

ESSENCE, OBJECTIVES, ADVANTAGES AND PROSPECTS FOR THE DEVELOPMENT OF INTERNET MARKETING

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ABSTRACT

Information technologies cover all spheres of our life. Marketing is no exception. The rapid development of devices and free access to the Internet from anywhere in the world are the main factors influencing the formation of marketing trends of the future and are an urgent topic at the present stage. Marketing of the future is based on the fact that the means of innovative technologies occupy a central place in the interaction between seller and buyer.

KEYWORDS

marketing, marketing,
information technology,
marketing tools, Internet.

Internet marketing is a set of marketing tools that help attract new customers and retain old ones. In terms of tools and channels of promotion, Internet marketing is very similar to Digital Market [1]. A huge advantage of the tools they use is accessibility - almost anyone can make a website or start running a page of their business on social networks, but the first problems of Internet marketing immediately manifests themselves.

There are various approaches to the concept of Internet marketing in the scientific literature. Let's look at some of them. Thus, I.V. Alekseev considers Internet marketing as a section of marketing aimed at studying the principles of interaction of economic entities on the Internet in order to develop universal systems for making profit and meeting the social needs of society [2].

Vekshinsky A.A. under the term "internet-marketing" we mean the theory, methodology and organization of marketing and the Internet in the hypermedia environment.

Kitaeva E.O. believes that Internet marketing is often considered as the promotion of any goods and services on the Internet, advertising on the World Wide Web, banner advertising.

A.D. Baranov notes that usually, Internet marketing is understood to mean one thing: contextual advertising, banner advertising, SEO, SMM or even e-mail marketing. In fact, Internet marketing is all taken together, each of which must be used in stages.

We share the point of view of A.D. Baranov and believe that in the combination of "Internet marketing", the key concept is marketing, and not the Internet at all. Of course, the Internet provides huge technical opportunities, but they do not work by themselves. They can only be made effective by meaningful content, an interesting offer and correct presentation.

These and many other definitions can be combined into one. As a result, we get that Internet marketing is a set of measures in the Internet environment that contribute to business development. In other words, it is any marketing activity that is implemented on the Internet. It should be noted that this concept can be an integral part of classical marketing or used independently.

Tasks that are solved by means of Internet marketing tools:

- increase in sales due to the synergistic effect;
- optimization of advertising costs to attract customers;
- increasing awareness of the company's products and services;
- attracting the target audience to the company's website;
- increase the loyalty of existing customers;
- advertising and information support for the launch of new products on the market;
- selection of information distribution channels taking into account the characteristics of the target audience.

Internet marketing has a number of special advantages:

- a potential client can quickly view information about the service goods;
- helps to save the advertising budget;
- expands boundaries - you can control the process from anywhere in the world;
- more accessible and time-consuming advertising channels; the ability to advertise only to the target audience - targeting;
- detailed statistics, conversion tracking, CTR, ROI and other indicators.

The future certainly belongs to Internet marketing, although it is still difficult to predict how actively it will develop, because every day there are many new applications, sites and services that can change everything overnight and set a new vector of development. Nevertheless, the prospects for the development of marketing in the network are the rosiest.

Over the past few years, mobile traffic has already surpassed computer traffic. Based on this, most companies took a different look at brand promotion on the web. Today, many sellers not only have a mobile version of their website, but also offer applications for smart phones. so that consumers can make purchases quickly. Some brands actively maintain their pages on social networks, others keep in touch with customers through micro blogs (Twitter) and Instagram. Advertising in social media and applications is also becoming increasingly popular. This was the driver for the development of Omni-Channel Retail. - an approach to trading that implies the simultaneous use of all physical (offline) and digital (online) communication channels and assumes an innovative opportunity to fully trace the path of the client.

Smirnov A.G. argues that the main advantages of promoting goods using mobile resources are:

- reasonable cost;
- advanced targeting capabilities (target audience selection);
- versatility (suitable for almost all fields of activity);
- high efficiency, since the involvement of users to the resource can be unlimited.

Kitaeva E.O. highlights the main problems of Internet marketing:

1. Search for the target audience. Often the target audience is defined as men and women from 25 to 40 years old.

2. Selection of traffic channels. The first place where all business owners go is Yandex. Direct. Although there are many other channels from Google AdWords and targeting on social networks, then SRA networks and teasers.
3. There is no automation - most of the settings and processes are custom-made, accordingly, many important points are missed, the budget is merged, and customers pass by. Solution: Machine learning.
4. End-to-end analytics - most often simply not done. Only the number of incoming requests and the conversion rate are recorded.
5. Synchronization of work - when different performers work on the same project (some make the site and others promote it), mistakes inevitably arise that harm the customer.
6. Low frame rate.

Social networks and mobile applications offer a wide range of information services:

- 1) "one-click purchase" - the introduction of the "Buy" button, which allows you to instantly make a purchase of a product you like, without a long search for a link to go (this function is implemented in some popular applications such as Twitter and Instagram);
- 2) "visualization" - video content instead of dry text (YouTube and Facebook);
- 3) "user content" - allows you to study the reviews of other buyers (The pages of popular bloggers on Instagram have become a new and very successful place for advertising);

A powerful driver for improving the advertising of the future is the development of artificial intelligence (AI). Deep learning (complex learning algorithms for modelling high-level abstractions) provide various prospects for using AI in marketing, from global Big Data analysis to self-writing unique content. Already today, AI affects search results, tracks user requests, and also recognizes certain objects in the images.

The most promising opportunities for the use of AI in marketing are "Smart stores" that help to increase convenience when shopping.

- Interactive shelves - you will no longer have to carry heavy baskets to the hypermarket and search for the right product. It will only be enough to drag the necessary goods on the electronic scoreboard into the basket and get it packed at the exit.
 - "Virtual" supermarkets - all products have a QR code, taking a photo of which customers can order products. All purchases will be delivered directly to the buyer.
 - Radio frequency tags instead of barcodes, the purchase amount can be found out thanks to the remote information reading system.
 - Virtual fitting rooms will help you quickly choose the right thing without tedious fitting rooms;
 - Payment for goods using a smartphone - it is enough to attach the device to the terminal for payment.
- The hologram is one of the most promising areas in marketing. It will allow you to influence the buyer in any place where he can make a purchase. Variants of holographic advertising have been developed, which can be touched, which gives new opportunities for demonstrating goods to customers.
- New marketing opportunities are also associated with the advent of emotion recognition technology - you can determine the mood of any person using his smartphone. In practice, the content can be selected with a view to the emotional state of the user.

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