulated in the form of quantitative characteristics, which allows a numerical analysis of the planned campaigns. These parameters make it possible to objectively evaluate the effectiveness of the mass media and create various methods for optimizing the promotion of goods and services to the market (Stocholms Stad, 2017). The use of economic modeling in media planning makes it possible to reduce the cost and makes more accessible the development of optimal diaplans, since mathematical methods make it possible to do with less research data needed for quantitative forecasting and analysis of the effectiveness of advertising (Klimin AI, 2007).

The developed economic-mathematical model (EMM) is based on the universal theory of media planning, presented in detail elsewhere (Shmatov, G.A., 2005). Formulation of the problem is as follows. The Media Planning Department of the smart city plans to launch an advertising campaign to attract new customers. The duration of the campaign varies, usually from a month to one year. In our case, the planning period is assumed to be 12 months. The involved advertising media can be very diverse, therefore we base our selection of media sources on the width of coverage and visibility for the target audience: radio, television, the Internet and popular magazines. One can place advertising messages in one, in two or in all four media simultaneously. As the target function we choose the cost of advertising. The aim of this problem is to find out what placement of advertising messages will provide the optimal coverage of the target audience, the desired profit and the average frequency of contacts at the minimum expenditure of funds for implementation of an advertising campaign.

**Results and discussions**

Analytics systems help determine where the user's request came from, how much time he spent on the site, why he didn't perform the target action, from which platform the CTR and ROI are higher. This will work especially well if you create a separate ad group for each keyword within the campaign. And inside the ad group, make several ads for the same type of keywords. In this case, you can identify cost-effective and unprofitable keywords and individual ads and filter them out to further save the advertising budget.

Such analytics systems include Google Analytics, Yandex Metrics, Roistat, AmoCRM, Bittrix 24 and other CRM-based systems. Data for all CRM systems can be uploaded to a separate document such as Excel spreadsheets. Statistics tools and charts are also convenient, they are ready for insertion into a media plan or report on an advertising campaign. Unfortunately, Google Analytics, Yandex Metrics do not give very accurate data, but the spread is not large. Their main weakness is in recognizing a client who has come across several platforms. For example, when a person sees an advertisement on social networks, then he searches for this advertisement in a search engine and comes through a search engine. Roistat perfectly takes into account such moments, but this program is paid in the advanced version. In Roistat, you can get in-depth statistics for each keyword and compare performance ads. If you also connect it to the CRM system and the order processing system and to tie it to the phone, you can get conversion data. For example, how many impressions were there to get a certain number of clicks per day. You can also determine how many applications have arrived and how many of them actually bought the goods.

Remarketing by audience is also carried out through the data collected in these analytics systems. We must separately connect our analytics systems for each search engine. So we can start advertising again for those who saw our advertisement, became interested, but did not buy. Remarketing ads will catch up with the customer in the Display. On Google, this is the Display Network (Display Network), and on Yandex, YAN (Yandex Advertising Network). YAN effectively works with the CIS countries and in Kazakhstan.

The main difference between contextual advertising and the GDN is that you can add media files, photos, animations, and even videos.

The main disadvantage of contextual advertising is that it is expensive in some market segments. For

example, for the word "CRM," the click price in Germany is between twenty-five dollars per click. In Kazakhstan, so far, prices start depending on the industry from tens of cents per click.

Another minus, but for Kazakhstan, this is not Kazakhstan tenge in the currencies of payment for advertising in Google Adwords, since they do not have an office in Kazakhstan. Yandex allows you to pay in domestic currency.

It was determined that for high payback indicators it is not necessary to go in the search results in the first positions. In the search results, the first four issues are ads on special placement, it is in the form of an auction is the most expensive. But even if the clickability is high there, the conversion and return on these types of advertising is low.

The experiment showed that for search advertising, which appears at the bottom of the conversion search and payback is higher. Since potential customers reach the bottom of the page.

Setting up and calculating the budget for each advertising campaign takes a lot of time. But this shortcoming can be fixed by installing programs specifically designed for automatic determination of bids and keywords. Automation is especially important when it comes to large online stores and platform sites.

The main minus of contextual advertising in the short-term result. Interaction with the client is instant. For this reason, it is desirable that the title always matches the client's search query word for word. To do this, even many advertisers use the "Dynamic insertion of headers." The click through contextual advertising is mostly always from real people. Advertising platforms try to prevent budget clashes. Even if this happens, the policy of these companies provides for a budget return.

