

ORGANIZATION OF MARKETING IN A VIRTUAL INTERNET ENVIRONMENT

ОРГАНИЗАЦИЯ МАРКЕТИНГА В ВИРТУАЛЬНОЙ ИНТЕРНЕТ СРЕДЕ

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Marketing is constantly developing and changing. Marketing approaches are increasingly being used in commercial companies and non-profit organizations. So many modern information technologies, the expansion of electronic commerce have prompted the emergence of a new direction of the concept of marketing - Internet marketing. Today, the effectiveness of marketing on the network is very high, especially for those categories of goods whose target audience is young people living in large cities. The growth of new users in social networks is increasing very rapidly. Even business communications are gradually moving to the Internet. Now Internet marketing starts to be used as a real effective tool of influence. The relevance of this topic is confirmed by the growing number of Internet users both in the world and in the Republic of Belarus.

In addition, in the context of the transition to an information society, even a small company simply needs a representation on the Internet to maintain competitiveness and create a competitive advantage. At the same time, it should meet all modern requirements for design, informativity and interface capabilities.

The process of promoting organizations on the Internet is long and almost non-stop, and the higher the goal is, the higher the cost is it requires. At this stage of the development of the network and information technologies, the issue is not only to achieve a definite result, but also to automate the process, reduce time and financial costs. Therefore, now the issue of creating optimal promotion algorithms and tools for solving various problems at all stages of promotion is especially typical.

Modern Internet marketing is characterized by lower costs and higher levels of return on investment. The evolution of the development of Internet marketing shows that the return on investment is the application of marketing strategies for direct response to the Internet. And it turned out that on the Internet these methods are really effective, because you can not only maintain constant contact with customers, but also quickly monitor statistical data. In addition, Internet marketing is an opportunity to reach the maximum audience.

The possibilities of the Internet are used in marketing in the following areas: advertising (placing information about the product, sending out e-mails, participating in teleconferences); sales promotion; public relations (publications in the network of press releases, provision of current information for shareholders, for the public, strengthening of the organization's awareness, answers to questions about the organization and its products, etc.); selling of goods in the Internet (e-commerce); making marketing research; provision of after-sales services (consulting, information on requests).

The use of the Internet introduces new features and advantages over marketing based on traditional technologies.

Let's consider some of them:

1) Transition of the key role from producers to consumers;

The Internet made it possible for companies to attract the attention of a new client in dozens of seconds spent in front of a computer screen. However, at the same time, it allowed the same user quickly move to any competitor. In such a situation, the attention of buyers becomes the greatest value.

2) Globalization of activities and lower transaction costs;

The Internet significantly changes the spatial and temporal scales of commerce. E-commerce allows even the smallest suppliers to reach a global presence and engage in business on a global scale. Accordingly, customers also have the option of a global choice from all potential suppliers offering the required products or services regardless of geographic location. The distance between the seller and the buyer plays a role only in terms of transportation costs already at the stage of delivery of goods.

The time scale in the Internet environment is also significantly different from the usual one. The high effectiveness of the communicative properties of the Internet provides the opportunity to reduce the time for finding partners, making decisions, executing transactions, developing new products, etc. Information and services on the Internet are available around the clock. In addition, its communication characteristics are highly flexible, making it easy to make changes to the information provided, and to maintain its relevance without time delay and distribution costs.

These effects also lead to a significant reduction in transaction costs, that is, costs associated with establishing and maintaining interaction between the company, its customers and suppliers. At the same time, the cost of communications, in comparison with traditional means, becomes minimal, and their functionality and scalability significantly increase.

3) Personalization of interaction and transition to marketing "one-to-one."

Using electronic communication tools, companies can receive detailed information about the requests of each individual customer and automatically provide products and services that meet individual requirements.

4) Reduction of transformation costs;

Decrease in transformation costs can be achieved due to the optimal choice of product mix structure, reduction of time for development and introduction of new products, reasonable pricing policy, reduction of the number of intermediaries, sales costs, etc.

At the end of 2017, the total number of Internet users in Belarus was about 5 million people. Internet marketing in our country is actively developing in various spheres of the economy. It is actively used in both the business sector and the public sector, especially if you want to export domestic products abroad. The effect on the advertising industry has been and remains huge. Within just a few years, the amount of online advertising has grown rapidly and reached tens of billions of dollars a year. Advertisers began to change their preferences actively, and today in developed countries, Internet advertising already occupies a greater market niche than outdoor advertising. The development of online advertising in Belarus is characterized by a significant rise in recent years, the emergence of a number of new services of advertising agencies, as well as the emergence of a greater number of specialists in this field. The greatest impact of Internet marketing in Belarus has had on trade. In 2011, about 16,000 online stores were registered in our country their turnover amounted to more than \$ 450 million. However the main problem is a high level of competition existing in this segment of the market. Today, many businesses are turning to internet marketing in order to attract more customers, improve the quality of products (services), and search for foreign partners. Organizations that provide various services in the field of Internet marketing are actively appearing in Belarus. The situation on the market of Belarusian marketing depends on the overall economic situation in the country.

In conclusion, in order to develop marketing on the Internet in Belarus successfully, it is necessary to solve a number of problems:

- to develop legislation in the field of Internet services;
- to increase the number of professional Internet marketers who have good knowledge of the specifics of the Belarusian market;
- to ensure the active development of small business in this area.

Only in solving these problems, Internet marketing in the Republic of Belarus will reach great heights.

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