

МАРКЕТИНГ

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APPLICATION OF INTERNET MARKETING IN ACTIVITY ENTERPRISES

Abstract. The article highlights the essence of Internet marketing, its role and opportunities in the distribution of goods and services. I determined the advantages of digital marketing in modern conditions. The purpose of the study is to consider the features of the use of Internet marketing tools, types of distribution channels, interaction with various spheres of consumer life, and to identify features that should be applied in the activities of enterprises. The automated system of information processes is a strategic factor of competition. The tools of interactive marketing are e-mail, promo site, website, mobile messages, and the use of e-commerce. At the current stage of informatization of society, this technology is the most significant in the complex of information solutions and is gradually absorbing all the above-listed information technologies of interaction. Channels that I considered as ways of promoting goods and services in a complex of marketing communications, indicating the advantages of each of them. The main advantages of digital marketing in modern conditions are interactivity; absence of territorial restrictions; easy access to resources; attraction of the target audience; the ability to quickly assess the promotion company being conducted and manage events in real time. The functions of interactive marketing are the study of sales; study of pricing; study of advertising; study of consumer wishes; assortment planning; sales promotion. The use of a system of Internet marketing tools will provide an opportunity to conduct business more effectively on the Internet, that is, to reduce production costs, carry out effective marketing research, automate the processes of buying and selling and informing customers, conduct market analysis, and increase the effectiveness of buyer-seller interaction. Companies large and small, despite the aforementioned difficulties, are quickly including interactive marketing in the list of marketing tools used. In the 21st century, interactive marketing will prove to everyone that it is capable of becoming a powerful tool for creating sustainable relationships with customers, improving sales performance, providing customers with information about the company and the products it manufactures, for more efficient and cheaper delivery of goods and services to end consumers.

Keywords: Internet Marketing, Marketing Activity, Internet, Information Technology, Communications, Usage Levels, Benefits, Profitability.

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Introduction. The development of the Internet brings changes in marketing and affects the structure of the economy as a whole. The resulting transformation of business processes allows us to argue for the emergence of a global network economy. Its main elements are e-business, e-commerce, interactive marketing. The need to form the concept of interactive marketing arose relatively recently and is due to the wider use of Internet technologies in marketing activities.

The Internet is characterized by a significant number of peer relationships. This allows to create unique models and formats of cooperation of the participants of the global network. One of the important tasks of enterprise management is the correct application of Internet technologies. Therefore, the issue of adapting new knowledge and finding a new tool for harmonizing marketing activities in these conditions remains relevant. This justifies the need to allocate Internet marketing a separate place in marketing

activities, conduct research and develop recommendations for its practical application.

At the same time, in today's conditions of ever-increasing competition, accelerated technological development and socialization with the help of web resources, traditional marketing no longer brings the desired results and does not guarantee successful sales. There is no shortage of goods and services in the world, but there is a shortage of buyers. Companies, in turn, compete with each other for attention, so companies and corporations feel the need to implement new interactive marketing tactics to attract customers.

Nowadays, the marketing strategy of any enterprise is not complete without promotion on the Internet. Almost every company uses at least one online marketing tool. Internet marketing is a powerful tool for promoting goods and services, which, when properly used, can produce impressive results. This testifies to the relevance of the chosen direction of research.

Main goal of research. The purpose of research is to study the features of using Internet marketing tools, types of distribution channels, interaction with various areas of consumer life, and also to determine the characteristics that should be applied in the activities of enterprises.

Task of research. Consider features of using Internet marketing methods in sales.

Object of research. Channels of different types Internet marketing distribution.