Recently, SMM has been particularly popular. Large advertising platforms like Facebook simplify advertising tools for regular users. Now anyone has the opportunity to advance on Instagram and Facebook. Since 2018, in the field of social networks, the experiment with Stories has been successful, the post appeared within 24 hours. He attracted the masses of the audience to himself. Ordinary posts have become less visible. And in natural images, advertising goes into Stories. Stories has already included platforms such as VK, Instagram, and Facebook. Survey Results 2 - State of Inbound (Hubspot.com)



*What content distribution channels do you plan to add to your marketing in the next year?*
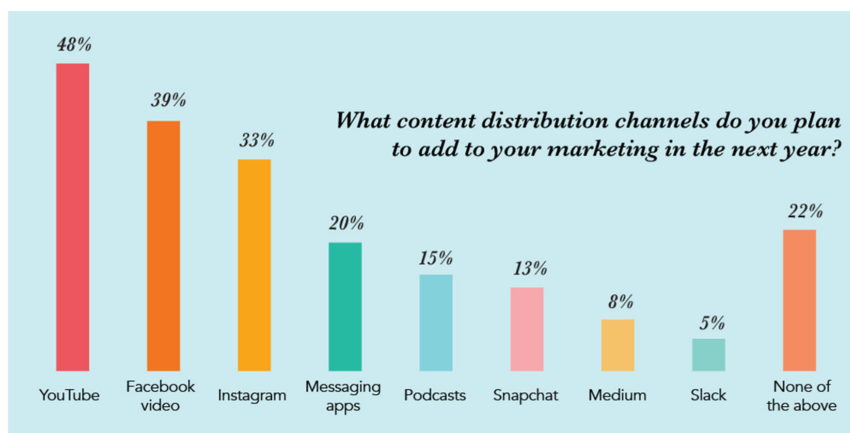
According to forecasts, the State of Inbound worldwide will be the leader in the traffic of advertising video platform of Google - Youtube. Also holds a high position on Instagram and Facebook (Hubspot.com).

The main goal of Stories is to quickly contact, offer bright and instantly get lead. On which later feedback and ordering will be conducted.

**Conclusion**

The dynamic development of advertising implies a rapid decline in interest in a certain new type of advertising. If at the beginning the advertising message was interesting, then recently people have become accustomed to automatically close such messages and filter them out at the subconscious level. Establishment of long-term mutually beneficial relations with the client - this should be the purpose of the advertising campaign.

In the USA, they have already switched to the LTV-based customer service format, since the price of one client, depending on the field of activity, can be from $ 100 or more there. If a service costs $ 100, and it takes the same amount to attract a client, then it's quite natural to try to maintain a relationship

with the client, offer him new types of services or goods or a service. But here quality and service already play a role. The Smart City program is based on service, quality and new technological solutions. Attracting customers is already largely focused on the needs of the client. The mission of advertising is to provide information on the intentions and interests of a person. In 2019, spammed advertising messages will no longer work if this is not of interest to the audience. The audience has become more demanding, therefore, advertising campaigns, service, product quality must meet the requirements of SMART standards.

Methods of promoting innovative products play a crucial role in the implementation of the marketing strategy for smart cities. They have a socio-cultural and psychological impact on the society. In marketing, they are designed to solve the task of generating and stimulating the demand for a new product (Yur'ev V.N., 2009). When promoting newly created or improved products and services in the market, a variety of marketing communications are used. Ensuring comprehensive promotion of a product in the market at all stages of its life cycle is possible only if there is a joint and effective combination of various elements of marketing communications. A special role in the system of promoting innovations belongs to advertising, which is the most flexible and mobile means of promotion. Modern advertising is a rather complex product, which is designed for different groups of consumers and serves for various commercial and non-commercial purposes. Advertising, disseminating information about the availability of goods, the conditions of their purchase and consumption, is involved in the formation of the product offer, and thus the demand. Direct advertising suggests spending a lot of money. Therefore, it is necessary that the spent funds work most efficiently. Successful solution to this problem requires technology media planning. Media planning, as the process of choosing the most effective channels for delivering a message to a selected target audience, is an important component and technological stage of public relations activities. Media planning is closely related to the overall strategy of a communication campaign, definition of a budget and its distribution among media carriers, as well as evaluation of the effectiveness of various sources of media.

Analysis, methodology and conclusions of this work are expected to be relevant and may serve as an educational material for students and specialists in the field of PR and marketing.

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