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INTERNET ADVERTISING AS AN EFFECTIVE TOOL FOR BUSINESS DEVELOPMENT**Razumova H.V., PhD in Economics,
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It was found that the advancement of goods and services on the Internet for many types of business has evolved from experiments to necessity. Successful development of modern business requires a competent marketing policy, which uses the most powerful tool - the Internet to influence a wide audience of potential customers. The purpose of the study is to review and analyze all possible types of Internet advertising, to highlight the most effective and determine their impact on business development. During the research the main tools of the Ukrainian advertising market were analyzed. Significant growth of the Internet advertising market is revealed, which is connected both with the wide technological possibilities of the Internet, and the opportunity to give advertising the most efficiently and addressable. The analysis of modern Internet technologies as effective tools for conducting successful business is analyzed. There were considered typical mistakes in using Internet technologies by companies and suggested solutions for them. So, with the constant development of business and complicated processes, IT infrastructure must be able to support all the changes that are accompanied by the active introduction of new information technologies and the constant development of the World Wide Web.

Keywords: marketing, internet advertising, advertising, advertising market, internet technology, display advertising

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**ІНТЕРНЕТ-РЕКЛАМА ЯК ЕФЕКТИВНИЙ
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Виявлено, що просування товарів і послуг в мережі Інтернет для багатьох видів бізнесу перетворилося з експериментів в необхідність. Успішний розвиток сучасного бізнесу потребує грамотної маркетингової політики, що використовує для впливу на широку аудиторію потенційних замовників найпотужніший інструмент – Інтернет. Мета дослідження – розглянути і проаналізувати всі можливі види інтернет-реклами, виділити найбільш ефективні і визначити їх вплив на розвиток бізнесу. В ході дослідження проаналізовано основні інструменти рекламного ринку України. Виявлено значне зростання ринку інтернет-реклами, що пов'язано як з широкими технологічними можливостями інтернету, так і можливістю давати рекламу максимально ефективно і адресно.

Проаналізовано сучасні інтернет-технології як ефективні інструменти для ведення успішного бізнесу. Було розглянуто типові помилки у використанні інтернет-технологій компаніями та запропоновано варіанти їх вирішення. Таким чином, при постійному розвитку бізнесу і ускладненні процесів ІТ-інфраструктура повинна бути здатна підтримати всі зміни, що супроводжуються активним впровадженням нових інформаційних технологій і постійним розвитком «світової павутини».

Ключові слова: маркетинг, інтернет-реклама, реклама, рекламний ринок, інтернет-технології, медійна реклама.

Problem description of this topic lies in the fact that at present the promotion of goods and services on the Internet for many types of business has turned from experiments into necessity. Today, for many firms operating in the market, Internet advertising has become the most effective tool for attracting customers. But, the Internet as an advertising channel is still incomprehensible to many advertisers. This is a new medium for disseminating information with its own specifics.

Internet advertising is designed to convince or inform, influence consumer behavior and / or the opinion of the Internet audience.

Although some consider the Internet as just an information base, the World Wide Web has long gone beyond this concept. For the modern business person, the Internet can become an effective business tool.

Successful development of modern business is unthinkable without a competent marketing policy that uses the most powerful tool - the Internet - to influence a wide audience of potential customers.

The influence of the World Wide Web is such that the reputation of the company, the credibility of its name and the increased demand for its products and services now directly depend on the position of the company's website in the rankings of popular search engines.

According to statistics, today more than 60% of the population of Ukraine decides to apply to this or that company based on the opinion formed after the analysis of data obtained on various Internet resources.

What opportunities are open to businessmen when using modern Internet technologies?

