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METHODS OF PROMOTING PRODUCTS IN THE INTERNET

The transition of business to the Internet leads to use specific Internet-marketing tools, which are designed to attract the attention of consumers to the electronic resources of enterprises. In order to function successfully and generate profits, businesses should engage in the promotion of their own sites, monitor the needs of their products consumers and provide services in the most convenient way for them. And this involves the use of a wide range of Internet marketing technologies.

Marketing communications on the Internet, depending on the final goal, can be divided into 2 types (S.M., 2011):

1. communications related to the development, creation, improvement of the product and its behavior on the market;

2. communications related to product promotion.

Marketing communications related to the development, creation and improvement of the product are aimed at ensuring effective interaction of all subjects of the marketing system, the purpose of which is to create a product that will be popular in demand.

The second type of communications is focused on the promotion of goods or services already available to the organization. In this case, the goal is to convince potential consumers purchase the product or to remind them to make secondary, regular purchases.

Communications on the Internet are characterized by interactivity. Initiators of communications are not only sellers, but also buyers (consumers). The complex of promotion on the electronic market contains traditional elements (advertising, public relations, direct marketing, sales promotion). However, in the network, these elements acquire a new reflection, therefore, new types of promotion that are unique to this market arise: building interactive communities (chats, discussion groups, communities); Virtual Marketing (Internet version of "word of mouth" or "gossip marketing").

Most organizations are limited in funds when building a communication policy. Businesses have access to the Internet, which eases the situation with a limited budget.

There is a certain sequence of actions, which allows you to make the best use of the Internet promotion opportunities of both organizations and their goods and services:

1. creation of own website;

2. use of contextual advertising with payment for the transition (most companies achieve success thanks to online advertising): placement of ads on sidebars, purchase of ads in Google Ad

Words, placement of ads on one's own website;

3. use of YouTube opportunities (high-quality video about your own company, filming events, creating a channel for solving professional issues, videos about users of these products or services, etc.);

4. activity on forums and blogging;

5. sending advertising information by e-mail (it is advisable to send information only to interested consumers, since most Internet users consider the mailing to be spam);

6. registration in social networks (possibility of holding contests, polls, creating interesting posts);

7. attracting the attention of consumers thanks to original photos, for example, registration on Pinterest or Instagram;

8. on-line survey, which makes it possible to obtain true information about the attitude of consumers towards the organization or its goods/services (S.M., Tools and methods of product promotion on the Internet: an analytical review, 2015).

Building communications on the Internet attracts most businesses because of its simplicity and financial availability. The use of free services is a useful platform for self-promotion of any enterprises.

Today, communications are becoming more digital, and it is important to be able to write such press releases that will give powerful traffic to the site, attract new customers and be at the top of any search engine. It is also important for positioning the company as a market expert in its industry. Due to the accumulated mass, search engines will find your news more and more quickly with each new release, the more often the information on the site changes, the better search engines track you. It is noticeable that press releases are closely intertwined with search marketing, but their specificity is broad masses that are easy to find in social networks. Publications in societies or communities make it possible to easily navigate consumers due to the relevance of information and its belonging to a group of interests (Steps, n.d.).

With the development of technology, more and more companies have the opportunity to choose from a large number of marketing tools the ones that would satisfy them in the best way. Company management, in particular during times of economic crisis, is forced to reduce marketing budgets. However, relying on the possibilities of Internet marketing, the limitation of funds also has positive sides: specialists in the field of marketing begin to actively search for or create low-cost promotion methods, promotion ideas become more original, customer attraction occurs with the help of unexpected creative solutions, due to which communication efficiency gradually increases.

Available communication tools of Internet marketing can be divided into 4 groups, which are

closely interconnected. Their complex application leads to a synergistic effect, which is reflected in the increase in company profits, the interest of consumers and the creation of a positive image. Today, the following "forgotten" methods of communication - e-mail marketing, interactive infographics, communication in the form of stories (Story telling), marketing in social networks and analytical marketing - have acquired unexpected development. These tools satisfy the needs of both companies (possibility of a solid presentation of products, active communication and its accurate measurement), and potential consumers (interesting content supported by a visual image and informative appeal).

There are huge masses of information on various resources about Internet marketing tools, but its homogeneity causes a certain number of problems that need to be solved: mass application by companies of the same methods of influencing the target audience, accordingly, consumers are getting tired of messages from one channel; the use of popular, but not effective methods causes companies to miss profits and be dissatisfied with the results of communications; lack of understanding by company management of the expediency of using the latest Internet technologies to promote products on the Internet, as most of them require significant financial investments. In accordance with the above-mentioned problems, there is a need to conduct research in order to identify inexpensive, but effective means of Internet communications, to identify the essence of the application of innovative technologies and their advantages for manufacturing companies during the analysis of consumer needs, as well as active monitoring of leading companies in order to borrow a successful experience. Further research should be directed to this.

References:

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