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## **ESSENTIAL CHARACTERISTICS OF INTERNET MARKETING**

The Internet, as a medium of communication, is constantly progressing, expanding the possibilities of promoting goods and services in cyberspace. Thus, there is a need for a new direction of marketing, which would describe the features of achieving its goals on the Internet.

Today, according to Google, the terms "online marketing", "internet marketing", "electronic marketing" and "digital marketing" are used with approximately the same frequency.

Based on the analysis of literature sources, we can conclude that all the above terms include Internet marketing, but some, including "e-marketing", involves the use of other tools, such as SMS-mailings and telephone help services.

Today, there is no single common definition of Internet marketing. Yes,

some experts define it as "advertising on the Internet, including e-mail" [2].

Others in formulating definitions depart from the purely advertising functions of Internet marketing. According to them, online marketing is the achievement of marketing goals using digital technologies. The list of marketing goals of Internet marketing authors include: information about the company, product or service; providing sales on online platforms; customer study; development of loyalty programs, etc [1; 4].

Vella L. and Kester J. characterize online marketing as the use of the Internet and other forms of electronic communication to communicate with target markets in the most cost-effective ways. At the same time, online marketing allows you to reach both potential customers and work with existing customers [7].

According to experts, digital marketing is an integrated use of information channels in cyberspace to support the company's marketing activities aimed at making a profit and retaining customers, by recognizing the strategic importance of digital technologies and developing a comprehensive approach to improving online services for the best meeting customer needs and raising their awareness of the company, brand, products and services [2; 9].

This definition can be divided into three semantic parts:

- 1) selection of a wide range of digital communication channels (blogs, social networks, websites), which the marketer must know and use in marketing campaigns in conjunction with other tools to ensure a synergistic effect;
- 2) attracting new customers and managing relationships with existing customers as the most important source of increasing business profitability. This is considered to be the main task of digital marketing;
- 3) conducting an in-depth study of values, needs, experience and other important characteristics of the client, as well as the selection of the best communication channels in the network [3; 5].

The question of the relationship between the areas of traditional marketing

and Internet marketing for many years was one of the most discussed in the professional environment of Internet marketers. In the early stages of the Internet, many experts believed that in the near future, cyberspace could almost completely replace the reality that work, shopping, entertainment and communication will take place exclusively through the Internet. A direct consequence of such judgments was the hypothesis that the Internet may become a single advertising channel, and Internet marketing - the inevitable future of general marketing. After the first 10 years of Internet development, it became clear that this scenario is unlikely in the near future.

The main task of the Internet is not to replace the real world, but only to supplement it, to simplify the communication process. Similarly, Internet marketing does not replace, but only complements traditional marketing.

Traditional marketing deals with demand analysis, analysis of competitors, analysis of opportunities and formation of tasks for production, testing of products on potential consumers, product promotion, etc., and Internet marketing, in turn, greatly helps to promote products online, analyze demand and supply of competitors, and in some cases to test the product, but not related to production planning.

Thus, the Internet for marketers is mainly an environment for communication with stakeholders [3; 8].

For a more detailed study of the relationship between traditional marketing and Internet marketing, it is proposed to consider new opportunities for Internet marketing from the standpoint of the marketing complex 4P.

**Product.** The product in Internet marketing is often the same products and services that are distributed offline, but there are significant opportunities to develop individual offers for each customer or customer segment. In addition, new virtual products and services have appeared on the Internet, such as social networks as a means of communication, various cloud services.

**Price.** This element of the marketing mix on the Internet has undergone

minimal transformations compared to traditional marketing. Of the most serious changes, we can note only the emergence of mass auctions. The Internet has also simplified the process of tracking and comparing the prices of competitors: it is much easier to see all the prices on the sites or in the prices than to visit individual offline stores.

Place. The Internet has created new distribution channels for goods and services, such as a website, an online store, and consumer services. Another new distribution opportunity opened up by the Internet has become the availability of goods and services anywhere in the world. Consumers can choose not only from the goods presented in their area, but also to place orders in foreign online stores or even directly from manufacturers.

Promotion. The most notable changes that Internet marketing has made to the overall marketing system are related to the development of new communication channels, such as website, social networks, blogs, e-mail, banner advertising, as well as unique tools for working with interested audiences - contextual advertising and search optimization [1-3; 7].

Although Internet marketing only complements traditional marketing, it has significant differences associated with changing the tools of online marketing communications.

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