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FEATURES OF MODERN TOOLS OF INTERNET MARKETING

The article considers modern tools of Internet marketing as a set of actions aimed at attracting attention to the product or service sold by the company, and promoting the site in order to successfully sell the product. Theoretical foundations of Internet marketing and application of Internet marketing tools are defined and analyzed. Recommendations on introduction of innovative trends of Internet marketing in the operation of modern enterprises are developed. Internet marketing tools have been reviewed and characterized, such as: SEO-optimization, i.e. search engine promotion; E-mail; advertising on social networks (SMM); contextual advertising, one of the most popular advertising methods on the Internet; banner advertising, graphic image is located on the website page Publisher; traffic arbitrage, purchase by a webmaster of traffic at a certain price for resale on better terms. The main trends that dominate the field of Internet marketing are identified and analyzed, namely: dynamic activation of mobile marketing, active use of web analytics, advertising in video format, influencer marketing (a strategy that requires special people to reach the desired audience), Email marketing, content marketing, Instagram promotion, chatbots and messengers, the transition from individualism to collaborative creativity. It has been determined that the use of Internet marketing tools helps to promote the brand, attract customers, conduct market research and perform many other processes. Conversely, significantly more resources would be necessary in an offline environment. It is concluded that Internet technologies are changing the way companies interact with their employees, partners, competitors and suppliers, at the same time Internet marketing is evolving with incredible speed, and only those who are able to change and adapt to the new business conditions are catching up with new trends and think of a quality marketing strategy.
Key words: *Internet marketing, SMM, SEO-optimization, messaging apps, web analytics, contextual advertising, Email marketing, chatbots.*

ОСОБЛИВОСТІ СУЧАСНИХ ІНСТРУМЕНТІВ ІНТЕРНЕТ-МАРКЕТИНГУ

У статті розглянуто сучасні інструменти інтернет-маркетингу як сукупності дій, спрямованих на привертання уваги до товару чи послуги, що реалізує компанія, а також для просування сайта з метою успішної реалізації товару. Визначено та проаналізовано теоретичні основи інтернет-маркетингу,аналіз застосування інструментів інтернет-маркетингу, розроблено рекомендації щодо впровадження інноваційних трендів інтернет-маркетингу в діяльність сучасних підприємств. Розглянуто й охарактеризовано інструменти інтернет-маркетингу, такі, як: SEO-оптимізацію, тобто просування в пошукових системах; e-mail

розсилання; рекламу в соціальних мережах (SMM); контекстну рекламу, один із найпопулярніших методів реклами, яку здійснюють в інтернеті; банерну рекламу, графічне зображення, розташоване на сторінці веб-сайта видавця; арбітраж трафіку, купівлю веб-майстром трафіку за певною ціною для подальшого продажу на вигідніших умовах. Визначено та проаналізовано основні тренди, що домінують у сфері інтернет-маркетингу, а саме: динамічну активізацію мобільного маркетингу, активне використання веб-аналізу, рекламу у відеоформаті, маркетинг впливу (стратегію, яка передбачає, що спеціальні люди донесуть до обраної аудиторії потрібний посил), email-маркетинг, контент-маркетинг, просування в Instagram, чат-боти і месенджери, перехід від індивідуалізму до спільної творчості. Визначено, що застосування інструментів інтернет-маркетингу допомагає виводити на ринок торгові марки, залучати клієнтів, проводити дослідження ринку та здійснювати багато інших процесів, які за інших рівних умов потребували б у середовищі офлайн більших ресурсів. Підсумовано, що інтернет-технології змінюють способи взаємодії компаній зі своїми співробітниками, партнерами, конкурентами та постачальниками, а інтернет-маркетинг розвивається з неймовірною швидкістю, і встигають за новими трендами тільки ті, які швидко вміють змінюватися та адаптовуватися до нових умов бізнесування, також продумують високоякісну маркетингову стратегію.

Ключові слова: інтернет-маркетинг, SMM, SEO-оптимізація, месенджери, веб-аналіз, контекстна реклама, email-маркетинг, чат-боти.

