

FEATURES OF MARKETING IN THE INTERNET

Tertichny A.O.

PhD, Associate Professor,
Kharkov Institute of Finance
Kyiv National University of Trade and Economics

Internet marketing is developing today. The modern company uses marketing methods actively. In the article the ideas of Internet marketing are considered as the example of marketing mix 5P. In the article questions of Ukrainian Internet marketing and Ukrainian content marketing are considered. The main elements of mix marketing are selected. The active usage of the Internet is dedicated the main types of content. The conditions of their usage are named. Teire brief description is given. Elements of mix marketing in the course of conducting electronic business in the Internet on the territory of Ukraine are analyzed. The factors interfering with its effective functioning are determined. Channels for promoting content are identified.

Content marketing is more marketing than content. Content should be conveyed to as many representatives of the target audience as possible. Content marketing needs to be

integrated into a common marketing strategy. It's an art of communication with potential customers and the target audience, without dealing with sales. This is a strategy of positive emotional communication. Content marketing at the beginning of use gives a minimal effect. But the effect is accumulated. This is used to promote a company blog or promote into the social networking.

Content marketing is the creation of a quality, interesting and useful content for your target audience, and distributed through various channels.

The main problem of the development of e-commerce for Ukraine is the underdeveloped infrastructure. High-speed Internet is not available in all areas. Not all residents use bank cards for payments.

Their analysis was carried out. The problems that prevent the development of electronic commerce in Ukraine are described.