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THE INTERNET AS THE MARKETING TOOL

One of the actively used strategies of the marketing policy of the company is a strategy of direct marketing.

The Internet is the newest channel of direct marketing and in this role it is not less, and sometimes even more effective than traditional tools.

One of the most valuable tools of direct marketing is the database of the buyers representing organized and constantly filled up bank of the exhaustive data about buyers of the firm. Companies use these databases for the definition of potential clients, increase of consumer loyalty and stimulation of repeated purchases. Nevertheless, it is necessary to be careful and not to conduct campaigns which irritate consumers, and those which are perceived by them as dishonest and/or intrusive into a private life. Creation of a database of potential clients can be realized by the formation of the list of news posted on the website. The favorable factor is that the user may subscribe for the messages and at any moment refuse a subscription. Such voluntaries excludes or reduces the consumer's uncooperative attitude toward advertising.

Considering advantages and lacks of traditional advertising carriers it can be noticed that the Internet in this quality possesses the majority of advantages of traditional advertising media and is relieved of many lacks of the last.

Specific service to the Internet is an advertising banner networks. A banner is the basic kind of advertisement which is usually placed on Web pages, a rectangle representing the standard sizes containing the advertising information and changing the maintenance at repeated loading of the page.

The advertising network is a uniform centre of gathering and placing the banner advertising for several websites. For instance, there is one firm which, on the one hand, reserves an advertising platform on servers. On the other hand, it has staff of advertising agents in a condition to collect banner advertising for placing on the rented areas. The profit is formed at the expense of a difference between the price of a banner for the end user and the rented area for an advertising network.

One of the conditions for successful marketing campaign is careful planning. It is necessary to define accurately its purposes, to allocate target buyers and

commodity markets, to test them and to establish criteria for measuring the efficiency of the campaign.

Planning marketing campaign on the Internet it is necessary to consider the following number of factors:

- Internet marketing has the restrictions ;
- Internet users possess variety of interesting features;

Internet is a set of various servers, each of which has the audience and the attendance.