

INTERNET MARKETING AS A WAY TO PROMOTE PRODUCTS AND SERVICES

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Modern development of Internet marketing requires understanding and scientific study of the processes occurring in internet marketing. According to the definition of the American Marketing Association Internet marketing is a marketing activity based on the principles of the Internet and email, and includes advertising with banner ads, email, optimizing search engines, e-commerce and other tools.

Although most elements of traditional marketing is a development of the Internet, but some have their own characteristics. If we consider the traditional marketing mix 4P (product, price, promotion, and place), then:

- products that are sold by using the online technologies is of high quality;
- prices in shops are lower than the prices in retail stores, due to cost savings;
- a set of measures directed at promoting both its own site and online catalog. These tools cover a large amount of tools, search engine optimization, contextual advertising, banner advertising, e-mail- marketing, affiliate marketing, viral marketing, hidden marketing, interactive advertising, blogging, etc.;
- place of sale is the site. Success depends on the sale of graphic design, its quality and speed of processing applications from the site etc.

The aim of internet marketing is to analyze the demand, i.e. gathering of statistical data to determine the purchasing power of potential consumers.

The policy of communication in the Internet uses a number of tools: Website, SEO, display advertising contextual advertising, direct-marketing, (SMS (SMO), blogging, viral marketing, SMS - marketing, infographics etc. These online tools are used by online shopping in the markets B2C and B2B, and to promote the brand of the company.

It should be noted that the market for B2C focused on ordinary consumers, while market B2B - work with legal entities, i.e. with other business:

- on market B2B advertising using more specific information than in the field of B2C, where priority is given to bright video of entertainment promotions, etc.;

- System sales on the market B2B is more personalized and interpersonal, unlike B2C;

- the main task of the company in the B2B market is to show how the product or service helps corporate customers to increase the level of income or reduce costs, while the task for B2C market is sales as larger volumes of goods.

Analyzing Internet marketing tools, it is impossible to determine which ones are most effective. This is due to the fact that to achieve the goals the company should use the elements of promotion depending on the particular situation and the allocated budget. This will help to create an effective system of online communications and enhance participation of Ukrainian companies in the global business space.

References:

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