- unlimited opportunities to find business partners, advertise and promote their services;

- the organization of a virtual office, communication with remote representatives and branches, the sale of services online, beyond the geographical location of the company;

- timely receipt of feedback from direct customers and a flexible response to feedback;

- reduction of the cost of communication services due to access to e-mail, digital telephony, social networks, etc .;

- carrying out of marketing researches, carrying out of advertising campaigns, the fast analysis of efficiency of advertising strategy;

participation in electronic fairs, sales, auctions, sales through specialized sites; non-cash remote settlements with customers, work 24 hours a day, 7 days a week.

Analysis of recent scientific research: Mischenko I.Y. «The feature and effectiveness of online advertising in the marketing policy of the enterprise»; Capinus L.V. «Internet advertising in the management system of marketing activities of the enterprise». In addition to the theoretical basis for studying the problems of Internet advertising, its content, opportunities are devoted to the works of such scientists: Ya. Voronin, V. Aleksunin, I. Litovchenko, M. Lebedenko, I. Lutchenko, L. Nesterenko, V. Pylypchuk, O. Pankrukhin. Theoretical and methodical principles, set forth in the works of these authors, form the basis of the science of Internet advertising. However, Internet technologies are developing rapidly, which determines the need for further research, as well as the clarification of the possibilities of Internet advertising and the prospects for its development.

Defining the aim of the article – consider and analyze all possible types of online advertising, highlight the most effective and determine their impact on business development.

The main researching material. Modern Internet technologies offer a number of effective tools for conducting a successful business. Consider the example of the business portal UA-REGION VIP-package of services worth 9000 UAH / year for the development of small and medium-sized businesses.

The customer receives:

1. Guaranteed hit in TOP-3 when searching for keywords that characterize activities in business directories.

2. Increase the visibility of the site in the most popular search engines Google, Ukr.net, META. This will ensure the maximum increase in visiting

the company's website and attract new customers who need the services provided.

3. Placement of the most complete company profile on all sites included in the Unified Business Information System "All enterprises of Ukraine".

4. Promotion of business on the sites of the network "Business Guide™".

5. All users of the VIP package "Maximum Business Rating" get the opportunity to be the first to use new services, take part in special promotions and offers. [3]

This type of services is designed to meet the needs of a dynamically developing business, which requires the fastest promotion on the Internet.

Following the results of the first 8 months of 2017, the All-Ukrainian Advertising Coalition (VRK) specified its forecasts for the development of the advertising and communication market in Ukraine.

In general, it should be noted that the practice of the first advertising half-year in the final general market expression confirmed, or at least not critically refuted the accuracy of the December coalition forecasts. However, for some market segments, the growth dynamics clearly outstripped the December forecast, which helped improve the market growth forecast from 28% to 32%.

The traditional leader in the growth was Digital-advertising, and "non-traditional" - outdoor advertising.

According to the estimates of the WRC, the Internet market grew by 33-35% in 2016 and will grow no less than 28-30% in 2017, reaching a volume of at least UAH 4,010 million [1].

Estimating the speed of search in Youtube at the current level of monitoring development and the available tools of analytics, according to experts, is somewhat understated.

The main driver of growth in 2016 was a mobile (mobile device), search, digital video, and another digital has also grown significantly.

In 2017, the situation will be similar. VRK experts suggest that the dynamics of mobile growth and search will be more pronounced (table 1).

The key factor in the growth of the mobile was the change in the consumer model: with the help of a mobile device, not only actively watching videos, but also making purchases, which increased the investment from e-commerce.

The growth in demand for digital video from large international customers and e-commerce has provoked a deficit of non-Youtube video traffic since summer 2016, but it encourages sellers to work on increasing video inventory.

Search continues to grow traditionally due to the availability of the tool, low entry threshold and easy ROI estimation.

