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REALIZATION OF THE MARKETING COMMUNICATION VIA THE INTERNET

The process of global IT development is highly dynamic and the existing opportunities in Ukraine are not completely used. As the number of Internet users is increasing each day and the sphere of influence extending, making business without Internet becomes impossible. Using the Internet tools in marketing communicational system provides such benefits:

- tracking (ability of making analysis of the consumer preferences);
- targeting (accurate sweep of the target group);
- availability;
- interactivity;
- ability to place more useful information for the customers;
- advisory activity or after-sales service at any time;
- boundless working;
- ability of creation of the online communities around the production;
- time economy (especially in the sphere of tourism or finance) and more productivity.

Main methods of using the Internet tools in marketing communication include:

- Opening the Internet “representative office”. There it would be efficient to put the information about the company and production, price lists, professional pieces of advice, articles of the outside experts about the production, ordering form. It is also possible to create an electronic storefront with the capability of booking.

- Advertising through the Internet (in order to attract consumer’s attention to the company’s web-site) include: purchase of words in Internet search systems, placing of the banners, electronic junk mail delivery, etc.

- Outside and inside disposal of the PR articles. Any article of such a kind should consist of the definite problem and the decision of this problem, not simply an advertising of a product.

- The disposal of the information (about the goods and services) in the branch catalogues or expositions. There are also opportunities of getting place in the search results or permanent renovation of the client' information.

Some tips in order not to make typical mistakes in advertising via Internet are:

- Developing the company's Internet "representative office" is mainly the work of marketing specialists. Only after the marketers' conception and structure of the site (corresponding to its functions) IT-professionals realize it technically.

- It is important to take into consideration, that there are some goods and services which can not be advertised via the Internet.

- Using the dishonest methods of advertising such as electronic junk mail or viral advertising can produce negative emotions relative to your company.

References:

1. <http://panov.com.ua/advert.html>
2. www.rup.com.ua
3. www.Management.com.ua