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INTERNET MARKETING AS AN EFFECTIVE TOOL FOR THE DEVELOPMENT OF MODERN COMPANIES AND INCREASING THEIR MARKETING COMPETENCE

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Abstract. In the article possibilities of application of Internet marketing technologies in activity of modern enterprises are considered. The constituent elements of marketing activities carried out with the help of Internet technologies are described and opportunities for the development of modern enterprises are described. The role of Internet marketing in the promotion of goods and services by companies to the market and its effectiveness in comparison with traditional marketing is disclosed.

Keywords: internet marketing, targeting promotion of goods and services, the Internet, Digital Marketing, advertising, marketing competence

ИНТЕРНЕТ-МАРКЕТИНГ КАК ЭФФЕКТИВНЫЙ ИНСТРУМЕНТ РАЗВИТИЯ СОВРЕМЕННЫХ КОМПАНИЙ И ПОВЫШЕНИЯ ИХ МАРКЕТИНГОВОЙ КОМПЕТЕНЦИИ

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Аннотация. В статье рассматриваются возможности применения технологий интернет-маркетинга в деятельности современных предприятий.

Описаны составные элементы маркетинговой деятельности, осуществляемой с помощью интернет-технологий, и описаны возможности развития современных предприятий. Раскрыта роль интернет-маркетинга в продвижении товаров и услуг компаниями на рынок и его эффективность по сравнению с традиционным маркетингом.

Ключевые слова: интернет-маркетинг, таргетированное продвижение товаров и услуг, Интернет, Digital Marketing, реклама, маркетинговая компетентность.

Introduction. Under the conditions of diversification and growth of the economy in the market, there is increased competition, an avalanche-like increase in the volume of goods and services produced and sold transmitted information, and a fundamental change in technology. For enterprises and organizations, the question of survival is acute. This situation forces companies to look for new effective forms of promotion to the market and positioning of their products or services. Modern information and telecommunication technologies open up new opportunities and prospects for consumers and organizations, increase their mobility and computerization. These factors are most significant for the development of Internet marketing.

The Internet and communications in general have undoubtedly become an integral part of the daily life of the population of the entire planet, especially “Generation Y” and “Generation Z”. And it also represents the development trend of internet marketing. In this regard, the purpose of Internet marketing is to obtain the maximum benefit by meeting the needs of the youth audience as a target and numerous.

Internet technologies are in great demand in the activities of modern companies of various industrial orientations and sizes. Marketing research plays a significant role in realizing the possibilities of Internet marketing of companies. Large amounts of data, access to which the Network provides, allow conducting research of various directions, adapting them to the goals and needs of the company - studying the

market in which it operates, analyzing competitors, collecting data on real and potential consumers, etc.

Features of Internet marketing can legitimately be formulated as follows.

Firstly, the actualization of the key role of consumers in the markets, taking into account supply and demand: an individual company has the ability to attract the attention of users in a short time, but at the same time, a competing company has the same opportunity, so business structures are forced to compete for the attention of consumers on the Internet -environment, establishing and improving the quality of interaction with them.

Secondly, the obvious absence of mandatory spatial localization, that is, geographical remoteness in some areas is no longer a significant factor. At the moment, it is possible to carry out activities without being tied to a specific territory or local market. The distance from the supplier to the consumer matters only if it is necessary to deliver goods or provide services that require the personal participation of a specialist or expert. Thus, the offline sales and distribution system is being separately established.

Thirdly, the increase in the pace of globalization, which predetermines the specifics of companies' activities. Thanks to the Internet, there is a change in the spatial and temporal scale of doing business. Users and companies are provided with opportunities for global communications that are not limited geographically. The cost of accessing information available on the network does not depend on how geographically remote those who provide it are from the user.

Fourth, the growth in the speed of making key decisions. Reducing the time lag between the stages of stakeholder communication implies a reduction in the overall time for communications and transactions.

Fifth, increase the role of partnerships and the number of partners. Most companies have a representation as websites, which gives a general (or, conversely, detailed - depending on the company's communications strategy) picture of their activities. In the vast information space, business structures are united in strategic alliances, attracting the attention of the partner's target audience. This is achieved

with low communication costs and a high level of functionality and scalability. In addition, transaction costs related to the main aspects of establishing, maintaining and developing interactions between the company and its market partners are minimized; at the same time, overhead costs are reduced (travel expenses for employees, losses from failed, illegal or dishonest transactions, etc.).

Sixth, the personalization of interaction, providing the company with detailed information about customers and their requests, as well as a wide range of interaction opportunities. All this helps to segment customers through automated operations, as well as to offer them those products and services that meet their individual needs.

Seventh, reducing the asymmetry of information through the Internet, namely, reducing its incompleteness and uneven distribution. This reduces information transaction costs. In addition, transformation costs are reduced, which is due to the optimal choice of the structure of the product range (modeled according to the needs of the audience), reducing the time for the development and implementation of new products, justifying the pricing policy, reducing the number of intermediaries and marketing costs, etc.

Thus, Internet marketing can rightly be characterized as a set of tools, technologies and techniques implemented on the Internet, aimed at drawing attention to a product or service, popularizing this product on the Web, and effectively promoting it to target audiences for sale and obtaining the maximum possible profit.

Internet Marketing Toolkit: Options and Effectiveness

Internet marketing is an important component of e-commerce. It is usually implemented through Internet integration, information management, customer service organization, sales, etc. E-commerce and Internet marketing have become popular due to the expansion of access to the Web, they are an integral part of any marketing campaign. Some areas of using Internet marketing as one of the important components of modern company marketing are shown in the table.

The marketing competence of the company, representing a set of knowledge formed within its framework, increases with the use of new technologies, primarily

such as computerization, satellite communications, fiber optics and, of course, Internet marketing technologies.

The marketing competence of both industrial and IT companies is focused, first of all, on securing competitive advantages, including in the Internet space, and in the future, on achieving leadership positions in the market by expanding the market share. Marketing competence needs not only constant development, but also rational use. In this regard, an important role in its transformation into business processes is assigned not only to the marketing department of the company, but also to the entire administrative apparatus.

Conclusion. Modern information and telecommunication technologies open up new opportunities and prospects for consumers and organizations, increase their mobility and computerization. It is these factors that are most significant for the development of Internet marketing. Internet marketing can rightly be characterized as a set of tools, technologies and techniques implemented on the Internet, aimed at drawing attention to a product or service, popularizing this product on the Web, its effective promotion to target audiences for sale and obtaining the maximum possible profit.

The marketing competence of the company, representing a set of knowledge formed within its framework, increases with the use of new technologies, primarily such as computerization, satellite communications, fiber optics and, of course, Internet marketing technologies. Therefore, they distinguish between strategic and tactical marketing competence. Strategic marketing competence is focused on the macro environment of the company, ensuring long-term and strong interactions with partners, consumers, distributors and other market entities. Tactical marketing competence is defined as the ability to promptly and promptly respond to changes in the company's macro- and microenvironment in order to solve current marketing problems.

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