Subject of research. Complex of theoretical, statistic and practice questions that associated with using different Internet marketing instruments

Literature review. Scientists: E. A. Paprocki (2014) was engaged in researching the problems of Internet marketing in the company's activities. By S. Semenyuk (2012) was determined essential of interactive marketing and its instruments; G. Wiedemann (2001) marked the beginning of a new era for direct and interactive marketing; S. M. Ilyashenko (2011) characterized modern tendencies of internet technologies using in marketing; similar work was carried out by Kirithi Kalyanam & Shelby McIntyre (2002), who summarized the taxonomy for e-marketing techniques; N. Sinha, V. Ahuja and Y. Medury (2011) came to the conclusion that electronic marketing facilitates the formation of consumer-brand loyalty; G. O. Shklyayeva (2014) was considered methodological directions of forming and administrating interactive marketing communications; O. Popov (2013) and T. Borisova (2017) described most effective internet-marketing instruments; V. Zanora (2018) outlined theoretical and methodological base of using marketing in internet; S. Kasyan and D. Yuferova (2020) proposed order for choosing internet-strategy; I. R. Zubenko (n.d.) invented perception and

meaning of e-commerce; A. Pavlenko (2003) described the essence of marketing under the conditions of market relations and competition; Ya. Fedorak (2007) – mobile marketing as new tendencies of internet marketing development; N. Hrynyk (2011) – development of mobile marketing in Ukraine; P. A. Orlov (2012) – marketing methodology; O. Shliaha (2019) perspectives and reality of mobile marketing; V. Mazurenko (n.d.) – development of mobile marketing in Ukraine; A. Shelestun (2014) – instruments of mobile marketing and others. But they do not consider in sufficient detail the specifics of the development of Internet marketing, as it is a relatively new and dynamic concept that requires study, given its underdevelopment in Ukraine. Currently, those companies that do not include this in their marketing plan are missing opportunities to attract a wider target audience with greater needs and opportunities.

Main research material. Today, information technologies is a leading tool for effective marketing activities, they have an important strategic importance for enterprises. It is the automated system of information processes that is a competition strategic factor. With the help of information technologies, it is possible to obtain a fairly large amount of information about the state of the market and other indicators necessary for marketing research, which determine the trajectory of promotion of goods and services demanded by consumers.

In connection with the Internet development and the growth of the interactive environment, most marketers no longer show the previous distrust, but perceive it as a new opportunity to attract users and establish a feedback relationship with them. In marketing, the possibilities of interactive media are increasingly used, which fundamentally changes the approach of companies to it and to communications. Currently, interactive marketing is used in both industrial and consumer markets. At the same time, it is necessary to note the active role of Internet users in this process, because the network allows them to get all the necessary information about the product they are interested in, share their impressions of the purchase or spend minimal time to search for information and direct purchase. Speaking of businesses, interactive marketing also allows you to lower prices and increase trade profitability. Accordingly, most market participants perceive their own Internet resource as a mandatory means of communication for promoting products, goods and services on the market. In this regard, progressive interactive tools are used in marketing activities, capable of both effectively positioning the company and brand, as well as forming consumer loyalty based on digital technologies, are becoming more and more popular.

In literature used terms "Internet marketing",

"interactive marketing" are. , "digital marketing".

Today interactive (or digital) marketing is a type of marketing activity that includes the use of various forms of digital channels to interact with consumers and other market participants (Semenyuk, 2012). Digital channels include television, radio, the Internet, social media, and more (Paprocki, 2014). Of course, digital marketing is most closely intertwined with online marketing, but it also uses other technologies that allow you to reach the target audience even in an offline environment (use of applications in phones, sms/mms, advertising displays on the street, etc.). Most often, digital marketing is perceived as the most obscure communication tool, companies are aware of its prospects in terms of phenomenal growth, but do not understand how to properly use and evaluate effectiveness, do not believe in the impact of digital communications on sales and do not fully understand what goals can be achieved with its help.

Research methodology. The main advantages of digital marketing in today's environment are interactivity; absence of territorial restrictions; easy access to resources; attraction of the target audience; the ability to quickly evaluate ongoing advertising campaigns and manage events in real time.

Interactive marketing is a type of direct marketing, the purpose of which is communication between the seller and the buyer for the promotion of a certain product, which includes the direct involvement of the latter in the process of marketing activities with the help of information technologies online.

The main tools of interactive marketing include email, advertising site, website, mobile messaging, use of e-commerce, etc. The lion's share of tools are connected to the Internet.

The revolution in information technology is changing the traditional way of doing business. Electronic commerce levels the playing field in conventional competition, allowing large and small companies to compete on the level of quality, price, assortment of goods and provides access to the global market (Shklyayeva, 2014). The importance of using Internet technologies in marketing is difficult to overestimate. At the current stage of informatization of society, this technology is the most significant in the complex of information solutions and is gradually absorbing all the above-mentioned interaction information technologies.

