

I. Fomichenko,
PhD (Economics),
ORCID 0000-0002-9180-9344,
e-mail: Inna_fomichenko@ukr.net,

S. Barkova,
assistant,

A. Dykan,

K. Kosik,

K. Kozlova,

Donbass State Engineering Academy, Kramatorsk

INTERNET MARKETING AS A MODERN ENTERPRISE COMMUNICATION TOOL

Formulation of the problem. Today, the influence of traditional advertising tools is declining, marketing is becoming more interactive and visually oriented, the influence of chat applications is growing. Modern media involves consumer participation and viral dissemination of information, so there is a need to change marketing approaches and use new marketing tools. Natural selection is forcing marketing to change, as consumers prefer companies that are more likely to learn digital channels. One of the modern marketing tools is the use of Internet marketing, which allows business entities to establish an advanced process of interaction with customers, providing individual service, effectively establish feedback, promptly receive marketing information, which gives the ability to make effective decisions, as well as conduct high-quality advertising campaigns, and all this contributes primarily to increase the competitiveness of the enterprise, which is why more thorough research is the problems and prospects of Internet marketing, identifying specifics and features of online marketing communications.

Analysis of recent research and publications. Some aspects of the use of Internet technologies in the marketing activities of the enterprise were considered in the works of L. Balabanova, S. Ilyashenko, T. Aucklander, M. Oklander, O. Olshanska, E. Lobachova, V. Zhyvetin, M. Kuzmichova, V. Samokhvalov, N. Chernov, I. Feraponova, N. Moiseieva, M. Konysheva, H. Assel, M. McDonald and others. These authors considered the types and tools of Internet marketing, explored their benefits for consumers and producers, approaches to assessing the effectiveness of marketing tools for the promotion and sale of goods and services, modern directions are defined implementation of Internet technologies in the marketing activities of enterprises.

The purpose of the article is to study current trends in the use of Internet technologies in the marketing activities of the enterprise.

Presentation of the main research material. In the conditions of modern development of global, uni-

fied, global information space one of the main factors of development are new Internet technologies. Under the influence of the process of globalization there is a continuous growth of technological capabilities in all spheres of economic and social life.

Businesses are forced to fight for the consumer, to look for new, more effective forms of communication to promote and position their products on the market. One of the forms of effective communication of the enterprise is the Internet, which companies use to optimize their marketing and other activities, search for new methods and ways of selling and promoting goods. The need to use Internet marketing technologies to promote goods and services is due to the fact that the effectiveness of traditional marketing techniques is constantly declining, and the implementation of modern hybrid digital technologies in the marketing activities of the enterprise gives tangible results. The development of communication strategy should be based on an individual approach to each enterprise, taking into account its goals, market position, marketing policy, the possibility of using different communication channels and other factors. To determine further opportunities for the development of modern enterprises, it is advisable to study trends in the advertising and communication market of the country and new promising areas of communication. The advertising and communication market of Ukraine, first of all, covers the volume of media (direct) advertising, and, in addition, the volumes of the market of marketing services, direct marketing and PR are taken into account separately.

Trends in this market were studied by experts of the All-Ukrainian Advertising Coalition (VRK), which provided data on the volume of the advertising and communication market of Ukraine for 2018 and the forecast of the market for 2019 [1].

According to the expert assessment of VRK, the structural units of the advertising and communication market, which will be given below, are as close as possible to the existing international classification and standards adopted in European practice. Generalized

data on the volume of advertising media market in Ukraine in terms of the considered media channels according to the All-Ukrainian Advertising Coalition (VRK) are given in Table 1.

Thus, in 2018, the media advertising market grew by 25%. According to forecasts for 2019, growth will

not only continue, but even accelerate – to + 27%. Online advertising continues to lead in terms of growth. At the same time, the Internet is already "crowded" in the traditional media market and part of its budgets is out of the media.

