

THE BEST-KNOWN PRACTICES IN INTERNET MARKETING

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Annotation. Today we cannot imagine our lives without information technology. It is difficult to find a company that wouldn't use the products of IT companies or their services in its activities. But IT companies do not always use the potential of modern means of promotion in the market. Given the incredible development of the market, its fragmentation and technological dynamism, it is important to identify features that affect the effectiveness of marketing of IT services in general and marketing communications in particular.

Keywords: internet marketing, promotion on the Internet, communications, advertising campaign, digital era.

Introduction. The IT market, or the market of information products and services, from its inception to the present day is a field of activity that is developing rapidly and even in most cases ahead of time. This interest is due to the dynamic pace of intensive and often revolutionary development of information technology and ample opportunities for informatization of any business process. The other reasons of this interest are the constant increase in the number of consumers of information technology and the growth of their knowledge, and the presence of a powerful

marketing tool – the World Wide Web, which is a product of the field of information technology.

The aim of the study is to analyse the features of the modern market of IT services and determination of the market specifics of the promotion of IT services, to show how the use of appropriate communication measures and tools allows to lead the buyer through the sales funnel and ensure his loyalty.

Materials and methods of research. Analytical and industry reviews and publications of domestic and international companies, thematic sites of the research industry and dictionaries were the information background of this paper.

Research results and discussion. Internet marketing is the technology of marketing through computer networks and systems. It is one of the components in the overall marketing strategy of the firm. Every facet of modern life is characterized by digitization of documents and other resources, given this, society has begun to spend more and more time in phones and laptops. That is why in the modern promotion of goods or services Internet marketing occupies one of the key positions.

Internet marketing has some significant features: a large number of network users, targeted impact on consumer groups, rapid creation of electronic advertising content, low costs of marketing campaigns, operational fees and analysis of statistical information of marketing researches.

Some of the main benefits to marketing and doing business on the Internet include the following: 1) unlimited worldwide market; 2) extremely low entry cost; 3) excellent ROI (Return on Investment); 4) saves money; 5) saves time; 6) it's almost automated; 7) it is open 24/7; 8) you don't need many or any employees; 9) work from home if you choose; 10) testing and tracking is a piece of cake; 11) easily get surveys, suggestions, orders and more from customers electronically; 12) cost effective distribution of your materials, whether customers are down the street or worldwide [1, p. 13].

There is no doubt that technology organizations operate differently. But there are some practices in information technology marketing that are common for all of them. The most effective among them are analysis and planning, build awareness,

leverage vendor support, direct marketing, referral program, website improvement and search engine optimization (SEO), content marketing, blogging social, media, webcasts and live events [2].

Analysis and planning. In order to effectively launch the promotion of their products or services through the Internet marketing, it is necessary to clearly and correctly analyse the market and methods, whether they were launched and not. It is important to investigate customers as well, because for each segment of consumers there should be run advertising at different times. No less important step before launching an advertising campaign on the Internet is budget planning and forming the stages of campaign. The chain launch mechanism will give the company the opportunity to analyse and see the results, as well as a clear picture of how consumers relate to certain Internet promotions.

Build awareness. In order to effectively launch an advertising campaign, you need to be sufficient to form your awareness of who is targeted by these methods of promotion, as well as to be clearly aware of the methods to avoid mistakes and not lead to budget losses. Awareness formation also plays a key role in promotion, because if a specialist sets up and researches everything correctly, the advertising campaign will bring the desired result and give big profits.

Leverage vendor support. You can always turn to specialized companies for help and support in promotion, which will help you to make a clear plan for promotion, select channels and analyse their activities. You can use this method in any case, regardless of whether the company has its own marketing department or not. The help of partners will be appropriate in any case.

Direct marketing. The type of promotion on the Internet is gaining popularity. It is direct marketing, with which you can set up direct communication with customers without using a personal meeting. You can communicate using direct marketing technology in various relevant messengers, as well as by e-mail or phone calls. Nowadays, when we are facing a pandemic, video conferences and meetings are practiced in Zoom and other video conferencing platforms. Direct marketing also includes news updates on the company's social media pages.

