

INNOVATIVE MARKETING TOOLS FOR PRODUCTS PROMOTION ON THE INTERNET

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In the current state of Ukraine's economy there is a significant disproportion between supply and demand in the consumer market and companies are forced to exist in harsh conditions of uncertainty and ever-increasing risk. In crisis conditions the increase of company's competitiveness depends on use of innovative marketing tools. Businesses are forced to look for better ways to promote products and services, but this is not easy to do, because every day new tools of Internet marketing appear and it is unknown which of them will immediately bring customers and which will be efficient in the future.

SMM or Social Media Marketing became the most popular innovative Internet marketing tool recently. It helps with products and services promotion on social networks such as Facebook, Instagram, Twitter, LinkedIn, Youtube, etc. Social networks allow companies to find people depending on their interests, hobbies, age, and to create communities where the information can be shared. The ads placed on such resources are usually unobtrusive and aimed at a well selected target audience. Social networks are adapted for cell phones, so the traffic collection is very easy [1].

Content marketing (the creation and promotion of content on the Internet) is an important modern innovative Internet marketing tool. By content we mean all kinds of information: website, landing pages, blog articles, presentations, infographics, webinars, podcasts, etc. When potential customers see, read and use the company's generated content it increases their trust in the company and in the future they become buyers. Content promotion is an important component of content marketing and for its purposes

companies use social networks announcements, targeted advertising, emails, browser push messages. Company's website, landing pages, blogs, webinars and link baiting are the main tools of content marketing [2].

The company's website is its real online office. The site tells about the product or service, provides customer feedback, test results, certificates, answers questions; provides information about the cost, terms of payment and delivery.

The landing page is created for a specific request. Therefore one sentence is usually placed on it. Most often, visitors are brought on the landing page via contextual or targeted advertising or email newsletter.

Blog is a channel of communication between a company and an audience. It shapes company's image and attracts search traffic by responding to information requests from users. Blogs are used for posting unique content to attract visitors from search engines, for publishing useful expert-level materials to gain trust of the audience, for telling about product features to dispel customer fears, for introduction of new products to form a demand.

Link bating allows you to get back links to the company's site through content that readers will want to share themselves. The most shared materials include "N ways to learn something", provocative materials, online calculators and tests, contests etc [3].

Email marketing remains an important set of Internet marketing tools. With its help, products and services are promoted via emails. The main tools of email marketing are segmentation (division of the subscriber base into groups), automation (sending emails by mailing services at a certain time and under specified conditions), A/B testing (evaluation of email marketing effectiveness by checking two emails) and lead-magnets (offers of gifts that motivate to subscribe to the newsletter).

SEO or Search Engine Optimization is yet another Internet marketing tool, which helps to raise the site in the search engine results. SEO includes internal site optimization and getting links from other resources. The purpose of internal optimization is to

make the site meet the requirements of search engines. This helps with a correct ranking for search queries and moves the link to the top of the list. External links are one of the main sources of site traffic, so its growth remains an effective tool for Internet marketing [4].

Paid advertising is also an important set of Internet marketing tools. It allows the company to immediately get traffic to the site, landing or social network pages. The main tool of paid advertising are contextual ads (ads that appear in response to user queries in search engines), media ads (paid placement of text ads, banners, videos on third-party resources), social network ads (ads in communities, targeting and retargeting) , ads on trading platforms and price aggregators.

Web analytics is a tool that helps to evaluate the effectiveness of the site, contextual and media ads and other Internet marketing tools. The main analytical tools include Google Analytics (a service that helps analyze user behavior on the site and in mobile applications) and call tracking (for tracking and analyzing site calls) [5].

In general, some of the abovementioned Internet marketing tools (contextual ads) give a quick effect, but most of the promotional work (SEO, promotion of pages and groups on social networks, a Youtube channel) will be effective later. As for email marketing, it increases the return of other promotion methods. Therefore companies need to study the features of innovative marketing tools carefully and make decisions about their use based on their effectiveness.

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ІНСТРУМЕНТИ СУЧАСНОГО ЦИФРОВОГО МАРКЕТИНГУ ЯК ХАРАКТЕРИСТИКИ ТА РУШІЙНИЙ ЧИННИК ЙОГО ІННОВАЦІЙНОЇ ТРАНСФОРМАЦІЇ

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Сучасний маркетинг безупинно змінюється, переходячи з одного формату- в інший. Ще нещодавно, останньою, найновішою формою маркетингу була соціально-етична, зараз це місце впевнено зайняв цифровий маркетинг (digital marketing).

Незважаючи на величезну кількість наукових та практичних здобутків в галузі цифрового маркетингу, досі відсутні єдині встановлені параметри досліджень в цьому напрямі. Це активізує необхідність поглибленого вивчення всіх аспектів цифрового маркетингу в діяльності конкретних компаній та підприємств.

На думку українських дослідників, «цифровий маркетинг – це маркетинг, який забезпечує взаємодію з клієнтами та бізнес-партнерами з використанням цифрових та інформаційно-комунікаційних технологій та електронних