Formulation of the problem. The relevance of the research topic is that in the modern world, the leading role belongs to innovations that are rapidly developing and radically changing the goals of the economy. In the era of information technology, the popularity of the Internet is growing, and the number of Internet users is increasing every day.

Most modern commercial companies and non-profit organizations have a full-fledged resource, blog or page on the Internet. However, creating a network resource and filling it only with information content will not be able to increase the site's popularity, add visibility to the company and will not give the result in the form of automatic sales growth. It is necessary to work purposefully on its promotion, SEO promotion and increase conversions, which, in fact, is what Internet marketers do.

Analysis of recent research and publications. The theoretical and methodological basis of the article were domestic and foreign works of scientists with consideration of problematic issues of Internet marketing, development of network and marketing technologies.

Complex theoretical and practical aspects of marketing in general and Internet marketing in particular are considered in the works of both foreign and domestic scientists. Among them, it is expedient to allocate works of A. Starostina, R. Oksentyuk, O. Smolyanyuk, S. Veselova, E. Golubkova, V. Gorokhova, A. Kalmykova, T. Tsygankova,

F. Kotler, U. Henson, A. Hartman, D. Eymore and other authors.

The purpose of the article is to study and evaluate modern Internet marketing tools as a set of actions aimed at attracting attention to the product or service sold by the company, as well as to promote the site in order to successfully sell the product (sale).

Presentation of the main research material. Comprehensive use of all possible tools of marketing and Internet marketing, trends, advertising channels and promotion of resources on the Internet allows you to increase site traffic and increase sales. It is online marketing that allows you to work with the largest target audience, attract the maximum number of potential customers, keep existing ones. The rapid development of Internet marketing generates constant changes in strategies and technologies, and to ensure the effective operation of the enterprise it is necessary to keep up with the latest trends in this area [1, p.23].

Comprehensive Internet marketing embodies the combined use of all possible channels of advertising and promotion of resources in the network space, which increases site traffic and sales growth. The advantage of e-marketing is, first, informativeness. Any potential buyer can use the Internet, get information about the product and buy it. In addition, the effectiveness is higher compared to traditional advertising. Standard promotion in the media and on billboards or city lights is costly and often does not pay off: the audience coverage is wide but not productive. Such advertising should be used rather than image; it can support the interest in any brand or company.

The promotion of goods and services on the Internet involves a different process: the visitor independently finds advertising when typing in the search bar of certain words and phrases. And, of course, high-quality use of Internet marketing tools will provide a large coverage of the target audience. On the Internet, a particular product has no limit on the number of potential consumers. Theoretically, they can be all Internet users, because you can order goods and services from anywhere on the planet.

Internet marketing contains all the components of marketing activities (market research, customers, environment; product promotion, branding, work with intermediaries, organization of trade and marketing activities) and a set of subsidiary industries (banner advertising and public relations (PR), methods of marketing research on the Internet, the

formation of ways to properly position the brand in the market, the study of demand and consumer audience, the development of algorithms for the formation and high efficiency of advertising campaigns, etc.). But, given the specifics of e-marketing, traditional marketing methods and the latest information technologies are combined on a regular basis, so the emergence of marketing campaign new tools can be considered its feature [7].

Internet marketing continues to conquer the world and take away market share from traditional ways of advertising. This is not surprising, because only digital marketing can work with the most target audience. The rapid development of Internet marketing is generating constant changes in strategies and technologies. To ensure the efficiency of the enterprise, it is necessary to keep up with the latest trends.

The global scale and comprehensiveness of the process of the Internet entering various society aspects has created a new, so-called virtual reality; its significance for society today is even impossible to assess, the results can be so deep and ambiguous [3, p. 7]. As of 2020, there were 5 billion active Internet users in the world, and the figure for social networks exceeded 4 billion. The lowest number of users in Central Africa and South Asia is due to the uneven distribution of Internet access. Despite such deplorable statistics, the countries of these world regions for the last year are characterized by the highest growth rates. The rapid development and socialization of the Internet is the main trend of the modern online environment [4].

