

will always aim to establish some general principles that can be applied indiscriminately to all sectors. But the basic mechanisms behind innovation and competition are radically different between sectors like the mechanical engineering, Pharmaceuticals and steel industries.

ADVERTISING ON WWW

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- In advertising the term media refers to communication vehicles such as newspapers, magazines, radio, television, billboards, direct mail, and the Internet.
- The media are usually classified into either mass or niche media.
- Newspapers, magazines, television and radio are considered mass media because they deliver messages to a widespread, anonymous audience. The wide coverage of the mass media makes them ideal vehicles for advertisers who need to reach a large audience.
- Advertising media such as cable television and direct mail are often viewed as “niche” media because they reach a narrowly defined audience with unique demographic characteristics or special interests.
- The Internet is rather a new medium and is different from conventional advertising media, because it can serve as a communications, transaction and distribution channel, it is interactive by nature and has the capacity for multimedia content.
- Internet audiences are often measured through surveys and tracking. There are two common tracking methods—Web-centric and user-centric.
- Top ten reasons to advertise on the WWW.
- Internet advertising works great with other forms of promotion.

- The Internet is a powerful stand-alone advertising medium to sell products or services or promote their organization or ideas.
- Internet advertising shows potential customers that a company is legitimate and takes it's business seriously.
- Advertising on the Internet is the most cost-effective form of advertising available.
- Internet changes can be made almost instantaneously through the file transfer protocol (ftp) used by Internet Presence Providers.
- In planning for the future, a presence on the Internet now provides the natural stepping stone to other web promotions. With hyperlinks (the Internet protocol that makes it possible to hop from one "page" to another) all of this kind of information (prices, features, changes, updates, etc.) can be accessed in a matter of seconds, without all the hassles.
- With Internet advertising, customers can do their comparison or interest shopping when they want to, twenty-four hours a day, seven days a week.
- