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## INTERNET MARKETING AS A FACTOR IN BUSINESS DEVELOPMENT

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**Abstract:** In this article, this feature of doing business on the Internet has been successfully used to track the activities of competitors. A minimal competitive advantage can lead to a significant increase in a firm's market share. The firm can anticipate competitors' actions by exploiting their weaknesses and overcoming their advantages.

**Keywords:** Business, internet, competition, firm, subject, research, innovation, technology.

### Introduction

The current stage of development of society and the economy is characterized by a rapid growth in the importance of the latest information and communication technologies, both for individual industrial and economic entities, and for the economy as a whole. This is primarily due to the transition to a post-industrial society and the formation of a new information economy. The basic infrastructure of globalization is the Internet, the global information network. The introduction of Internet technologies in the management of innovations in enterprises at the stage of market research of the market will significantly help modern firms in the search for ideas for creating innovations.

Among the main changes in innovation management with the advent of Internet technologies:

➤ The transition from the traditional one-to-many model to the multidirectional many-to-many communication model on the Internet; transition from one-way transmission of company information to consumers in real

time, two-way interaction. enterprises with consumers;

➤ replacement of long and multi-level channels for the dissemination of innovations through direct sales and the emergence of new information intermediaries, whose functions depend on comprehensive support in carrying out transactions on the network without intermediaries who own any products;

➤ the transition from mass consumer orientation to the formation of individual proposals in the field of innovation, as well as the emergence of new electronic goods, some of which can be both digital and physical;

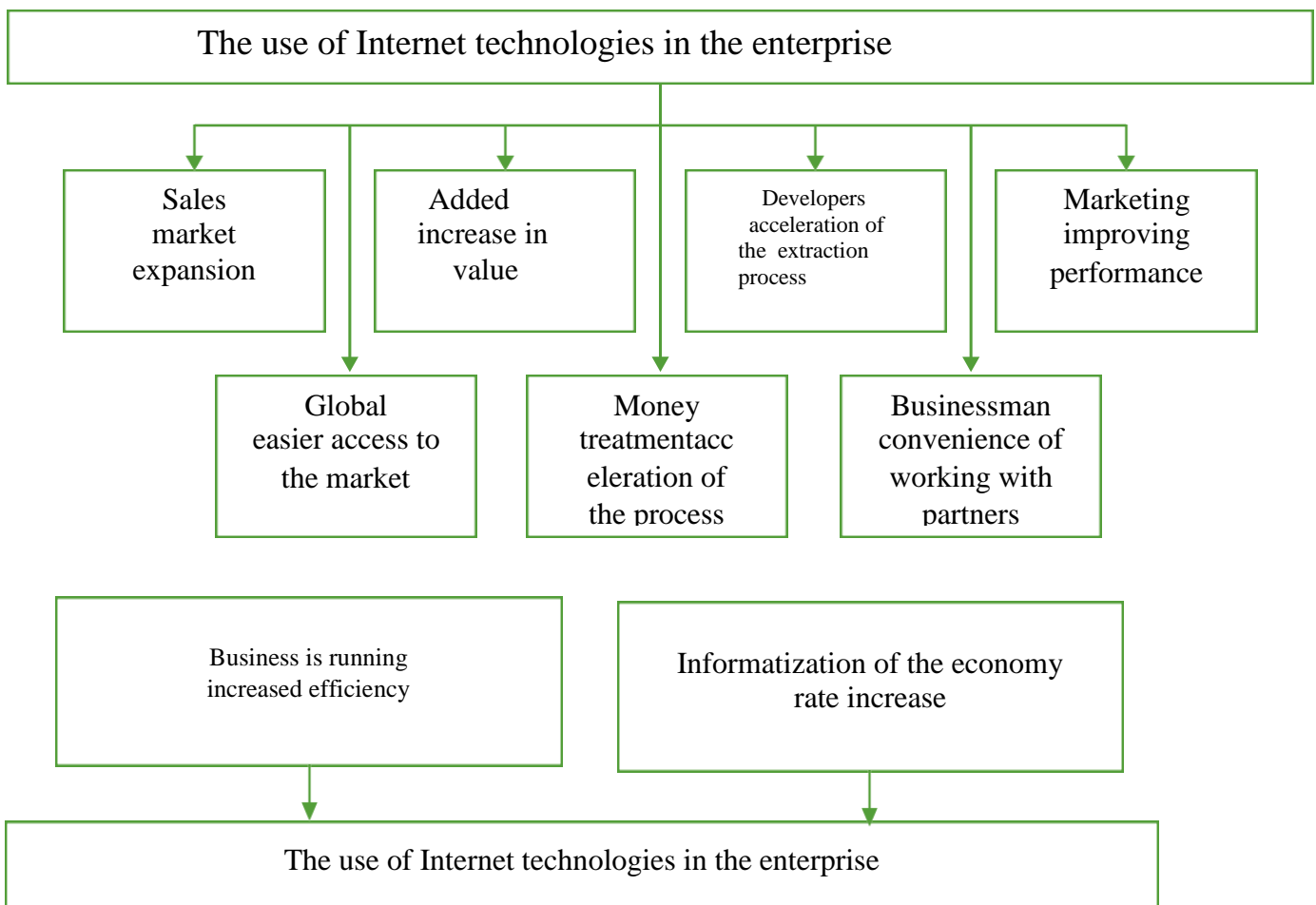
➤ the use of flexible pricing strategies, as well as the priority of implementing an individual approach to pricing.