Define multiple levels of Internet usage. From the point of view of marketing, some of them can claim a real concept of full use of Internet technologies in marketing.

1. Using the Internet as a means of finding information and ordering goods and services. This is a rather passive way of using the Internet.

2. It allows you to get new information,

save time, but the possibilities of the Internet are much wider.

3. "Mandatory attendance". Having an organization website with information about the company and the products it offers.

4. Separation of the Internet into a "separate business".

5. Incorporating the Internet into the value chain.

At this level, the structure of the business itself is preserved, and although the Internet performs an auxiliary function, it allows to significantly increase its efficiency. It should be noted that this level of Internet usage reflects the real concept of e-business. Accordingly, the need to use the potential of digital (interactive) marketing is growing (Popov, 2013).

Interactive marketing has a two-way effect when the consumer is not a passive subject, but actively interacts with the company. This strategy of actively involving the user in marketing activities motivates a person not only to buy the product, but also to give a certain feedback about the product. Thus, interactive marketing fundamentally changed the role of buyers: they turned from passive observers into full participants in economic life (Yarlykov, 2013), thereby forming trusting relationships between the seller and the buyer. During communication with consumers, the business has the opportunity to study specific needs and desires, including by creating appropriate databases (Uspensky, 2003).

Functions of interactive marketing - sales research; price studies; advertising research; research of consumer wishes; assortment planning; sales promotion.

Interactive marketing interacts with a large number of spheres of human activity: music, advertising, banking, online auctions, etc.

The main channel of interactive marketing remains the Internet, which is considered as one of the methods of promotion in the complex of marketing communications - Internet advertising, e-mail, websites, search marketing. In general, brands have different effects on sales processes (and not only online) of different groups of goods and services (Pavlenko, 2003).

Main results. Product placement in online games involves integrating the advertised product or brand into the game. This is a technique of implicit (hidden) advertising, which consists in the fact that the props used by the characters have a real commercial counterpart. Usually shown the product or its logo, or the irrigation quality is mentioned. In game industry, most suitable are online games and business simulators, where the main elements of the online game are goods, services and brands. The benefits of product placement in online games ensure audience loyalty to the brands promoted in this way; allows establishing a high level of con-

tact between the advertiser and each user (Fedorak, 2007).

SMM (social media marketing - promotion in social networks) and SMO (social media optimization - site optimization for social networks) - includes the creation of your thematic group and its further promotion; attracting new members to the group; informing participants about the company's activities; maintaining interest in the group by posting content, invitations to various events of network participants, etc.

The advantages of advertising in social networks (Hrynyk, 2011) are the possibility of choosing a target audience with precise targeting; constant maintenance of contact with potential clients; the ability to inform customers about new company offers; increasing loyalty to the company.

Product rating and comparison sites are sites that specialize in product evaluations by experts or users. Here are editors' notes, demo videos, user ratings, and expert opinions. Reviews, as a rule, are both positive and negative. Advantages: positive impact on the company's reputation; achieve the "word of mouth" effect, which will result in increased sales.

Podcasting (from English Podcasting, from iPod and English Broadcasting — universal broadcasting, broadcasting) is the process of creating and distributing audio or video files (podcasts) in the style of radio and television broadcasts by the Internet (broadcasting by the Internet) (Fedorak, 2007).

Advantages of podcasting: it allows you to significantly increase the number of visits to the resource; the ability to present information in a more visual way; new opportunities for communication with target audiences¹.

According to the results of School of Engineering and Applied Sciences of Columbia University research, it is known that about 30% of companies consider blogs as a means of communication with potential customers. All blogs provide feedback to readers who can leave their comments below the blog post.

A blog is a type of dynamic thematic site on which communication between people takes place in the form of discussion of certain issues raised by the blog author or his visitors.

Advantages of blogs: The blog format is more convenient for group interaction than e-mail, instant messaging, etc.; the possibility of creating a virtual community on a certain topic. Unique, interesting content published on a blog can attract a fairly large audience and establish the reputation of its author as an expert in a particular field. This, in turn, will replenish the

ranks of his loyal customers and potential customers (Orlov, 2012).

