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## **THE INFLUENCE OF INTERNET MARKETING FOR BUSINESS**

Internet marketing, also known as [digital marketing](#), web marketing, online marketing, search marketing or e-marketing, is referred to as the [marketing](#) (generally promotion) of products or services over the [Internet](#). IMarketing is used as an abbreviated form for Internet Marketing. Internet marketing is considered to be broad in scope because it not only refers to [marketing](#) on the [Internet](#), but also includes [marketing](#) done via e-mail and wireless media. Digital customer data and electronic customer relationship management ([ECRM](#)) systems are also often grouped together under internet marketing.

Internet marketing is inexpensive when examining the ratio of cost to the reach of the target audience. Companies can reach a wide audience for a small fraction of traditional advertising budgets. The nature of the medium allows consumers to research and to purchase products and services conveniently. Therefore, businesses have the advantage of appealing to consumers in a medium that can bring results quickly. The strategy and overall effectiveness of marketing campaigns depend on business goals and [cost-volume-profit \(CVP\) analysis](#).

Internet marketers also have the advantage of measuring statistics easily and inexpensively; almost all aspects of an Internet marketing campaign can be traced, measured, and tested, in many cases through the use of an [ad server](#).

The advertisers can use a variety of methods, such as [pay per impression](#), [pay per click](#), [pay per play](#), and [pay per action](#). Therefore, marketers can determine which messages or offerings are more appealing to the audience. The results of campaigns can be measured and tracked immediately because online marketing initiatives usually require users to click on an advertisement, to visit a website, and to perform a targeted action.

But for internet marketing is very important information security. It is important both to companies and consumers that participate in online business. Many consumers are hesitant to purchase items over the Internet because they do not believe that their personal information will remain private. Some companies that purchase customer information offer the option for individuals to have their information removed from their promotional redistribution, also known as [opting](#)

[out](#). However, many customers are unaware if and when their information is being shared, and are unable to stop the transfer of their information between companies if such activity occurs. Additionally, companies holding private information are vulnerable to data attacks and leaks. Internet browsing privacy is a related consumer concern. Web sites routinely capture browsing and search history which can be used to provide targeted advertising. Privacy policies can provide transparency to these practices. Spyware prevention software can also be used to shield the consumer.

The number of banks offering the ability to perform banking tasks over the internet has increased. Online banking appeals to customers because it is often faster and considered more convenient than visiting bank branches.

In addition to the major effect internet marketing has had on the technology industry, the effect on the advertising industry itself has been profound. In just a few years, online advertising has grown to be worth tens of billions of dollars annually. PricewaterhouseCoopers reported that US\$16.9 billion was spent on Online marketing in the U.S. in 2006. Several industries have heavily invested in and benefited from internet marketing and online advertising. Some of them were originally [brick and mortar](#) businesses such as [publishing](#), music, [automotive](#) or gambling, while others have sprung up as purely online businesses, such as digital design and media, [blogging](#), and internet service hosting.

Internet marketing has had a huge impact on the number of business areas, including the music industry, banking, the market of portable electronic devices (cell phones, iPods, etc.), so-called "flea market" and most importantly - on advertising. In the music industry, many consumers began to buy and download music in MP3 format over the Internet instead of buying a CD. Internet marketing also affected the banking industry. A growing number of banks offer their services online. The effect on the advertising industry was and is truly enormous. In just a few years the volume of online advertising has grown rapidly and has reached tens of billions of dollars a year. Advertisers have begun to actively change their preferences, and now Internet advertising already takes a big gap in the market than advertising on the radio (in developed countries). Internet marketing is quite a strong influence on the sector of B2B, and this effect increases with each passing day.

To date, hard to find a large industrial company, which does not promote themselves online. Growth trends can be easily seen and the continued expansion

of Internet shopping sites, as well as an increase in their number. Shopping online sites have long ceased to be the message boards, from which they grew up. Now some of them into large corporations, providing a range of marketing services. Grow and the price for participation in these areas (referring to the privileged membership), despite the fact that their number increases.

So, it can be concluded that Internet marketing is very important and profitable for all types of businesses.