THE MAIN CONVENIENCE OF INTERNET MARKETING FROM TRADITIONAL MARKETING

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Abstract: this article discusses the main convenience of internet marketing from traditional marketing. Internet marketing is a modern marketing using advanced information technologies. The Internet as a marketing communications channel is part of the so-called “new media”. In addition to the World Wide Web, digital television, cellular telephony, etc. are also included. The term “new media” is used to distinguish traditional ways of delivering information to consumers and methods based on the use of the latest digital technologies.

Keywords: internet marketing, traditional marketing, digital marketing.

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The Internet is a very suitable place for establishing personal contacts with representatives of the target audience and further individualizing the company’s commercial offer for each individual client.

In addition to the extensive potential of using the single-sender-one recipient communication model, the Internet also provides ample opportunities for using the many-senders-many recipients model. This concept considers the Internet itself as an equal participant in the process of exchanging information on a par with organizations and consumers.

When using “traditional” communication channels, the organizations concerned provide consumers with the information that they think they need. In the case of using the Internet, the situation changes dramatically: here the consumers themselves are looking for the information that interests them. The advantages of this approach for consumers are obvious; they do not need to take all the marketing messages in a row. For companies operating on the Internet market, there are increased requirements, i.e. increasing social responsibility of organizations.

The Internet allows for the highest content individualization, i.e. content of the website provided to consumers. Using specialized tools that are integrated into web pages (forms, software scripts), it is possible with minimal expenses to provide each target segment with individual information necessary for this particular category of consumers.

The main advantage of the Internet over the “traditional” market in the matter of creating a corporate image (brand) is increased consumer involvement in this process. Of particular importance here is the Internet interactivity concept described above, since consumers have the constant opportunity to engage in dialogue with the company. The consumer in this case is no longer just an autonomous object of the application of marketing efforts, but a partner of the organization. Through the feedback system, customers and ordinary visitors to the website have the opportunity to express themselves on any aspects of the firm’s activities, attracting management’s attention to the problems and thus improving both product parameters and the organization’s image.

In the realities of the Internet market, consumer interests are becoming more significant for the company. The consumer not only performs the functions of purchasing products from the organization, but also helps it to improve its activities. Internet companies must understand this specific feature of the network business and encourage consumers to engage in constructive dialogue with the organization. This, in turn, means the firm’s greater responsibility to its customers, because dissatisfied consumers on the Web are much easier to spoil the company's image than in the case of the “traditional” market.

Summarizing the above, we can distinguish two main features in the role of consumers in the online business:

1) the consumer as a traditional object of the application of marketing efforts of the company;
2) the consumer as a partner of the company, who through mutually beneficial cooperation helps it to achieve its goals.

Thus, the Internet broadens the scope of “traditional” marketing thinking. In the realities of the Network, a transformation of the organization’s traditional views of the consumer as an object of influence occurs, translating it into the category of partners. A consumer in an online business makes a much larger contribution to product creation than within the real one.

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