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## 40. The specificity of the Internet- Marketing components

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**Introduction:** Today, the Internet has become an essential part of our lives, so it is logically that it has also become an important sales tool. Unfortunately it is not so easy to make it work for you. Still if you win the trust of the Internet audience, the success is assured.

**Resources and methods:** It is necessary to know the features of online marketing and what it consists of, in order to select the correct tools and ways of presenting information which will work most effectively. Nowadays it includes 9 components and the existence of this type of marketing is simply impossible without them:

1. Web-site is the basis for promotion in the network, which is a qualitatively developed resource, where the company, product or service is represented. Pay attention that design takes a very important position in the XXI century, because the first impression is because of it. The filling of the site is a second quite important feature, because the user must find there all accessible and understandable information, he is interested in. The third important characteristic is the structure of the site which helps users to use it and move through it conveniently.

2. Competitor Analysis. It's necessary to make the competitor analysis for the preparation of the future plans and strategies in the Internet Marketing, as in any other. Its clear, that if you do not treat to this step seriously, you should not expect any positive results.

3. Copyrighting. During this The content is made during this stage, which has to be content written in an understandable language for the target audience, sustained in the appropriate style and also it has to include key phrases and words, which users will use for search of information in search engines. Moreover, the texts are made not only for websites but also for advertisements, texts of banner advertising. In addition to this, copywriters create content for a variety of blogs, write articles which are placed on the relevant web-sites.

4. Selection of web resources for posting links. The purpose of this stage is the increase of traffic, which is the attendance of the web site. Internet is the interrelated structure. There are sites where people write specific information, and if you place there a link to a Web resource, you can generate an auxiliary flow of potential customers.

5. Placement of articles and press releases. There is quite a large number of online mass media, where you can place various articles and press releases. Thus there are both free and paid resources. It's possible to increase the total number of inbound links by outlining article with the mentions of site of that company or a reference to the resource. In such way you create additional links to increase traffic.

6. Contextual and banner advertising. This internet marketing tool is one of the most expensive, but at the same time it is the fastest way to achieve results. The constant presence on the promotional banners and advertising material of contextual search leads to significant sales growth.

7. Search Engine Promotion. Internet marketing has just no sense without promotion web resources in the search engines. The essence of this promotion consists in the derivation of the website on the top position in search engines with requests according to the certain keywords. Positions on the first places of search results guaranteed to provide a constant stream of website clients. The specialists and special tools are required for search engine, that's why this method is usually preferred to outsourcing. Yes, today there is quite large number of companies and firms dealing in such promotion.

8. Marketing in social media. Social media is considered to be various social networks, blogs, all sorts of community. Social media marketing is primarily set itself the task of promotion, popularization of goods, services and brands through social networks, blogs, video blogs, forums etc. The strategy of marketing lies in a simple and unobtrusive attraction of potential customers or popularization of the brand by placing diverse comments, reviews and video clips, creation of communities and interest groups.

**Conclusions:** It is not difficult to guess that each element of complex online marketing is interconnected and it is quite logical. Moreover, it is impossible to achieve any results without some segments. At first glance, having considered the material, we can

conclude that this everything is really quite difficult. Today, there is quite a large number of companies which offers help and comprehensive solutions in the Internet field.

### **References**

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