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FEATURES AND BENEFITS OF INTERNET MARKETING

Abstract: This article explores the features and benefits of Internet marketing, a dynamic and transformative approach to reaching target audiences and driving business success in the digital age. It delves into the core components of Internet marketing, highlighting its effectiveness in achieving a wide range of business objectives.

Key words: Internet marketing, online marketing, digital marketing, website optimization, search engine optimization (SEO), search engine marketing (SEM), content marketing, social media marketing, email marketing, e-commerce, customer engagement, brand awareness, lead generation, sales conversion, return on investment (ROI), global reach, cost-effectiveness.

The advent of the internet has revolutionized the way businesses connect with their target audiences, ushering in a new era of marketing known as Internet marketing. This multifaceted approach encompasses a range of strategies and tactics employed to promote products or services, build brand awareness, generate leads, and drive sales through online channels. Currently, innovative marketing technologies: Internet marketing, Internet advertising, one-to-one (relationship) marketing, mobile marketing, development of direct marketing directions and forms, mutual organization of business and customer relations online, conducting marketing research, product and the use of Internet advertising methods in promoting services has led to the improvement of the advertising industry.

Internet marketing is an Internet seller, i.e. a marketer, a person who correctly prepares work strategies. Internet marketing includes activities aimed at promoting the sale of products and increasing demand. The main activity is related to products on the Internet.

The Internet advertising market began to take shape in the mid-1990s. By the 2000s, the Internet had become the primary means of information sharing for consumers. Internet advertising or Internet advertising includes various graphic and text advertising materials posted on the Internet.

The Internet is a very suitable place for establishing personal contacts with representatives of the target audience and further individualizing the company's commercial offer for each individual client.

The Internet offers plenty of opportunity to use the many-senders-many recipients communication model, in addition to the huge potential of the single-sender-one recipient paradigm. This idea views businesses and customers as equal partners in the information exchange process, including the Internet itself.

The Internet provides for the highest content individualization, i.e. material of the website offered to consumers. With the help of specialized tools that are integrated into web pages (software scripts, forms), it is possible to give each target group the specific information they require at a minimal cost.

Increased consumer involvement in the process of building a corporate image (brand) is the primary benefit of the Internet over the "traditional" market. The above-discussed idea of Internet interactivity is especially significant in this case because customers can always communicate with the business. In this instance, the customer is a partner of the business rather than merely an independent object of marketing initiatives. Customers and regular website users can provide feedback on any area of the company's operations through the feedback system, which draws management's attention to the issues and enhances both the organization's reputation and its product offerings.

The tasks of Internet advertising are to attract customers, increase the volume of product sales, maintain a constant image, etc. Advertising products and services to attract customers. introduces the audience to the selling point. In addition, it can ensure that it surpasses competitors and raise the brand's position.

The main strategies in Internet marketing are:

~ Viral marketing is the rapid spread of interesting videos and content.

~ PR (Public Relations) - gathering of mass media around a certain brand, company, enterprise and creating buzz on social networks.

~ All-in-one - run all ads in your direction together.

Nowadays, internet advertising is the most popular advertising in the world, and companies are getting their customers through internet advertising. This is important for all manufacturing companies.

Currently, there are the following types of Internet advertising:

1. SEO advertising (Search Engine Optimization)

2. Contextual advertising

3. Advertising in social networks (SMM)

4. Media advertising

5. Product placement

6. Viral advertising

SEO internet advertising

Search Engine Optimization in English - search algorithm optimization. The task is to provide a high level of results to the searches given on the site. The most used search sites today are Google and Yandex. Special "Yandex metrics" and "Google analytics" statistics are used to implement search engines. Its task is to calculate the number of queries received by the search engine.

Contextual advertising

Advertising is sold per click. That is, the advertiser pays only for the users who visited his resource, and not for the number of people to whom the ad was shown. It has 2 types:

1. Search contest advertising

2. Advertising on one topic

This ad type also has special metrics that are calculated by clicks.