Direct (direct) marketing - refers to the company's external activity on the Internet (outbound marketing - activity outside the site), that is, the distribution of the company's marketing message outside the site. In the digital environment, it acquires its own characteristics. It is mainly used in the form of personal e-mail, Skype, RSS, ICQ and other direct messages. Advantages of direct marketing: the recipients of the letters themselves register for the newsletter, which guarantees a targeted information impact; the possibility of establishing permanent business relations with users, measuring their reaction to relevant complaints; the possibility of obtaining a quick reaction of the market to the commercial proposals; high promptness of creating information messages and the possibility of their adjustment depending on the reaction of users.

e-CRM (Customer Relationship Management) systems – corporate internet service-type systems, with the help of which the company's communication systems with customers are brought to the Internet. The main task is to organize marketing, sales and service services according to the "customer". The Internet, as a new communication environment, allowed to expand the scope of use e-CRM systems and bring a new quality to them.

Advantages of e-CRM systems: provides collection of communications over the Internet and storage information about customers; allows you to make analytical conclusions based on accurate information and, on this basis, make effective decisions on interaction with customers; supports mailing, creation of lists by criteria; provides an individual approach to customer service with minimal costs².

In order to create the most objective statistics and cover all Internet marketing methods, was observed different branches of online sales and reviewed a lot of information channels, such: SEO, paid search advertising (like Google Ads), content and media advertising, banner advertising, SMM, Email marketing, referral (partner) marketing, teaser advertising.

Was analyzed Internet stores that represents the following areas of trade: auto goods (24.7%), electronics (21.2%), cosmetics (5.9%), furniture (11.8%), equipment and tools (10.1%), household appliances (17.6%), repairs (9.2%), sports goods (5.2%), household goods (16.5%), goods for children (10.9%), hobbies (5.6%), jewelry (5.1%), accessories (6.2%), software (4.2%).

¹ The problem of SMS-spam in Ukraine. 2010. URL: <http://mobileinsider.net/sms-spam-in-ukraine> (дата звернення: 09.09.2022).

² Mobile marketing. URL: http://uk.wikipedia.org/wiki/Mobile_marketing (дата звернення: 19.09.2022).

During our research we used data from such CMS services, which are used to create online store sites: OpenCart (20.6%), Bitrix (11.1%), CScart (11.5%), Horishop (4.5%), Joomla (5.9%), ImageCMS (6.1%), Prestashop (5.3%), Tilda (4%), nethouse (4.9%), VIS-À-VIS (4.2%), magazinus (5%), self-written (16.9%).

To organize work with customers, online stores use various CRM systems: Bitrix (18.8%) and 1C.

We concluded that in Ukraine the most popular marketplaces among participants are Rozetka (19.8%), Prom.ua (22.7%), Allo.ua (7.3%), F.ua (12%), Bigl.ua (4, 9%), Hotline (13.3%), price.ua (5%).

We discovered that business in our country the most actively used to promote their sites of the online stores by such Internet-marketing technology: SEO (76.5%), paid search advertising (82.4%), contextual media advertising (52.9%), banner advertising (17.6%), SMM (35.3%), email marketing (15.2%), referral (partner) marketing (23.5%), teaser advertising (6.2%). Regarding social networks, except for Facebook (Meta) - 82.4%, YouTube - 47.1% and Instagram - 76.5%, also actively use Twitter - 27.2%, Pinterest - 11.8%, Viber - 17.6%, Telegram - 29.4% LinkedIn - 5.6%. SEO and paid search advertising (Google Ads) bring the most profit among Internet marketing channels.

According to the current trends of online promotion, more traffic on the websites of online stores is brought by users of mobile devices.

Google Analytics data is analyzed every day. The greatest attention is paid to the following metrics: traffic growth (58.8%); number of new users (41.2%); growth in the number of transactions (52.9%); length of stay of visitors (23.5%); number of pages viewed (17.6%).

Among the usability indicators, the following metrics are monitored: percentage of rejections (58.8%); abandoned baskets (52.9%); screen scrolling (6.2%); events for a certain button (17.6%); clicks on elements (23.6%); se-

quence of clicks on pages (11.8%); users without a single click (26.3%)¹.