Table 1 - Expert forecast of the volume of the media advertising market of Ukraine for 2017

	Results of 2016, million UAH	Forecast, 2017, million UAH, December	Percent change in 2017 by 2016, December	Updated forecast, 2017, million UAH, August	Percent change in 2017 by 2016, revised forecast, August
TV advertising, total	5 676	7 414	31%	7 414	31%
Direct advertising	4 965	6 454	30%	6 455	30%
Sponsorship	711	960	35%	960	35%
Press, total	1 150	1 342	17%	1 349	17%
National	680	816	20%	816	20%
Regional	190	218	15%	219	15%
Specialized	280	308	10%	314	12%
Radio advertising, total	400	480	20%	480	20%
National Radio	290	348	20%	348	20%
Regional radio	39	47	20%	47	20%
Sponsorship	71	85	20%	85	20%
Out-of-Home Media, total	1 240	1 595	29%	1 766	42%
Outdoor advertising boards	1 081	1 405	30%	1 567	45%
Transport advertising	77	92	20%	96	25%
Indoor advertising (including Indoor video)	82	98	20%	103	25%
Advertising in cinemas	35	40	15%	40	15%
Internet (Digital) advertising	3 140	4 010	28%	4 344	38%
TOTAL MEDIA MARKET	11 641	14 881	28%	15 393	32%

Source: [1]

Another digital rose due to an increase in non-Ukrainian demand for production and, accordingly, currency fees and prices.

Shares of the Internet advertising market:

1. The share of direct sales in the market was 56%.
2. The shares of segments of media Internet advertising were distributed as follows (Figures 1):
 - banner advertising - 39,6%;
 - in-stream video (advertising in a video player pre-roll, mid-roll, post-roll, pause-roll, overlay- advertising, picture-in-pause) - 40,6%

- in-page video (content-roll) - 4,7 %;
- other non-standard solutions (pop-ups, pop-up and pop-under, formats catfish and screenglide, synchronous banners, frontlines, full-screen advertising, sound advertisement in digital audio stream, other similar manifestations) - 5,7%;
- sponsorship - 9,4 [2].

Table 2 - Details of the Internet (Digital) - advertising

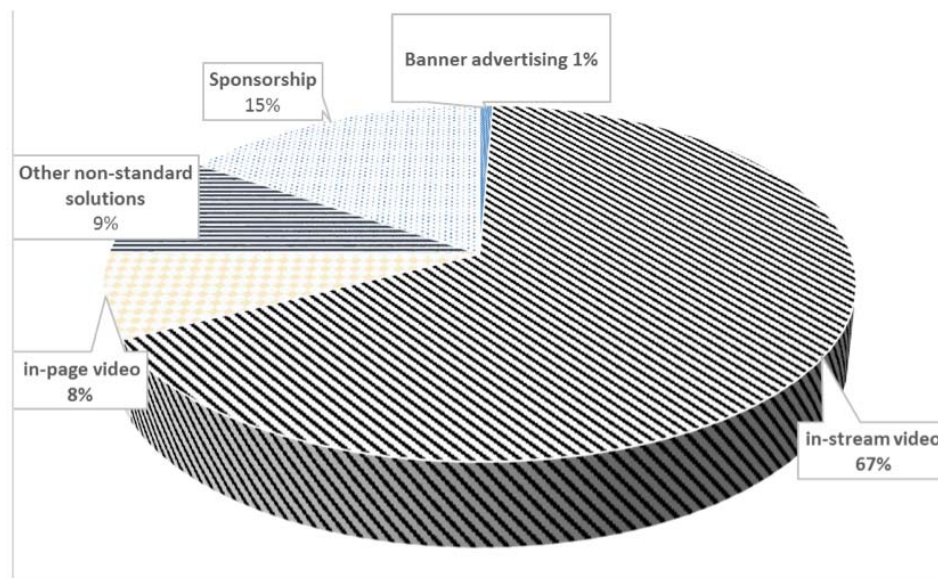
	Results of 2016, million UAH	Forecast, 2017, million UAH, December	Percent change in 2017 by 2016, December	Updated forecast, 2017, million UAH, August	Percent change in 2017 by 2016, revised forecast, August
Search (paid issuance in search engines), including part of GDN	1 200	1 650	38%	1 800	50%
Banner advertising, advertising in social networks, rich media	750	830	11%	825	10%
Sponsorship	160	180	13%	181	13%
Mobile advertising	250	370	48%	425	70%
Digital video, including Youtube	460	580	26%	713	55%
Another digital	320	400	25%	400	25%
TOTAL	3 140	4 010	28%	4 344	38%

Source: [1]

It is important to use these Internet technologies correctly and in a timely manner to respond to new market trends.

