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THE PRINCIPLES OF INTERNET MARKETING CONCEPT

In the modern world it is impossible to imagine a dynamic company without advertising its goods on the Internet. Company management understands that in such an active development of high technology the Internet has become the engine of trade, and potential buyers often choose exactly this way as the search for necessary goods or services. Thus, internet marketing – it is a kind of e-commerce which is based on advertising and promotion of goods on the Internet and, accordingly, promotion of a company there.

The main principles of the internet marketing are the following:

1) Media advertising (web banners or banner ads placed on other sites);

2) Contextual advertising (banners or text-image ads are placed only on that web pages, content of which corresponds to the subject of advertisements);

3) Search Engine Marketing (SEM) in general and particularly SEO – it is a set of measures, which are designed to increase target audience's visits of the site and to raise its position in the search engine results on users' requests;

4) Promotion in social networks: SMO and SMM – they are used to attract visitors from social media (blogs, social networks, etc.);

5) Direct marketing (with using of e-mail, RSS etc.);

6) Viral marketing – it uses a habit of people to share with others new and useful information;

7) Guerilla marketing – it helps to promote goods and to attract new customers effectively without investment much money;

8) Internet branding – it is a creation and promotion of a new or existing brand on the Internet.

Internet marketing mix includes:

1) Product, it has to be of a superior quality as it competes with other sites and with traditional stores as well;

2) Price, it is necessary to be monitored and compared with the competitors' prices;

3) Promotion – it is a set of measures to promote a site and goods in generally on the Internet, which includes search engine optimization, contextual advertising, banner ads, e-mail marketing, affiliate marketing etc.;

4) Place – it is a site itself; a huge role in its attractiveness to the customers plays graphic design, usability, quality of processing requests from a site, speed of

download and operation with payment systems and the like.

Internet marketing concept has a number of features and benefits compared to traditional marketing. Firstly, due to the Internet the opportunity of attracting new customers in tens of seconds has become a reality, but these customers can easily jump to any of competitors, thus their attention is becoming the greatest value and established relationships are the main capital of company. Secondly, as Internet is a global means of communication, so spatial and temporal scales of commerce are changing, territorial restrictions are disappearing and cost of information does not depend on distance from it; even small firms can achieve global presence and do business on a global scale; compared to traditional means internet marketing communication costs are minimal and their functionality and scalability are significantly increasing; it is possible to adjust information about product permanently, thereby to maintain its relevance; all these lead to a decrease in transaction costs associated with the establishment and maintenance of cooperation between company, customers and suppliers. Thirdly, companies by means of electronic interplay can easily obtain needed and detailed information about each individual customer's request and automatically provide products and services corresponding to the individual requirements. Therefore, internet marketing is a measure of a company's ability to change and develop with the times and a reflection of its openness to new directions in the field of business.