

Tetiana Obydiennova

INTERNET MARKETING COMMUNICATIONS IN BUSINESS

In conditions of economic instability, changes in the exchange rate, and a decrease in consumption, companies are forced to optimize marketing costs, which leads to an increase in the popularity of Internet communication channels and their low-cost tools. Internet marketing communications are becoming an integral element of business development, meeting the goals of companies and organizations to reduce promotion costs and increase its effectiveness. The tasks of increasing the effectiveness of Internet marketing communications also arise in the practice of Internet marketing agencies, advertising agencies, and advertisers.

Currently, Internet marketing communications are characterized by a variety of technologies and tools used, while there is a difference in the effectiveness of individual tools of Internet marketing communications. For example, the popularity of “natural” tools is growing, for example, native advertising, which is organically integrated into Internet resources or social networks and is perceived by the user as part of the content, while the effectiveness of banner advertising is declining. One of the promising directions for increasing the effectiveness of Internet marketing communications is the use in the process of developing an advertising message of the methodology for determining the archetype that best reflects the complex and heterogeneous essence of the advertised object. It should be noted that the modern theory and practice of advertising and Internet marketing communications does not offer a comprehensive methodology for the formation of communication messages based on the use of archetypes; there are also no methods for evaluating the effectiveness of such communication.

Currently, marketing communications are characterized by the development of Internet communications, interactive advertising, the emergence of native advertising. Targeting is actively used - a method by which companies communicate only with target categories of users.

One of the latest trends in the development of marketing communications is the integration of advertising and information technologies. There are technologies for automating the purchase of media advertising: Real Time Bidding (RTB) and Programmatic technology. RTB allows procurement through real-time programmable online auctions. Programmatic technology automates the process of purchasing advertising space by analyzing a large amount of data (characteristics of the target audience, advertising platforms, prices), including both RTB technology and closed auctions, direct sales. The model of information transfer is being transformed due to its new properties: interactivity, flexibility of form, content, use. Thus, in the development of marketing communications and especially Internet communications, there is a trend aimed at constantly improving the effectiveness of promotion tools and, first of all, due to an increase in the level of personalization of the communication message.

In the context of the predicted reduction in the cost of Internet marketing communications, the presence of such negative factors as: the breaking down of privacy barriers, the growing disapproval of users with penetration of privacy, the high "noise" of the Internet environment due to the properties of convergence, when various sources of information compete for the user's attention at the same time : social networks, e-mail, messaging programs, online publications, etc., there is a need to increase the effectiveness of marketing communications tools through the use of new approaches to the formation of communication messages based on deepening targeting and personalization of content.