The use of a Internet marketing tools will allow you to conduct business on the Internet more effectively, that is, reduce the cost of products, conduct effective marketing research, automate the processes of buying and selling and informing customers, conduct market analysis and increase the effectiveness of buyer-seller interaction.

The use of Internet marketing tools motivates consumers to become full participants in economic life and formed lifelong relationships between seller and buyer. The types of Internet marketing distribution channels are defined and analyzed; their interaction with various spheres of life in relation to the introduction of the latter's advantages and increasing the effectiveness of their distribution and influence on various spheres of human activity

Companies large and small, despite the aforementioned difficulties, are quickly including interactive marketing in the list of marketing tools used. In the 21st century, interactive marketing will prove to all that it can become a powerful tool for building sustainable relationships with customers, improving sales, provide information to customers about the company and the products it produces, for more efficient and cheaper delivery of goods and services to end users.

Conclusions. The statistical data that was researched highlight the current trends in the development of Internet marketing and indicate their manifestations in Ukrainian E-commerce.

It's not so important in what field of online sales business work and how big Internet shop in Ukraine, there are general features of development and general directions of activity in the field of online marketing and website promotion: emphasis on mobile devices, careful monitoring of site performance indicators, active development of video marketing and the rapid growth of the usability influence.

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¹ Дослідження Ukraine`s eCommerce Digital Marketing. 2020. URL: <https://www.plerdy.com/ua/blog/ukraine-ecommerce-marketing-survey/> (дата звернення: 19.09.2022).

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ЗАСТОСУВАННЯ ІНТЕРНЕТ-МАРКЕТИНГУ В ДІЯЛЬНОСТІ ПІДПРИЄМСТВ

У статті висвітлюється сутність Інтернет-маркетингу, його роль і можливості в розповсюдженні товарів і послуг. Визначено переваги цифрового маркетингу в сучасних умовах. Мета дослідження – розглянути особливості використання інструментів інтернет-маркетингу, типи каналів збуту, взаємодію з різними сферами споживчого життя та виявити особливості, які доцільно застосовувати в діяльності підприємств. Автоматизована система інформаційних процесів є стратегічним фактором конкуренції. Інструментами інтерактивного маркетингу є електронна пошта, промо-сайт, веб-сайт, мобільні повідомлення, використання електронної комерції. На сучасному етапі інформатизації суспільства ця технологія є найбільш значимою в комплексі інформаційних рішень і поступово поглинає всі перелічені вище інформаційні технології взаємодії. Її канали розглядаються як способи просування товарів і послуг у комплексі маркетингових комунікацій із зазначенням переваг кожного з них. Основними перевагами цифрового маркетингу в сучасних умовах є інтерактивність; відсутність територіальних обмежень; легкий доступ до ресурсів; залучення цільової аудиторії; можливість швидко оцінити промокомпанію, що проводиться, і керувати подіями в режимі реального часу. Функціями інтерактивного маркетингу є вивчення збуту; вивчення ціноутворення; вивчення реклами; вивчення побажань споживачів; планування асортименту; стимулювання збуту. Використання системи інструментів Інтернет-маркетингу надасть можливість більш ефективно вести бізнес в Інтернеті, тобто знизити витрати на виробництво, проводити ефективні маркетингові дослідження, автоматизувати процеси купівлі-продажу та інформування клієнтів, проводити аналіз ринку, а також підвищення ефективності взаємодії покупця і продавця. Великі та малі компанії, незважаючи на вищезазначені труднощі, швидко включають інтерактивний маркетинг у список використовуваних маркетингових інструментів. У 21 столітті інтерактивний маркетинг доведе всім, що він здатний стати потужним інструментом для створення стійких відносин із клієнтами, покращення ефективності продажів, надання клієнтам інформації

про компанію та продукти, які вона виробляє, для ефективнішої та дешевшої доставки товарів і послуг кінцевим споживачам.

Ключові слова: інтернет-маркетинг, маркетингова діяльність, Інтернет, інформаційні технології, комунікації, рівень використання, переваги, прибутковість.

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