Along with the technology development, new trends constantly emerge. They influence the methods and strategies of doing business in the digital world. To stay competitive in business, you need not to be afraid to work with new, unknown tools, follow trends and be as flexible as possible.

Any Internet marketer who follows the trends will agree that digital technologies, changing the world around us, change the approaches to promoting business on the Internet. It is very important for marketers to follow trends in the market of goods and services, track the slightest changes in the Internet space, understand which tools dominate and which are losing relevance, respond to challenges, in general – to be in trend.

The Internet and its development are used in science, economics, technology, education, and its development has a significant impact on the availability of various types

of information. The World Wide Web has directly influenced the isolation of Internet marketing as an important area in the marketing activities of commercial organizations [5, p.33].

The company must gradually follow the strategy used by modern Internet marketing. To determine the needs of the target audience, you need to create and promote content, try to encourage site visitors to purchase the proposed product. Comprehensive Internet marketing now uses all available channels to promote resources and advertising.

Internet marketing contains the following tools:

1. SEO-optimization (search engine promotion), which is one of the most significant and difficult to use Internet marketing tools. Search engine optimization is a sequence of actions aimed at improving the position of the site in search results, which are generated by search engines in response to user requests [5, p.27].

The task of the SEO-marketer is that, regardless of the query construction, the Web-page falls into the first ranks of search results, and the range of words and phrases by which it could be found was quite wide. Search engines display pages found in the query, usually in parts of 10-20 links. According to marketing research, about 60% of users are limited to the first page of search results and almost 90% − the first three pages [7].

2. E-mail mailings. E-mail marketing allows you to create direct communication between a potential or active customer and the brand (or business, company). This is one of the most popular and effective tools for business. As a result, the number of sales may increase – both new and repeated, customers will be more loyal to the company [7]. The advantages of e-mail advertising are as follows: it allows personalized circulation; e-mail is used by almost all network users; works directly and reaches a specific user; thanks to a clear thematic distribution of mailing lists and discussion letters, it is possible to influence the target audience; experts believe that the response to correctly placed advertising in e-mail is more effective than the response from banners [9, p. 259]

3. Advertising on social networks. Social networks are becoming more and more popular every year. According to the «Worldometers» site, the number of Internet users is 3 billion people [10, p. 204].

In accordance with the latest trends, the number of elderly users is increasing. For example, on Facebook, the number of people over the age of 65 increased by almost 20% during the year. According to research, 9 out of 10 users use mobile phones for social networks, and most people use the Internet from mobile devices – 52% of Internet traffic in 2020. Facebook became the leader in popularity – 2.17 billion active users in 2020, followed by YouTube and WhatsApp. The number of Instagram users has tripled in the last year.

As for the situation in Ukraine as of 2020, 58% of the total population, or 26.6 million people, are Internet users. Users of social networks – 14 million people, and mobile phones for communication on the Internet are used by 10.5 million people [2, p.154].

Social media marketing (SMM) is aimed at promoting a company's brand, product or service through social media, where content is aimed at interacting with other users. In fact, the trend of promoting goods and services through social networks is becoming increasingly effective and efficient [10, p. 202].

4. Contextual advertising. One of the most popular types of advertising on the Internet is a banner or advertisement on a web page, which are located mainly just below the header of the site, on the side panels of the web page or at the bottom [8, p. 29].

The advantage is the direct aiming of the target audience, so such advertising is broadcasted on thematic sites, in search engines on the subject of the search query, on sites with similar topics, perhaps even on the sites of competitors. For instant results and maintaining constant site traffic, contextual advertising is an ideal tool along with search engine optimization [6, p.56].

5. Banner advertising. One of the most common types of online advertising. A banner is a graphic image placed on a page of a publisher's website. Banner advertising requires relatively small investments and can be used both to promote the product and to create and improve the company's image. The information on the banners should be as short and attractive as possible for the site visitor to encourage him to go to this banner [7].

