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USING INTERNET MARKETING IN BUSINESS

In today's business environment, Internet marketing has become an integral part of a successful strategy for promoting goods and services, and companies that do not use this tool can be left behind.

Internet technologies have proven to be extremely effective in the development and implementation of marketing strategies of companies. They have given consumers access to a wide range of information about products and services, opening up new opportunities to meet their needs through convenient online interactions with a variety of businesses. This transformation has not only simplified the buying process for customers, but also encouraged businesses to innovate in their marketing approaches, providing them with the tools to more accurately target and personalize their offerings [1].

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Internet marketing is a set of strategies and methods used to promote goods and services on the Internet. This type of marketing has become extremely important in today's business environment, as the Internet has become one of the most powerful tools for attracting customers and buyers. Let's consider the main advantages of using Internet marketing in Table 1.

Internet marketing encompasses a variety of strategies and tools, including content marketing, search engine optimization (SEO), e-commerce, social media marketing, email newsletters, content advertising, and many others.

*Table 1***Advantages of using internet marketing in business**

Advantage	Essence
Global access	The Internet allows you to reach a national and international audience. There is an opportunity to promote your business not only in the region, but also throughout the world.
Ability to precisely target	Internet marketing provides an opportunity to precisely define your target audience and direct advertising campaigns and content only to them.
Measurability of results	It is possible to analyze the performance of your marketing campaigns using various web analytics tools, which allows you to understand which tools are working and where you need to make changes.
Interaction with the audience	Social media and other interactive channels allow you to interact with your customers, receive feedback and respond to their wishes and questions.
Cost reduction	In some cases, Internet marketing can be more effective and more economical than traditional marketing methods such as newspaper or television advertising.

Source: compiled by the author based on [1,2]

Choosing specific internet marketing methods should be based on your target audience, available budget, and other factors affecting your business. You need to constantly monitor and refine your strategies to achieve the best results in the digital environment.

The choice of Internet marketing tools depends on many factors, including your goals, target audience, budget, type of business and specific tasks. Understanding who your customers are and what their needs are will help you choose the right channels and tools to get their attention.

When choosing Internet marketing tools, it is critical to strike a balance between the interactivity of the tools, the resources required to use them, and their effectiveness in accordance with your specific marketing requirements. Optimizing this balance will help ensure that the chosen strategies not only effectively reach the target audience, but also meet the budget constraints and resource capabilities of your company. It is also important to consider the ability of these tools to adapt to changes in market conditions and marketing trends, ensuring flexibility and long-term effectiveness of your marketing strategy.

References:

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СОЦІАЛЬНІ МЕРЕЖІ ЯК СПОСІБ ПРОСУВАННЯ БРЕНДУ

Сучасній людині важко уявити своє життя без соціальних мереж, які допомагають спілкуватися, обмінюватися досвідом з іншими. Тож така «звичка» відкриває нові можливості для охочих розповсюдити свої послуги та товар.

Соціальна мережа як інтернет-сервіс – це платформа, що допомагає людям взаємодіяти та групуватися за різними категоріями (інтереси, погляди на життя, потреби й подібне). Поява таких платформ вагомо вплинула на збір, поширення та обробку інформації.

Вони є ідеальним простором для всіх видів просування бренду з таких причин:

1. Технології соціальних мереж дозволяють миттєво ділитися інформацією зі світом, а тому просування бренду не обмежується однією локацією.

2. Інформація та контент у соціальних мережах створюються користувачами, а тому легше слідкувати за бажаннями і думками споживачів.

3. Соціальні мережі об'єднують людей в групи за інтересами або потребами, що неабияк допомагає створити підходящу стратегію просування товару для великої аудиторії.