Consider typical errors in the use of Internet technologies by companies and their solutions – table 3. [5]

Finding and prospects of the further development. Modern technologies change business - new innovative services are born, methods of customer service and advertising are expanding. With the constant development of business and the complexity of processes, the IT infrastructure should be able to support all the changes, accompanied by the active introduction of new information technologies and the continuous development of the "world wide web." Companies that are in step with the times receive a serious competitive advantage.



Figures 1. Shares of segments of media Internet advertising.

Source: [2]

Thus, we can conclude that Internet advertising is a set of activities in the Internet, aimed at attracting the attention of the audience, but what means it is achieved (by demonstrating graphics or text, audio or video files) is not so important. So do not close on banner advertising, especially since online marketers have noticed for a long time: the less advertising is similar to advertising, the greater the primary effect is achieved with its use.

Significant growth in the Internet advertising market in the last year is due to the fact that traditional media - streamers, print media, billboards, lose their effectiveness.

The Internet has shown convincing advantages of advertising in the network. In favor of this, not only do the broad technological possibilities of the Internet play, but also the ability to advertise in the most effective and targeted manner.

With the proper use of Internet technologies in business, you can get a number of undeniable advantages:

- access to the widest possible audience of consumers of the product or service;
- creating a loyal subscriber base and receiving timely feedback;
- increased confidence in the product and company, the development of the personal brand and its recognition;

Table 3 - Typical errors in the use of Internet technologies by companies

Current state of affairs in business	How to strengthen
There are customers, but sales are low	Conduct an in-depth analysis of the target audience, successful competitors and their suggestions. Determine for yourself who he is - your ideal customer, and why he is interested in your product. Create a competent unique trade offer (UTP), think over discounts and bonuses.
Weak feedback from advertising on the Internet	Use the strategy, offering value initially, and then trying to sell. Implement content marketing tools. Consider new promotion channels (social networks, YouTube, affiliate programs with deductions from sales). Create an offer or an event for sharing on social networks.
Lack of feedback from customers	Collect subscription base and organize high-quality Email-mailing, aimed at receiving feedback, news, high-quality and interesting content to subscribers.
Seasonal sales decline or sales drop between launches	Think about offers for sale. Create an automated sales funnel where the subscriber dynamically moves from proposal to offer, warming up with interactives and content.
Low percentage of e-mail discovery in e-mail and target actions	Check the structure of the letters (availability of calls for action, competent formatting, post-scriptum). Create catchy headlines that prompt you to open the message. Give value to readers and develop the loyalty of your subscription base. Test the response to each letter. Set up digital signatures and be friends with email providers.
Sales funnel is created, but works inefficiently	Check all stages of the funnel, connect the end-to-end analytics to all pages and analyze the weaknesses. Go out to a dialogue with your audience and try to understand what exactly pushes them at each of the stages.
Clients leave applications, but do not pay	Connect the call center and online CRM, call customers instantly after placing an order - this will increase loyalty, help the client make a decision, prevent "cool down" and change your mind about purchasing a product. It is also an excellent tool for quick feedback.

Source: [5]

- optimization of the company's advertising budget;
- automation of sales of products and services with the help of marketing funnels and, as a result, increasing profits;
- the ability to clearly identify your narrow target audience, segment it in detail, enter into dialogue with it, and build trust in the brand.

It should be noted that at this stage, the growth of the advertising market is much faster than the recovery of the economy as a whole, and most of the product categories in particular.

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