

NEW DIRECTION IN MARKETING – INTERNET MARKETING

The modern world is inconceivable without the World Wide Web network which twist around all aspects of human life and which is a foundation of information society development. For lots of modern people Internet is a fast and the most convenient way of receiving and transmitting information. After analyzing the data, "Russia's first daily online journal on the Internet» (Internet.ru) and online magazine GlobalScience.ru, it may be noted that the number of Internet users is constantly growing As compared with 2008 when the number of users was about 1.4 billion people (about a quarter of the world's population) by 2011 the number in just three years grew to 2 billion people. Along with the growth of Internet users, such as the extent of growing needs of modern man. Marketing, according to the definition of F. Kotler, "... aims to meet the needs and desires of individuals and groups through the creation of proposals, with the value of goods and services and the free exchange of them". Accordingly, such a lot of attention from the public to this resource could not go unnoticed marketing services company enterprising, because through internet resources meeting the needs of the highest quality.

This gave impetus to the development of fundamentally new direction in marketing - Internet marketing. Internet marketing has the following exclusive benefits:

1. Access to global information resources;
2. Covers a broad audience;
3. Characterized by rapid and reliable feedback, which facilitates the ongoing evaluation of the effectiveness of marketing policy.

In order to attract users to the Internet marketing uses a number of tools that allows you to quickly meet the needs of all kinds (Fig. 1).

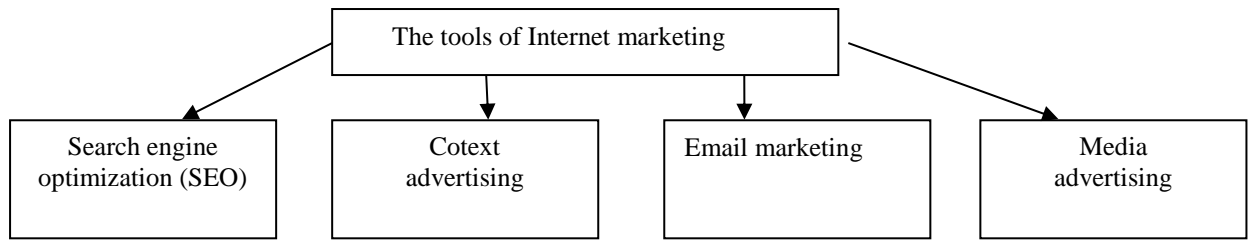


Fig.1 The tools of Internet marketing

They are divided into search engine optimization (SEO), contextual advertising, Email marketing and media advertising.

Along with information requests Internet users make requests tranzatsionnye to find a product, available stays, and services. The tool of internet marketing search engine optimization (SEO) is focused on rising the site positions in search engines result to certain users' queries. Being on the first positions provides some traffic to the site, which entails a higher probability of transactions. Disadvantages of this method are the constant need to develop the site, the dependence on search engines and long-term progress.

Context advertising is displayed to users who are interested in advertise goods and services. It is directed to specific target audience and is perceived as extra non-intrusive information. Context advertising can be in the form of search advertising, as a response to the user request, and in the form of context-sensitive advertising, in the context of the page content.

Email marketing use E-mail like a tool to attract users. Using Email Marketing, you can see how many people had read newsletter, and who came to your site for more information.

Media advertising is a graphic advertising, razmeschaennuyu sites. It aims at the maximum audience and formation of a stable association with the brand specific product or service, that as a consequence leads to increased brand awareness and strengthens the company's image. Media advertising starts to work only with constant and intensive presence in the information environment.

After attracting customers to the site there is a certain sequence, representing

a desired action from the buyer the seller's point of view (Fig. 2).

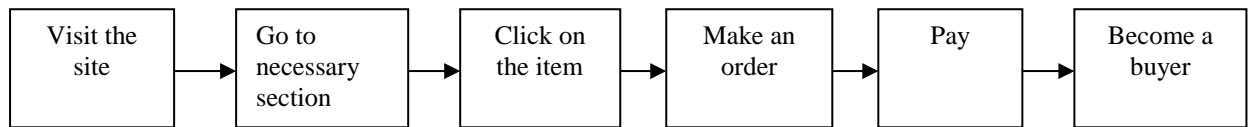


Fig.2 The sequence of a buyer actions from the buyer the seller's position

In this case, the goal of Internet marketing is reduced to convince a potential buyer to make a purchase, moving from the status of the potential in the real status, then the status of the consumer in a random permanent.

Internet marketing is growing in the modern world, promotion of goods and services using social networks is becoming increasingly popular and profitable that causes importance of further study of this direction for a successful business.