Table 1

The volume of advertising media market in Ukraine and the place of Internet advertising on it
(developed by the authors based on source [1])

Directions of advertising media market of Ukraine	Results 2017, UAH million	Results 2018, UAH million	Interest changes 2018 until 2017	Forecast on 2019, UAH million	Interest changes 2019 until 2018
TV commercials, total	7 329	9269	26%	11526	24%
Direct advertising	6 355	8071	27%	10089	25%
Sponsorship	974	1198	23%	1438	20%
Advertising in the press, everything	1 355	1612	18,9%	1843	14,4%
National press	816	965	18%	1101	14%
Regional press	224	277	24%	321	16%
Specialized press	315	370	18%	421	14%
Radio advertising, total	480	578	20%	715	24%
National Radio	348	418	20%	518	24%
Regional radio	47	54	15%	65	20%
Sponsorship	85	106	25%	133	25%
OOH Media, total	2692	3493	30%	4307	23%
Outdoor advertising	2263	2923	29%	3601	23%
Transport advertising	327	444	36%	553	25%
Indoor advertising	102	127	24%	152	20%
Advertising in cinemas	40	48	20%	58	20%
Digital (Internet) Media advertising	2145	2520	17%	3772	50%
Total advertising media market	14041	17520	25%	22221	27%

Work on improving methodologies for assessing the digital (internet) market continues.

To estimate the annual volume of search advertising, the hypothesis was used that the contribution of the first half is 40%. The volume of the "search" category will be about UAH 6,500 million in 2018, of which about UAH 2,167 million is organic growth, and UAH 1,633 million was obtained through the application of a new valuation methodology. According to VRK, the Internet market is growing by at least 120% in 2018, reaching 9,540 million hryvnias, while Internet media

grew by 17% in 2018, and according to forecasts in 2019 it will increase by 50% [1].

VRK experts predict that in the coming years the dynamics of mobile and search growth will be stronger, with a key factor in mobile growth being a change in the consumer model: using a mobile device not only actively watch videos, but also make purchases, which increases investment in e-commerce. Here are the main trends that will dominate in the field of Internet media in 2019 (Table 2).

Table 2

The main trends in the development of Internet media in Ukraine in 2019

(developed by the authors based on source [2])

Trend	Characteristic
1	2
Go to mobile	According to various data, depending on the topic, the rate of mobile traffic on commercial sites is already from 30 to 50%. This is a significant figure, and what to say about the usual information projects, where it can be even higher
Advertising in video format	In 2019, live broadcasts will become an even more popular method for attracting audience attention. Simplicity, lack of any processing or editing makes this video format very emotional and close to Internet users
Strategic diversification	SEO may not always be stable and predictable due to changing search engine algorithms, the cost of a click in AdWords can rise sharply, Facebook is also actively changing the rules, etc. Therefore, a variety of marketing strategies can provide good results

1	2
Cost online advertising will grow	There are more and more online stores. Even a small company in the region can trade across the country. Competition in all areas of online advertising and the struggle for dominance in the top search engines will continue to increase. All this leads to an increase in demand, and demand, in turn, increases the cost
Chatbots and messengers	Messenger promotion is a great way to get more attention to your product or service, along with well-known promotion channels like SEO, pay-per-click online advertising, SMM and crowd marketing
The importance of a comprehensive strategy	Just start using new channels of online advertising is not enough if the site is slow, there are no other pages than the goods, and the order form works with errors. Usability, content, bug fixes, mobile browsing, and more should be handled equally well

Particular attention should be paid to the development of digital video, including content on Youtube. Thus, according to forecasts, in 2019 the share of this area of online media will increase to 70%. According to the Livestream survey, 80% of users prefer to watch live videos from the brand than read a post on social networks. And more than half of marketers around the world have recognized video content as the highest ROI. This approach helps brands become more open and accessible to the audience [3].

G. Lyashenko and R. Motkalyuk analyzes the most interesting in terms of the new communication environment tools of Internet marketing, which can be used to solve problems in various components of the marketing complex [4].

1. Important tools of Internet marketing are the creation and development of your own website. With it, you can significantly improve economic performance, such as increase sales, improve the search for the target audience, ie relevant potential buyers.

