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INTERNET MARKETING IN THE MODERN WORLD

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Резюме – в данной статье рассматриваются современные тенденции развития маркетинга в Интернете, а также анализируется влияние интернет-маркетинга на развитие компаний и предприятий.

Resume – modern trends in internet marketing are discussed in this article. It also analyzes the impact of Internet marketing on the development of companies and businesses.

Introduction. Currently a large number of companies and firms are starting to promote themselves on the Internet through advertising. A lot of studies show that the sales of these businesses are increasing. The official website, accounts in Instagram, VKontakte and Facebook are the internet space in which companies show their goods and services, attracting customers. However, the presence of these resources alone does not guarantee customer loyalty and increased sales. The purpose of the article is to analyze the trends in the development of marketing on the Internet, as well as to determine the impact of internet marketing on the development of companies and enterprises.

The main part. In order for an Internet resource to work for a company, consistent and professional work with the portal and social media accounts is necessary. Today traditional marketers are being helped by SEO specialists, SMM specialists, contextual advertising specialists – those who can bring the work of Internet resources to a new level, which in turn will lead to an increase in sales. Internet marketing is a complex of measures and techniques designed to attract the attention of the audience to the goods and services and to maximize the effect of their promotion. The main purpose of these activities is to attract new users to the company's website, to interest them in the content, to increase sales [2]. Internet marketing in a complex uses all available channels of advertising and promotion of resources on the web. The main tools of internet marketing are SEO optimization (promotion in search engines), Email marketing, advertising in social networks, contextual advertising, banner advertising, traffic arbitrage. In traditional marketing, the main task is to correctly identify customer needs and create the conditions for its satisfaction with the subsequent receipt of benefits. We are talking about specific customers and the audience in general. The main thing is to establish long-term and prospective contact with the customer, to increase demand and sales.

Let's consider the basic elements of internet marketing: Product or service, Cost, Promotion, Point of Sale, Target Audience. The product must have uniqueness to be competitive. Quality and uniqueness will make it stand out from the mass of counterparts not only in the online environment, but also in conventional stores [3]. Internet sales provide an opportunity to reduce the price of the product due to the lack of rent and a large number of employees. The point is to promote both the Internet resource as a whole and the goods placed on it individually. Here just connect such tools as SEO-optimization, contextual advertising, banners, communication with subscribers in social networks, work with bloggers. In order to make an official website work and functional, it should have an attractive design, be user-friendly, intuitive, have quality content and arouse trust. It is necessary to correctly determine the main target audience. Without a competent definition of its target audience and its needs, it is difficult to implement all the basic elements of internet marketing. Internet marketing is progressively developing, and today there are certain tools that should be paid special attention to. One of them is the use of multichannel marketing. Most companies have come to the conclusion that maintaining a website, social media accounts, email distribution, contextual advertising - this is a separate huge layer of work that requires knowledge and professionalism from the person who does it. Writing quality content is also very important. Often company owners are not aware of the fact that properly written content can bring a huge benefit to the company. A person interested in the blog, will think about buying your product and can stay with you for a long time. Here it is important to find a specialist who not only knows the tricks of internet marketing, but also has a creative streak [1]. You can't forget about Offline and Online Mutual Integration. It's important for companies today to establish a working connection between virtual and real outlets. A spoiled customer won't wait a week for a parcel from an online store if a competitor's delivery takes 2 days. Pickup points also make life easier for the customer and the store.

Conclusion. In conclusion we should say that internet marketing depends on many aspects: global sentiment in society, increasing the share of video and graphics in internet marketing, development of widget marketing, development of new marketing channels, development of consumer feedback channels, copyright protection. If a company succeeds in all of these aspects, internet marketing will help to promote that company and will increase its profitability.

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