

THE USE OF MARKETING IN E-COMMERCE

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The article defines a concept of e-commerce in market conditions. The main purpose of online marketing is revealed. The main tools of online marketing and their specifics are considered. The place and role of latest online marketing tools are determined. Recommendations on the application of various web-based technologies are given.

A promising focus of current entrepreneurship is the electronic commerce, which brings together all types of trade through the Internet. The purpose of the paper is to theoretically substantiate the effectiveness of using Internet marketing tools as the basis for business development. The possibilities of using Internet technologies for different market players are investigated. The essence of Internet marketing as a set of techniques on the Internet, aimed at attracting attention to a product or service, popu-

larization of this product (site) in the network and its effective promotion is determined. The possibilities of Internet marketing as a management of relations with buyers are considered. Traditional Internet marketing tools are investigated, among which the site of the company occupies a significant place, as well as marketing researches of site visitors, application of search marketing, marketing of communities and marketing in social networks, etc. It is noted that for a successful online business, it is necessary to use such an indicator as a conversion. The modern trends of Internet marketing development are singled out. It is noted that the implementation of any projects on the Internet requires the testing of innovative Internet marketing tools, taking into account current trends, requirements and needs of time and consumers.