

If we talk about people who do not work in such companies, we can distinguish those who work with video editing. The fact is that this technology is associated with the PP (Picture in Picture) technology, which reduces the time of rendering a video by 20-30%.

From these examples, we can conclude that this technology gives a sufficient advantage when working with video materials. However, it has 1 significant drawback-the price. The fact is that this is a new technology and for its stable operation, you need high-performance video cards (the RTX line presented above), and their prices are from \$2500. In this price segment, there are video cards without this technology, but at the same time, showing better performance. On weaker video cards, this technology is extremely unstable. From this we can conclude that the average person does not make sense to buy video cards with this technology.

In the financial report for the 4th quarter of 2018, we can note that the company's profit increased by 34% compared to the 3rd quarter. This was caused by a stunning advertising campaign, with the participation of the world brand Electronic Arts. Many large companies, such as EA, Activision, Ubisoft, and Sony have implemented this technology in the production of their games. However, as stated in the same report : only 70% of these video cards were purchased in stores or outlets.

This has affected the company's future. Because many major game studios have already bought these video cards, it remains to sell them to ordinary people, but because of the high price, they did not sell as well as we would like : in the second quarter of 2019, the profit fell by 11%, and in 4 fell by another 53%. Because of the huge losses, the company's stock fell significantly and it had to release a line of cheap video cards to cover its losses. Although even there they included this technology. This resulted in a significant loss of performance and frequent crashes.

Conclusion. We should assume that these video cards will become popular when their prices fall by at least 30-40%

This means that although this technology is completely new on the market and attracts the attention of a large number of people, it is not profitable to implement it in video cards.

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INTERNET MARKETING

*A.B. Вандич, студент группы 10507119 ФММП БНТУ,
научный руководитель - старший преподаватель Н.П. Буланова*

Summary - This article deals with the issue of how the Internet marketing works nowadays, its main trends, directions and ways of interaction between the brand and the client.

Резюме - в данной статье рассматривается, как в настоящее время работает интернет-маркетинг и его основные тенденции, направления, способы взаимодействия между брендом и клиентом.

Introduction. Now marketers are working faster than ever before to keep up with the interests and preferences of the Internet audience. A huge number of tools and methods have been developed specifically for marketing and advertising professionals working in an online environment. Using the Internet technologies in marketing can bring real savings and profits. This is due to the great benefits and amenities that both consumers and firms receive. In the already existing global computerization, the role of marketing on the Internet has grown significantly.

The use of the phrase Internet marketing usually implies the use of direct response marketing strategies, which are traditionally used in direct mail, radio and television commercials, only here they are applied to the business space on the Internet. These methods have proved very effective when used on the Internet, thanks to the ability to accurately track statistics, multiplied by the ability to be in relatively constant contact with consumers. Internet marketing primarily provides consumers with the opportunity to get information about products. Any potential consumer can use the Internet to get information about the product, as well as buy it. Although, if there is no information about the product, or he does not find it, then most likely he will buy the product from the competitor.

Therefore, it is important to constantly conduct research in which we can find out the best ways to attract customers, how to better interact with them, in order to increase the effectiveness of sales and promote your brand. As a result of the research, we can identify the main modern methods used in digital marketing in 2020.

The main part. In 2020, there are new marketing trends alongside some older, ongoing trends that are still effective. The first trend is voice searches. Voice searches - as more people use digital assistants like Alexa or Siri, SEO lean further towards voice searches, with keywords based on how people talk, not type. According to various studies, more than 25% of US residents use smart speakers such as Google Home, Amazon Echo. And more than 30 % of users use a voice assistant such as Google Assistant and Siri. It is assumed that this figure will exceed 50% [1, p. 344]. All this data makes voice search one of the main trends in digital marketing in 2020. In particular, it is very important to enable the use of search queries with a long "tail". For example, the query "how to make vegan cakes?" instead of requesting "Vegan cakes".

The second trend is chatbots. Chatbots are personal assistance without the personnel; 2020 tech breathes new "life" into chatbots, making them more convincing than years past. Over the past few years, we have been communicating with chatbots more and more often. Thanks to artificial intelligence and machine learning, chatbots are becoming more sophisticated and useful. At the same time, they are able to process more and more complex queries. In 2020, these technologies will be further developed and integrated into the company's websites. These technologies make it easier and more efficient to serve customers online. Moreover, Facebook is testing the possibility of integrating such services into its own messengers, which means that it will simplify the construction of chatbots for business. Thanks to this service, any page can set up chatbots to answer the most frequently asked questions, as well as for booking and shopping. And since this technology seems to be extremely effective to everyone, it is likely that other social platforms will do something similar.

And the third is video marketing. Video marketing is becoming more available. Video remains a trend of the 21st century. The most important trend is live broadcasts on all platforms: Facebook, Youtube, Vkontakte, Snapchat, TikTok, and so on. This is because broadcasts are viewed up to three times longer than regular videos.

With those existing trends in mind, here are the new digital marketing trends 2020. For example, shoppable posts, micro-influencers and interactive content.

Shoppable posts (social commerce). For the longest time, businesses were wondering how to get their social media followers to visit their online stores. Now, they no longer need to. We all understand that social networks are a huge and important part of digital marketing. Approximately 60 % of users claim to discover products and services using Instagram. And in a survey of more than 4,000 Pinterest users, about 70% said that the service helps them find new products [2, p. 168]. Smart platforms have accepted the fact that it is convenient for people to make purchases through social networks and have simplified the possibility of communication between the customer and the brand. Instagram Facebook and Pinterest will create all the opportunities for simplified trading using social media over the past few years. Therefore, analyzing the tests of the past year, we can say that this year we expect more and more publications with integrated products with the possibility of viewing information and online ordering. For online stores, this is a great way to attract a new audience.

Micro-influencers. Influencer marketing has been a digital marketing trend for a few years now. It has been so successful, though, that big-time influencers are now calling the shots. It's not enough to send them a free sample in hopes they'll review it—there's payment tables and pricing lists. Social media "influence" is now a commodity, and an expensive one at that. Rather than competing with global enterprises for the top-tier influencers, small- and medium-sized businesses are opting instead to work with small- and medium-sized influencers. Micro-influencer is a term that is used more and more lately. It refers to the medium-sized influencers with narrower niches—popular enough to be influential, still in touch with their followers and not overloaded with sponsorship offers. In addition to being more affordable, micro-influencers also often have a better engagement rate than the more popular influencers. Because they have less followers, they can dedicate more personal time to each one. Moreover, it is easier to specialize in a niche with micro-influencers, as they often represent niches themselves. A study from Adweek revealed just how effective micro-influencers are. Categorized as accounts with around 30,000 followers, micro-influencers had 60% higher engagement while being 6.7 more cost-effective than influencers with more followers [3, p. 252].

Interactive content. Up to 91% of buyers on the Internet are looking for interactive content. And in 2020, content marketing will shift its focus to provide the most relevant responses to users: interactive widgets, augmented reality publications, 360 videos, surveys, and quizzes. This content gives users a reason to stay longer on the site, which increases the behavioral characteristics of the site. At the same time, such content is extremely useful, because it helps a person find an answer specifically to their question. Sharing such content with users increases brand awareness.

Conclusion. Digital marketing is constantly changing. That is why it is very important to forecast and implement modern tools and technologies in time. And a large part of our work is to always be aware of future trends, so that our clients' digital marketing companies are effective.

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