

INTERNET-BRANDING AS A MARKETING INSTRUMENT: ADVANTAGES AND DISADVANTAGES

In connection with the dynamic development of information technologies, electronic trade, the new instruments of marketing appear or existing evolve in accordance with modern tendencies. One of such instruments there is Internet-branding that actively develops in the world. The development of the personal computers and appearance of the quality searching systems in a network of the Internet became the factors of rapid development.

Internet-branding is the specially worked out complex of the marketing measures which is sent to the acquaintance of audience of internet-networks with a commodity or a service, that move up on the increase of loyalty to its potential consumers. That is, the simple placing of information about a company or a product is not Internet-branding [1, p. 69].

Some advantages of application of Internet-branding are: possibility of grant of generous amount to information of different kinds (text, photo-, audio and video information); possibility of conduct of instantaneous co-operation and feed-back through the dialogues with the consumers, reacting on the necessities; low cost comparatively with other marketing instruments; targeting, that is mechanism, that gives an opportunity among the internet-consumers to distinguish a target audience that answers the chosen criteria and possibility of creation of the personal suggestions; possibility of watching of statistics of amount of queries for to the keywords in the searching systems, visited of web-site, CTR (click-through rate is the correlation of amount of pressures and revisions) of banners and on their basis to forecast future results; possibility of bringing in wider target audience; higher speed of distribution of information [2, 3].

As a specific marketing instrument branding in the Internet has also the disadvantages: the different efficiency of the use for the companies and the features of audience. Thus, according to the analysis of internet-audience of Ukraine, that is conducted on an order the Internet Association of Ukraine by a company InMind, 57% of the Ukrainian population in age older than 15 have an access to the Internet and 51% of the people are regular users, from them 43% are the persons in age 15-29; 35% – 30-44 and 22% – population older than 45 [4].

Internet-branding has its tool that includes: the creation and the advancement of corporate web-site; imaginary advertisement that consists of visual and informative; on-line-video and audio advertisement; sponsorship that gives an opportunity to promote the image and loyalty to itself, supporting a valuable for visitors resource; the partnership gives an opportunity of mutual advancement of the partners.

The characteristic feature of Internet-branding is that maintenance, informative filling, comes forward into first place, as a physical contact is absent with a commodity. Successful slogan, design and comfortable navigation of web-site, that give a complete access to information help to conquer the trust of the target audience [3].

In Ukraine there is a revival of the use of Internet-branding. Thus, the company COMFY, that is the leader of network market of the appliances in Ukraine (September, 2013 80 shops were counted in 40 cities of Ukraine) inculcated a new web-site, on that there are the presented commodities that can not be purchased in retail shops, a comfortable navigation gives an opportunity easier and quicker find a necessary commodity, there is a possibility to leave the opinion, share the remarks. It is presented the different methods of delivery of the commodities. The advertising agency “Think! McCann” elaborated the brand-personage – Supercat especially for the Internet shopping that is used in all points of communication of brand with a consumer [5].

Thus, Internet-branding is the modern and the perspective direction of the development of marketing that can become the guaranty of success for foreign and local companies.

References:

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