6. Traffic arbitrage is the purchase by a traffic webmaster at a certain price for resale on more favorable terms. The role of advertisers – traffic consumers – are various

organizations and individuals who, for example, sell goods or services on the Internet [4]. By paying the arbitrator (advert) some amount for the trail (potential buyer of goods or services), the advertiser can later receive much more income from sales, resale and more.

All the internet marketing tools listed here have proven to be effective in solving the problem of attracting customers. With their help, you can launch the promotion and sale of new products and services, increase traffic to the site, increase brand awareness and strengthen the company's image.

Therefore, we conclude that the choice of a specific set of tools for an enterprise's online marketing should depend on the specifics of the business sector, the company's capabilities, the interests of the target audience, as well as focus on current trends in Internet marketing.

Specialists specializing in the promotion of small and medium-sized businesses are using increasingly sophisticated approaches to measuring results in various areas of Internet marketing. This allows to decide on the most appropriate use of budget funds through channels, tactics and companies, helps to understand the behavior of site visitors, to study the consumer and the relationship between sales from different sources [2, p.63].

The main trends that dominate in the field of Internet marketing are the following:

Table 1.

Modern trends in the field of Internet marketing

Modern trends in Internet marketing	Characteristics
1. Dynamic activation of mobile marketing.	Mobile applications are effective and useful, the presence of which significantly affects the promotion of the company's brand, attracting new customers, increasing the loyalty of a constant target audience, optimizing work with consumers and, as a result, - to increase net profit.
2. Active use of web analysis.	Collection, analysis and reporting on the use of the site and user behavior: what sections visitors are interested in, where they go to the site, how often they make certain requests to the pages.
3. Advertising in video format.	Video format is gaining popularity, and more and

	more companies are paying attention to it and investing in implementation. Multimedia content is best perceived by mobile users, so this trend is especially relevant.
4. Marketing impact.	A strategy that involves special people delivering the message they need to their chosen audience.
5. E-mail marketing.	Allows you to reach a large target audience, and e-mail messages can be sent in the shortest possible time.
6. Content marketing.	A set of marketing techniques based on the creation and/or dissemination of useful information for the consumer in order to gain trust and attract potential customers.
7. Chatbots and messengers.	Messengers have ceased to be just a communication channel and have already become a promising channel for Internet marketing. It is expected that the use of messengers for advertising purposes will increase in popularity and the use of automation tools, such as chatbots, will intensify.

Source: developed by the authors using [3, 4,7].

So, with the spread of the Internet, it is much easier to share information, to communicate. Things which are needed by the consumer have become much more accessible. People began to share almost everything: real estate, cars, tools, food, and so on. In the digital world, this means focusing on communities, not individuals. Interest groups give marketers more than one person to promote a brand.

Conclusions. So, we come to the following conclusion: with the development of society and the growth of progress in general, entrepreneurs are finding it increasingly difficult to promote their product or service, especially in conditions of fierce competition. Actually, therefore, for a successful business entrepreneur must be an innovator, not afraid of changes in the organization of marketing activities. The business owner must monitor all the actions of its competitors, use all possible (legal) ways to achieve the goal, so the main goal – to increase the competitiveness of the company and increase its profits.

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Internet marketing has become the most effective and efficient tool for this.

Thus, the promotion of goods, services and companies to the Internet audience is an effective direction in the development of the brand and the business as a whole. Internet marketing should be used in combination, using the latest trends, tools, rather than selectively or not systematically. In fact, a comprehensive approach lays the key to the effectiveness of Internet marketing communications.

It has been proven that the use of Internet marketing tools helps to bring brands to market, attract customers, conduct market research and carry out many other processes that, other things being equal, would require more resources in an offline environment. With the help of the main trends and tools that dominate in the field of Internet marketing, the company is able to increase sales significantly, attract new regular customers, retain existing ones, increase its visibility in the market. So, any marketing strategy on the Internet is aimed at achieving these goals, and Internet marketing is one of the most popular tools for promoting a company which, of course, should not save money because it can ensure a rapid rise and long-term prosperity of another brand and business in general.

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Стаття надійшла до редакції 29.10.2021