Internet technologies can be of great help

for modern firms in finding ideas for creating innovations.

The first starting point when looking for ideas on the Internet is consumers. Their needs can be tracked through customer surveys, chat rooms and forums, group discussions, and company emails. Online surveys are based on consumer tastes, preferences, etc. for identification purposes. The most effective way to determine the interests of consumers is to count the number of visits to a particular page of the site.

The ability to analyze statistics of server visits is one of the most effective tools of Internet technologies. Unlike surveys that require the active participation of respondents, statistical analysis allows you to collect valuable information without involving visitors in active activities. Many Internet companies allow you to collect statistics of visits to the company's website, which includes the number of visitors, the number of repeat visits, the popularity and time of the visitor's stay on the page, the geographic location of the visitor, software and browser. he uses daily statistics of visits. In this way, consumer feedback helps the firm determine which version of the idea is most attractive.



**Figure 1. The impact of Internet technologies on the activities of enterprises and the national economy**

Internet technologies instead of increase Effectiveness is based on the following factors:

- significant savings;
- work in real time;
- interactivity;
- global participation;
- target audience orientation;
- the ability to sell online;
- reduction in labor costs;
- a time in itself many number clients service;
- simplification of the analysis of the competitive environment.

In addition to the above benefits of being online, it should be noted that the Internet is a new brand.

To the market output time shortens and company accelerates the process of adaptation to market conditions.

The use of Internet technologies leads to a significant increase in the efficiency of enterprises, and this effect manifests itself in several directions at once. Factors of increasing the efficiency of enterprises, as well as The process of the impact of Internet technologies on the national economy is shown in the following figure.

Moreover, despite the huge role of the latest information technologies, email marketing does not replace traditional marketing, but only complements it, thereby expanding the range of marketing activities, i.e. in practice, an integrated approach is used. This makes it difficult for businesses to find the right mix of e-marketing and traditional marketing.

The Internet offers companies excellent opportunities to analyze the performance of competitors, which is associated with the peculiarities of working in an interactive environment. When a firm moves its business to the Internet, it is forced to be open to all users,

as the firm seeks to attract and retain customers and partners, products, prices, and so on. It is necessary to provide complete, and most importantly, reliable information about them, otherwise they will not be able to compare. This online business opportunity has been successfully used to track the activities of competitors. A minimal competitive advantage can lead to a significant increase in a firm's market share. Thus, the firm can anticipate the actions of competitors, exploiting their weaknesses and overcoming their advantages.