2. After defining the goals and objectives of the site, structure and design is extremely important and, probably, 60% of success is provided by the selection of the target audience and advertising.

3. One of the most important tools in Internet marketing is advertising. Internet marketing, like classic marketing, consists of demand analysis and advertising.

Advertising on the Internet is a series of measures to promote an Internet resource or product, information about which is contained in the Internet resource, in the global network and includes the following arsenal of tools: search engine optimization (promotion); contextual advertising; media advertising; banner advertising; interactive advertising; email marketing; virtual marketing; hidden marketing.

The authors note that a tool such as search marketing is an unconditional priority for companies. Most companies (85%) have improved "deep" (in-depth) search, 77% allow you to download different home pages, 63% use convenient navigation on their site (guided navigation) [4].

Internet marketing is an integral part of an advertising campaign. Internet advertising is always part of the advertising campaign of leading companies.

The main types of Internet marketing are: search engine optimization (SEO), search marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, social media marketing (SMM), direct mail, contextual advertising, advertising in e-books, programs, games and other forms of digital products. Channels that are not directly connected to the Internet are also used: mobile phones (SMS and MMS), callback, ringtones [5] (Fig. 1).

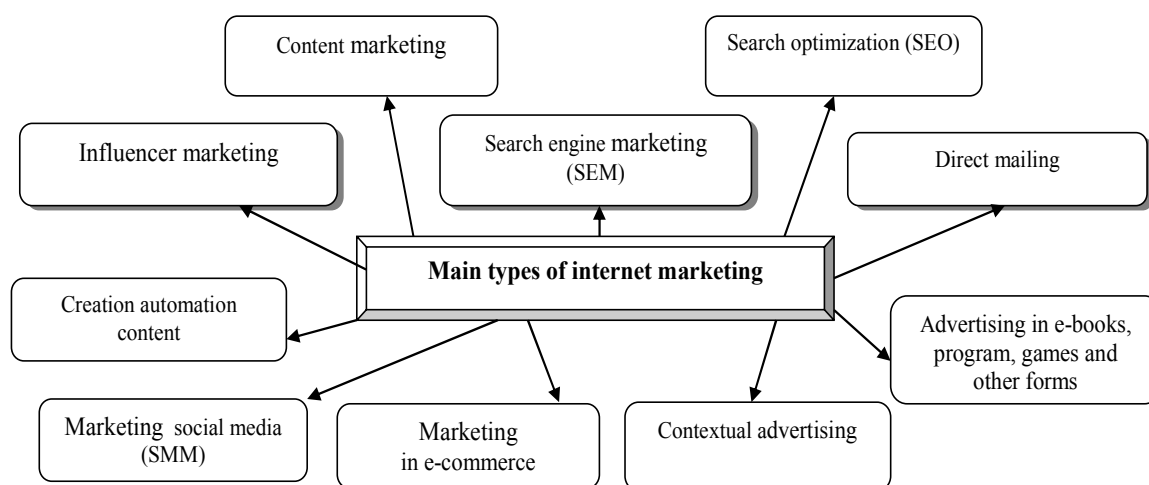


Fig. 1. Main types of internet marketing
(formed by the authors based on the source [5])

In addition to traditional ways to promote products online Internet, aggressive tools are also used marketing, presented Pop-Ups i Pop-Unders, virus programs, programs tracking. Methods aggressive of attracting customer attention or collecting user data have certain disadvantages because they irritate consumers, which can link aggressive marketing methods with the company's brand, which will have a negative result. This also includes viral Internet marketing – distribution of communication messages online Internet, characterized

by an avalanche of information, the main distributors are the direct recipients information. This is achieved by using a bright, creative, unusual idea in a communication message or by using a natural or trusting link [5].

In general, Internet technology as an effective and promising technological platform for marketing activities of the enterprise must take into account certain aspects and current trends in marketing communications of the enterprise (Fig. 2).

