

THE NECESSITY OF INTERNET - MARKETING IN THE MODERN WORLD. PROMOTION OF PRODUCTS AND SERVICES IN SOCIAL NETWORKS

Nowadays the Internet has become not only a way of connecting people around the world but also the part of life. Modern business as modern communication is impossible to imagine without the Internet. Pursuant to GFK Ukraine company's investigation, in December, 2007 Ukraine set a new record in the Internet activity. 6382672 the Internet users appeared in the country. [1] Active usage of the Internet technologies stimulates classic marketing theory transformation and leads to the Internet -marketing – its specific tendency. Virtual communications are indispensable condition of enterprises' competitiveness. In their works in the Internet marketing marketers investigate virtual micro- and macro environment, web-opportunities for doing business, virtual forms of sales promotion: contextual advertisement, direct-mail, commercial associations foundation and attraction them to the social networks for goods' advertising or creating the enterprise's image.

As we know marketing communication mix consists of four elements but the peculiarities of sales promotion in the Internet cause the necessity of the traditional communication mix restructuring. Therefore internet communication mix consists of five elements: advertisement, PR, sales promotion, search optimization and virtual associations. [2]

In the modern tendencies, companies place high emphasis on sales promotion in the Internet. Social network or any its prototype unites users with definite interests. This business-model is the most complicated in organization. [3] Site's visitors play an active role in content generation. In free social networks promotion is used the most often as such social networks are heavy hitters. In corporate context it is possible both to use open, public social networks (Facebook, Twitter, Linkedin and other) and to found closed resources meet organization's needs.

On the basis of the fact that an advertisement is actively used in the social networks it is necessary to show more creativeness and technological effectiveness to reach marketing and communication goals. Smm-marketing became very popular as an effective tool for site's promotion in social media, at the thematic forums and communities. First of all, smm- it is not a sell but the work for company's image and holding social events that have an impact on the reputation. The most widespread tools of Smm-marketing are foundation and promotion of company's associations in the social networks, fan page or personal profile promotion that often is united with videoblog. First of all, promotion in social networks gives an opportunity to influence on a target group in a pointwise way, to choose those areas where this group is introduced most of all.

References:

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3. Yuriy Cherednichenko. Marketing on the internet, 2012 – 176 pages – p.21