Referral program. Referral programs in the Internet marketing are a must-have, because today this type of activity and promotion is widely used. This method is gaining popularity, as far as it is carried out by subscriptions or links to the links provided by the company, or customers who have already tried the company's service begin to post and entice others, because you can get a reward, usually cashback, promo codes, QR-codes [3]. Usually, this scheme is practiced at marketplaces, taxi services or mobile banks, among which there is a currently well known Monobank.

Website improvement and Search Engine Optimization (SEO). Today particularly in the technology services industry, your website must be impressive. For clients, it is a direct indicator of your credibility. Research on referral marketing shows that an unimpressive website is among the top reasons that buyers rule out referrals. Your website has to look impressive however it is displayed, whether on a phone or a tablet or a desktop. Mobile browsing has become so important that Google is making mobile-friendliness a factor in search rankings. For these reasons, you should ensure that your site leverages responsive design to adapt to the form factor of a visitor's device. SEO is constantly evolving and it's crucial to keep up. But in a hypercompetitive environment where visibility is critical, effective use of SEO is mandatory. SEO increases your site's relevance through strategic use of targeted keyword phrases associated with your services and expertise, in combination with a strong technical SEO foundation on your website. SEO increases your site's perceived authority through earned links, social media, brand mentions, and external thought leadership pieces like guest articles.

Content marketing. Content marketing is not new. It has been used since the dawn of cave paintings [4, p. XVI]. Content marketing covers a variety of types of content through a variety of channels, including your own web properties – the availability of websites, blogs and social networks, as well as other web properties. With the help of media, professional partners, content syndication and guest blogs you can spread your knowledge to a number of new audiences. By educating your target audience and solving their problems with content, you will build trust and visibility, which will ultimately lead to new business and growth. In fact, content

marketing is the most popular in the digital era, so that society spends a lot of time on social media.

Blogging. In modern society, people are already used to watching, following someone. More and more companies are starting to blog. Blogging is not just about the facts, and it turns out that if you really want credibility and to be believed... it will help you to steer the right course for gaining credibility and trust with your audience [5, p. 60]. This is basically company news, certain achievements, intriguing articles about new products or other useful information for consumers of goods or services. In their blogs, companies often show their corporate life, present articles about interesting events and happenings. Raffles and contests from the company with various incentives are gaining wide popularity, thus drawing the attention of many consumers, which gives additional traffic to the site.

Social Media. Social media is a key factor in the growth of companies – it is a fact. This is the explanation why one of the modern researches of the phenomenon of social media marketing calls it “a train with a ticket for every passenger” [6, p. 8]. It is an important channel not only for communicating with people in the market and participating in industry conversations, but also for sharing your content and stimulating interaction with your audience. Effective promotion requires a more mature social media environment, which means new challenges and the need for new rules. In order to take advantage of social media, firms must learn how to do this effectively. At best, social media is an environment to demonstrate your leadership in the industry by interacting with other expert content and sharing your own.

Webcasts and live events. Webcasts and online broadcasts are a fairly practical scheme among online advertising campaigns. With these methods you can communicate with your customers online, they can ask questions and during the broadcast you can get an answer, look at reviews of new products. You can invite already known people to such broadcasts, or specialists who will help to understand the questions asked by the participants of the broadcast, or invited guests can bring new information on the selected topic. Thus, the observers of the broadcast will learn a lot for themselves and get answers to their questions.

Conclusions. In fact, the Internet marketing is an area that is constantly and very rapidly evolving. There is no clear plan for promotion on the Internet, because each company chooses the practice and method that best suits it and can meet its expectations, or combine methods. This is directly the choice of the company. In order to put all the methods into practice and bring profit to the company, a person who knows how to communicate well with consumers and be well versed in promotion techniques should get down to business. Therefore, it is also necessary to pay great attention to staff working on such tasks as promotion on the Internet, because they are constantly looking to improve their skills and abilities, so they need to be motivated and encouraged, because a lot depends on them. Knowledge of promotion practices on the Internet allows to achieve the desired result and be successful in the digital era.

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