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INTERNET MARKETING

Nowadays it is difficult to find a great company, which does not push itself to the network. Trends of the growing number of market participants who use Internet marketing, you can easily trace by the constant expansion of online shopping sites. At first they were used only like "announcement boards", but now some of them even turned into large corporations with a range of marketing services. E-commerce and Internet marketing are the integral parts of the majority of profitable marketing campaigns. In fact, segment of Internet marketing and advertising is growing both in the consumer sector and the market B2B. The development of Internet marketing in Ukraine largely is possible due to the development and diffusion of the concept of marketing. It involves the management of the needs of all market participants from a position of general, economic and social interests, to reduce economic tensions between the consumer and the producer and to improve the efficiency of market exchanges on mutually beneficial terms. Internet is largely governed by natural economic laws, it can potentially become a kind of link between consumers and producers. Internet marketing - a practice of using all the traditional aspects of online marketing, which includes all the basic marketing mix elements: price, product, place of sale and promotion which offered in the following areas as Internet integration, information management, PR, office work with customers, sales, and more.

The main advantage of Internet marketing is interactivity, the ability to make the most accurate targeting, the ability afterclick-analysis, which leads to maximize the performance of such a conversion site and online advertising ROI. Internet Marketing includes the following elements of the system as: Media advertising, contextual advertising, search marketing and SEO, including promotion of social networks (SMO and SMM), direct marketing with email and RSS, viral marketing, guerrilla marketing.

Internet provides a way to reach large audience with minimal cost of money and time, to automate the service and collection of information for market

research. It gives the opportunity for the effective management of feedback and quickly learning of the current demand. Also internet-marketing makes it possible to be flexible and alter the marketing plans and advertising projects in response to changes in market conditions. Network World - is the best way to find potential partners and investors, especially - abroad, as it allows saving on international phone calls and correspondence. Finally, using the Internet significantly reduces the overhead costs of moving goods and services (in developed countries the cost of internet marketing and advertising are about 5% of total advertising spending) while maintaining the required performance and provides a reduction of investment risk, making this manageable risk. Using of Internet marketing is the primary factor of the success of small companies, especially in the stages of market entry and growth. After all, it not only saves money on wages our sales and advertising, but also expand the company (the transition from local to national and international markets). These large and small companies are more balanced chances in the fight for market share.

The important point is that unlike traditional methods of marketing promotion, internet marketing gives a clear statistical picture of the effectiveness of marketing campaigns.

Thus the using of methods of Internet marketing today is not only an important factor of improving business efficiency, but also is an essential condition for it.