Conducting an online survey has significant advantages over a simple survey, which significantly increases the effectiveness of the survey.

On the downside, internet polls share common problems like other polls.

When deciding to launch an Internet project, it should be borne in mind that the Internet is not just a new simple tool for innovative marketing, but also a means of expanding the marketing mix in the enterprise. Despite the huge role of the latest information technologies, email marketing does not replace traditional marketing, but only complements it, thereby expanding the range of marketing activities, that is, an integrated approach in practice. Therefore, the success of the company should be determined by:. The rationality of this combination is due to the following key factors.

1. For an Internet project to be truly successful, it must be created only within the framework of the general corporate strategy of the company and be one of its components. Currently, many companies do not comply with this rule, which leads to the creation of large-scale projects that require significant investments without real need, or, conversely, the company does not adequately finance Internet projects, which are limited to opening a small information site.

2. The ratio of traditional and online marketing does not have to be universal, it should vary depending on the market share of the company and the rate of its growth in the network. Typically, the choice of a general corporate strategy is based on the Boston matrix. According to this approach, all firms are divided into four groups according to the two indicators indicated above.

Considering that the Internet project should develop in accordance with the general strategy of the company, it is advisable to use the Boston matrix when forming a strategy in the field of resource allocation between the two marketing areas. In addition, the Boston Matrix is also used in the formation of innovative strategies, and any Internet project will be innovative in nature.

3. When distributing funds between traditional and electronic marketing, as well as when implementing an Internet project and deciding on its volume, the company must evaluate a number of criteria, the main of which are:

- compliance of the project with the goals and objectives of the organization, as well as its financial capabilities;
- the cost of developing and implementing an Internet project;
- time aspect: the time it takes for a company to start to benefit from the implementation of email marketing;
- the risk that your investment in online marketing will not pay off;
- the need to attract additional specialists with appropriate professional degrees and qualifications;

4. Nowadays, when organizing online sales, companies find buyers both directly and through intermediaries, while many firms are trying to use the usual distribution channels on the Internet. Since the Internet is a market that

differs from the real market and has its own characteristics, it is most effective to work with electronic intermediaries who specialize in working only in an interactive environment on the Internet. Traditional distribution in the real market

The Internet should be used to facilitate interaction with intermediaries and as an additional source of information when using channels.

5. There is one more issue that firms need to consider when organizing online sales. Today, foreign online stores offer all kinds of goods and services. However, if in Western countries there is a demand for all the products offered by the network, then in our country the demand for software is high.

6. It is necessary to combine personal meetings and the use of Internet technologies in negotiations. In particular, it is advisable to conduct the final negotiations outside the Internet, in which a positive impression on partners and a psychological factor will be of great importance. It would also be better to discuss important issues of strategic importance in the usual way.

7. For advertising campaigns, the Internet will undoubtedly have advantages over other media channels, but it cannot replace traditional channels. Since the number of Internet users is only a certain percentage of the total population of the country, it is not recommended to limit yourself to Internet advertising or use it as your main tool. Funds for Internet advertising should be distributed in proportion to the ratio of the size of the traditional and Internet market, depending on the tasks facing the company to expand its sales markets.

Among the most important factors that determine the effectiveness of innovative marketing in the enterprise, in addition to the

combination of electronic and traditional marketing, it is necessary to include a separate optimization of these elements of the innovative marketing system. Given that email marketing is still new to local businesses, improving this area is the most pressing issue today.

The problem of market segmentation is important for online marketing because the Internet allows companies to precisely focus their influence on the target audience that makes up the market segment. With the right segmentation method, the Internet can greatly simplify this process. In addition, no costs are required at all, or they will be minimal; this allows for very fast segmentation, which also saves time.

Thus, the firm can be targeted and, depending on its size, also determine the projected market size and, therefore, the expected sales volume.

An important difference between online trading and traditional commerce is the inability of the seller to exert psychological influence on the buyer. When shopping on the Internet, the user only interacts with the computer and has enough time to carefully study the description of the offered brand.

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