

Chapter 18

Internet Marketing as an Effective Instrument for the Development of Companies in the Era of Sustainable Marketing

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ABSTRACT

This chapter presents the results of studying the possibilities of using internet marketing technologies in the activities of modern companies focused primarily on the use of IT technologies and identifying related problems. The constituent elements of marketing activities performed using internet technologies are characterized, and the possibilities for the development of modern business structures focused mainly on digital marketing are described. The role of internet marketing in the promotion of goods and services by companies on the market is revealed, its effectiveness is assessed, and the possibilities for increasing the marketing competence of enterprises in the implementation of internet technologies are outlined.

INTRODUCTION

Internet marketing is considered the direction of marketing. In its implementation, all components of traditional marketing are used, but in the Internet environment. The components of the marketing mix include price, product, promotion (search engine marketing and Internet marketing communications), and distribution.

Internet marketing (online marketing) can also be considered a part of e-commerce that includes several varieties, in particular:

- Search marketing;
- Hidden marketing;

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- Guerrilla marketing;
- Viral marketing;
- Marketing in social networks;
- Affiliate (partnership) marketing.

The popularity of e-commerce and, in particular, internet marketing is related to empowerment access to Internet resources. Not a single marketing campaign is currently complete without this commerce.

Internet marketing is increasingly used by companies belonging to different business sectors. In the modern world, the Internet has steadily entered all aspects of society. This led to the fact that its networks annually cover an increasing number of users whose activity is growing. One of the important uses of the Internet is for business activities. The Internet is currently being used to improve the efficiency of business through the development of effective Internet marketing.

The available progressive technologies have made it possible to create Internet marketing, which becomes one of the main tools for the development of each enterprise.

More and more enterprises are actively integrating various interactive and digital tools into the business. Existing experience in Internet marketing at the level of any enterprise, especially in the field of e-commerce and e-business, has proved that with the right management of this tool, can be expanded the boundaries of the activities of any business and as well achieving Sustainable Development of modern companies.

THEORETICAL ASPECTS OF INTERNET MARKETING

Internet marketing is one of the important tasks in the formation of strategies in marketing, on the solution of that the efficiency of the enterprise depends.

Since the Internet as a communication medium is constantly progressing and becoming more complex, and with it, the possibilities of promoting a company in the virtual space are expanding, there is a need for a new direction in the structure of general marketing, that would describe the features of achieving marketing goals on the Internet. When specialists are writing articles and searching for information about this area of scientific knowledge, a number of terms are used (Internet marketing, online marketing, electronic marketing, web, digital marketing).

Based on the analysis of literary sources, it can be concluded that all of the above terms include marketing on the Internet, however, some, in particular, “electronic marketing”, involve the use of other tools, such as SMS mailing lists and telephone help services. The main emphasis is placed on the use of all media channels connected to the Internet. There is a wide variety of definitions of internet marketing.

Eley and Tilley (2009) define Internet Marketing as “advertising activities on the Internet, including by email”. Chaffey et al. (2009), when formulating a definition, depart from the pure advertising functions of Internet marketing. According to them, online marketing is the achievement of marketing goals using digital technologies. Baines et al. (2017) believe that online marketing is the use of the Internet and other forms of electronic communication.

According to Alekseeva et al. (2019), “Internet marketing is becoming the most important source of increasing business profitability. This involves conducting an in-depth study of the values, needs, experience, and other important characteristics of the client, as well as choosing the best communication channels on the Web”.

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