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## **MARKETING METHODS OF INCREASING REVENUE OF INTERNET CAFE**

In the modern world of new technologies all becomes more difficult to survive Internet cafe! Clients start to entice into a global network service and coffee to increase their yield. The competitiveness forces Internet cafe to search for non-standard decisions for maintenance to itself of a stream of clients.

In the market the Internet of services in Ukraine works about 5000 Internet establishments. The part from them positions itself as Internet clubs where the rate is done on games! Others work as Internet cafe, Internet bars.

To increase yield of Internet cafe and Internet clubs can both observance of certain rules, and new marketing strategies.

At the given stage of a survival of Internet cafe in the market of services it is possible to allocate five stages.

### Features of advertising

Transition from brand advancement to advancement of concrete service can increase quantity of visitors. About 60 % of clients in cafe are the outdoor advertising results. There is other concept when advertise concrete service, in that case the quantity of visitors increases in 3-4 times though many of them long time at all do not know the name of the "" Internet cafe.

### Differentiation of services

Free services involve additional visitors and increase a turn-over. Effective method of attraction of new clients is lower price level. It probably can be reach with differentiation of Internet-services and the accurate tariff policy.

### Maintenance service

Quality of work of the Internet is one of the important components of the general success of Internet establishment. Original the design of the Internet cafe would not be what, whatever polite were the managers, all it cannot compensate bad work of the Internet. Slowly working Internet can lead to loss of a part of regular customers. To insure you from technical malfunctions, Internet cafes can conduct an additional Internet line.

### Staff

The good expert in computers needs to be transformed into the good expert in servicing. Among technical experts less than 50 % are capable to work correctly with clients and competently to sell services. To train them it is possible not only by means of trainings, seminars and other. As trainers it is possible to use acquaintances who will come to cafe as clients, and then to tell about defects of work of staff. Creation of the special software is very effective. It allows supervising an amount of services which were sold for a day by each employee. Accordingly, its wages are directly proportional to efficiency of its work.

### Clients

Clients wait from work Internet cafe in as much as possible comfortable conditions, approached to the house. Therefore in many Internet cafes it is authorized to visitors to drink coffee in an operating time behind the computer. In its turn it several times increases an operating time of the client behind the computer.

Also recently widespread the share: "Coffee without the Internet is money for a wind!" Each visitor who has purchased coffee in first half-a-day receives as a gift a card for payment of Internet access or access Wi-Fi in nominal value to 30 minutes.

Only the correct and effective marketing policy will help to involve regular customers and to increase revenue of Internet cafe. If you follow to these factors – you will be successful!