

# INNOVATIVE MARKETING STRATEGY ON THE INTERNET

Ivanova I.G.<sup>1</sup>, Babenko V.I.<sup>2</sup>, Lyagus N.A.<sup>3</sup>

<sup>1</sup>Ivanova Inna Grigorievna- Doctor of Economics,  
DEPARTMENT OF MANAGEMENT AND MARKETING;

<sup>2</sup>Babenko Vera Igorevna – Student;

<sup>3</sup>Lyagus Nikolay Alexseevich – Student,  
FACULTY OF ECONOMICS,  
KUBAN STATE AGRARIAN UNIVERSITY,  
KRASNODAR

**Abstract:** the article discusses innovative marketing strategy, discusses its importance in today's world. Every company is developing on its own. And at different stages of development is taking its innovative solutions. Resulting and emerging competition. This competition gives impetus to the development of different areas of the enterprise. For example strategic marketing, management, personnel management and investment management. All these areas are represented in each firm, and the better developed the data branch of business, the competitive company.

**Keywords:** marketing, advertising, Internet, innovation, website.

In modern society, successful business development involves the use of innovative technologies, in developing new products and improving old products in the markets. This, the introduction of innovative marketing strategies has become an important condition for increasing the competitiveness of enterprises. And the Internet has become a prerequisite for the promotion and stability of the enterprise in the modern world.

Website creation to Internet - marketing strategy. This is one of the most popular methods of promoting a product/service on the Internet. Nowadays, it is considered very strange, if the company that produces or provides the service no website, this aspect will be repulsive to any potential customer [1, p. 6].

For this reason, each Russian company considers necessary for the establishment and introduction of your website and in most cases it is justified. By accessing the website at the client, once the impression about the company, from which later will depend on the choice of the customer if he needed to apply it in this company and whether to order the service/product.

A good working website has a number of advantages:

- continuous communication with clients;
- global audience;
- profitability;

This is only a small part of those advantages which brings website creation for the company. As there are many types of sites, consider some of them [2, p. 9].

1-the website "business card". This website is called personal, primary. It is created mostly by one web designer and later special attachments and monitoring is not required.

2-"corporate website" most often these include online stores, catalogs and others. Require support and are much more expensive than a simple business card websites.

3-"Landing-page" website consists of only one page which is divided into blocks, well they can tell you about the company and to advertise it.

Summing up the aforesaid, we can safely say that advertising on the Internet, you can use different types of websites that are not only relevant but also effective in attracting customers to your company [3, p. 5].

## Список литературы

1. Kondranina M.A., Ivanova I.G. Aktualnye aspekty sovremennogo instrumentarija upravlenija predprijatijem [Actual aspects of modern enterprise management tools] // V sbornike: Sovremennaja nauka: problemy i puti ih reshenija [In the collection: Modern science: problems and ways to solve them.] // Sbornik materialov Mezhdunarodnoj nauchno-prakticheskoy konferenczii [Collected materials of the International Scientific and Practical Conference] // Kuzbasskij gosudarstvennyj tehničeskij universitet imeni T.F. Gorbachjeva [West-Siberian Scientific Center; Kuzbass State Technical University named after T.F. Gorbachev], 2015. Pp. 412-415 [in Russian].
2. Ivanova I.G., Sayenko I.I. Faktory, vlijajushchie na konkurentosposobnost' predpriyatij v sisteme upravlenija [Factors affecting the competitiveness of enterprises in the management system] // Ekonomika i predprinimatelstvo [Economics and Entrepreneurship], 2016. № 11-3 (76-3). Pp. 661-663 [in Russian].
3. Ivanova I.G., Sharapova T.N. Filosofija upravlenija personalom organizatsii [Philosophy of personnel management of the organization.] // V sbornike: Trud i sotsialno-trudovye otnoshenija: sovremennaja teorija, metodologija i praktika sbornik nauchnyh trudov po materialam I mezhdunarodnoj nauchno-prakticheskoy konferenczii [In the collection: Labor and Social and Labor Relations: Modern Theory, Methodology and

Practice, a collection of scientific papers on the basis of the I International Scientific and Practical Conference], 2016. P. 25-34 [in Russian].