Advertising on social networks

Nowadays, there are many social networks, and it is impossible not to use their opportunities. SMM Social Media Marketing "social media marketing" Social media marketing advertising - constant information about various brands or some products on social networks. To achieve this goal, groups are organized on social networks and announcements are made periodically. Its main feature is the continuous activity of the brand in the audience.

Banner advertising

The goal of banner (media) advertising is to place banners on various sites and get high-quality visitors. Special graphic ads are created for this type of advertising. The main goal:

- coverage;

- increase the level of awareness of the enterprise;

- providing an opportunity to create entertaining ads.

The word banner is derived from the English phrase "banner" and means "a flag, a board with a slogan." A characteristic feature of this type of advertising is the extensive use of graphic images and animations. Well-designed banners attract people quickly and help build brand image. That's probably why the majority of online ads are placed on banners. Banners can be found not only on the Internet, but also on the streets and in stadiums.

Viral advertising

This type of advertising can produce amazing results for a minimal budget. Its essence lies in the distribution of information (goods or services) that is free and at the same time in demand. For example: You are making a video tutorial showing how to host a personal blog. At the end of the video (or during the video), you mention that design is the most important part of any blog's success and offer your design services.

There are several features of Internet Marketing:

a. Targeted Audience Reach: Internet marketing allows businesses to target specific demographics, interests, and behaviors, ensuring that marketing messages reach the most relevant audiences. This precision targeting helps optimize marketing efforts and maximizes the likelihood of achieving desired results.

b. Interactive and Engaging Experiences: Internet marketing offers interactive platforms for customer engagement, allowing businesses to build relationships, gather feedback, and foster loyalty. Social media, online forums, and interactive content enable real-time communication and personalized experiences that enhance customer satisfaction.

c. Measurable Results and Data-Driven Insights: Internet marketing provides valuable data and analytics that allow businesses to track campaign performance, measure ROI, and make data-driven decisions. This enables continuous optimization, ensuring that marketing strategies are aligned with business goals and delivering optimal results.

d. Global Reach and Scalability: The internet provides a global platform, enabling businesses to expand their reach beyond geographical boundaries and access new markets worldwide. This scalability allows businesses to target broader audiences, increase brand awareness, and generate new revenue streams.

e. Cost-Effectiveness: Compared to traditional marketing methods, Internet marketing often offers a more cost-effective approach. By leveraging online platforms and digital tools, businesses can minimize marketing expenses while maximizing their impact.

Benefits of Internet Marketing:

a. Enhanced Brand Awareness: Internet marketing strategies like content marketing, social media marketing, and search engine optimization help businesses establish their online presence, build brand recognition, and differentiate themselves from competitors.

b. Effective Lead Generation: Online platforms like landing pages, email marketing campaigns, and social media ads enable businesses to capture valuable leads, nurturing them through the sales funnel and converting them into loyal customers.

c. Increased Sales Conversion: Internet marketing empowers businesses to optimize their online sales channels, including e-commerce websites and online stores, to enhance the customer journey and drive sales conversions.

d. Improved Customer Engagement and Retention: Interactive online platforms and personalized marketing messages help businesses build stronger customer relationships, fostering loyalty and encouraging repeat purchases.

e. Data-Driven Decision-Making: Internet marketing analytics provide valuable insights into customer behavior, website traffic, and campaign performance, enabling businesses to make informed decisions and optimize their marketing strategies for continuous improvement.

Today, large-scale digitization works are developing rapidly in all areas that develop the country's economy. In addition, large projects are being implemented all over the world to introduce and improve digital economy platforms. In particular, it was one of the elements of digital marketing technologies and digital advertising in informing consumers about the company's products and services. development and introduction of internet advertising helps to save advertising costs, attract customers, increase their number, ensure brand popularity and increase sales.

In conclusion, Internet marketing has become an indispensable tool for businesses seeking to achieve success in the digital age. By leveraging its key features and benefits, businesses can reach wider audiences, enhance brand awareness, generate leads, increase sales conversions, and cultivate strong customer relationships. As technology continues to evolve, Internet marketing will continue to play a pivotal role in shaping the future of business, empowering companies to adapt, grow, and thrive in the dynamic digital landscape.

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