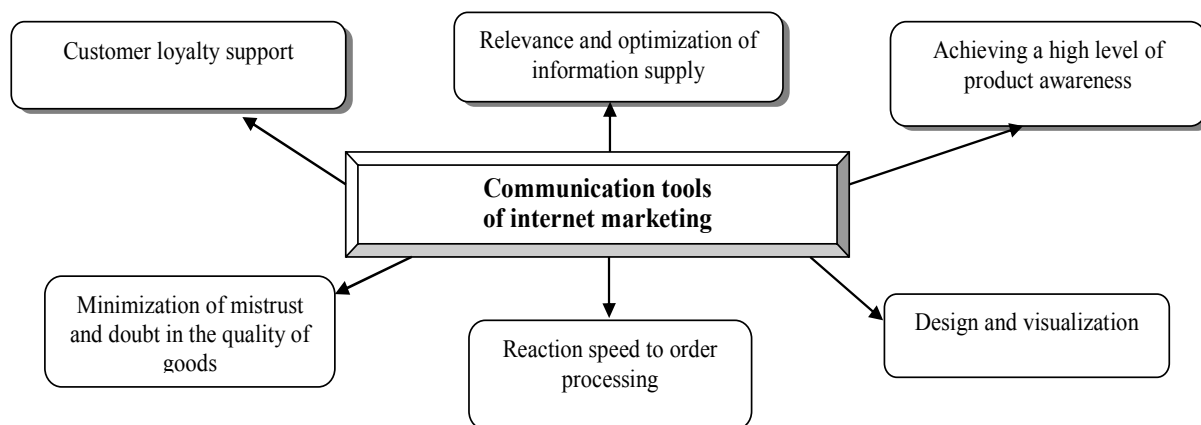


Fig. 2. Current trends in marketing Internet communications
(formed by the authors based on the source [5])

Marketing Internet technology may take the form of full or partial automation of many processes in their activities. They simple the system of interaction both within the enterprise and in working with external entities. An inseparable chain of relationships under the influence Internet technology creates its own system of interaction with the external environment. The external environment directly affects the processes of marketing activities at the technological and strategic levels. In the middle of the enterprise, the relationships formed under the influence of Internet technology, allow decision-making at different levels, while taking into account the whole complex of marketing in the enterprise. The development of promising forms of interaction between market participants in modern conditions is to create new forms and models of joint activities that take full account of the peculiarities of the field of Internet technology. The expansion of the company's capabilities in the promotion of goods and services using Internet technology is carried out through the development of virtual markets, trading platforms, the development of social networks, web applications and more. The choice of methods of promotion of goods and services of the enterprise must be optimally balanced in accor enterprise dance with the goals of marketing activities of the enterprise. And in this case the Internet technology act as a source of improvement of marketing activities and extend it values of virtual space. Thus, the change in the field of marketing due to Internet technology leads to the fact that the exchange and receipt of relevant information becomes technically diverse and acquires new

properties. There is a gradual transformation of traditional forms of management into an economic system of information type due to the formation of the market of information resources in a virtual environment. With the development of smartphones and mobile Internet for businesses, an important task has arisen-the adaptation of their Internet resources for mobile devices. Smartphones and wide coverage of 3G and 4G Internet allow consumers to easily and quickly receive the information they need [6].

During e-commerce, companies have preserved customer data and the history of their orders, which provides them with the opportunity to form a database. The use of this information allows co companies to send their target audience advantageous offers and information on discounts to e-mail, Viber or via SMS. The advantages of using Internet technology in the marketing activities of enterprises also affect the efficiency not only in marketing activities, but also in other areas of enterprise: increasing the possibility of diversification of production; cost savings during production and marketing; improving the speed and quality of coordination of work; growth of economic efficiency from more maneuverable use of resources of the enterprise, growth of turnover of use of resources; rapid response to changing market conditions and demand for certain products; increase the effectiveness of advertising through a more precise definition of the target audience, the implementation of selective, targeted advertising depending on the region, time, gender, location of robot and more.

Conclusions. Internet marketing provides an opportunity for new enterprises to find their place in the market and increase the competitiveness and efficiency of existing domestic enterprises that offer to the market both products for industrial use and final consumption. The use of basic tools of Internet marketing, as a rule, does not require significant financial resources from enterprises, but requires changes in the psychology and behavior of managers, rethinking the role of individual marketing tools in the activities of enterprises. Information technology makes it possible to reach a larger audience and better meet the needs of consumers, and thus increase profits. Sales and promotion of products via the Internet is a promising area, as every year is gaining more and more popularity among businesses and consumers, the number is expanding Internet users. The development of information technology opens new opportunities for businesses to sell products, and gives consumers access to information about goods or services and provides an opportunity to easily compare them.

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Фоміченко І. П., Баркова С. О., Дикань А. І., Косик К. В., Козлова К. О. Інтернет-маркетинг як сучасний інструмент комунікації підприємства

У статті визначено необхідність застосування маркетингових Інтернет-технологій просування товарів і послуг на сучасному вітчизняному підприємстві. На основі проведеного аналізу обґрунтовано необхідність удосконалення маркетингової збутової та комунікаційної політики вітчизняних підприємств із використанням Інтернету. Визначено основні маркетингові процеси, які реалізуються за допомогою технологій Інтернет-маркетингу, до яких належать маркетингові дослідження в Інтернеті, маркетингові комунікації в Ін-

тернеті та просування і збут продукції через Інтернет. Досліджено основні види Інтернет-маркетингу на сучасному підприємстві. Визначено актуальні тенденції маркетингових Інтернет-комунікацій. Обґрунтовано переваги застосування Інтернет-технологій у маркетинговій діяльності підприємств, які впливають також на ефективність (або розширення можливостей) не тільки у маркетинговій діяльності, але й в інших сферах діяльності підприємства.

Ключові слова: інтернет-маркетинг, маркетингові комунікації, маркетингові технології, мережа Інтернет, просування товарів і послуг, соціальні мережі, реклама.

Fomichenko I., Barkova S., Dykan A., Kosik K., Kozlova K. Internet Marketing as a Modern Enterprise Communication Tool

The article identifies the need for the use of Internet marketing technologies to promote goods and services in a modern domestic enterprise. Based on the analysis, the need to improve the marketing, sales and communication policy of domestic enterprises using the Internet is substantiated. The main marketing processes that are implemented using Internet marketing technologies, which include marketing research on the Internet, marketing communications on the Internet and promotion and marketing of products over the Internet. The main types of Internet marketing at a modern enterprise are studied. Current trends in Internet marketing communications are identified. The advantages of the use of Internet technologies in the marketing activities of enterprises are substantiated, which also affect the efficiency (or empowerment) not only in marketing activities, but also in other areas of the enterprise.

Keywords: Internet marketing, marketing communications, marketing technologies, Internet, promotion of goods and services, social networks, advertising.

Фомиченко И. П., Баркова С. А., Дикань А. И., Косик К. В., Козлова К. О. Интернет-маркетинг как современный инструмент коммуникации предприятия

В статье определена необходимость использования маркетинговых Интернет-технологий продвижения товаров и услуг на современном отечественном предприятии. На основе проведенного анализа обоснована необходимость усовершенствования маркетинговой сбытовой и коммуникационной политики отечественных предприятий с использованием Интернета. Определены основные маркетинговые процессы, которые реализуются с помощью технологий Интернет-маркетинга, к которым относятся маркетинговые исследования в Интернете, маркетинговые коммуникации в Интернете и продвижение и сбыт продукции через Интернет. Исследованы основные виды Интернет-маркетинга на современном предприятии. Определены актуальные тенденции маркетинговых Интернет-коммуникаций. Обоснованы преимущества применения Интернет-технологий в маркетинговой деятельности предприятий, которые влияют также на эффективность (или расширение возможностей) не только в маркетинговой деятельности, но и в других сферах деятельности предприятия.

Ключевые слова: интернет-маркетинг, маркетинговые коммуникации, маркетинговые технологии, сеть Интернет, продвижение товаров и услуг, социальные сети, реклама.

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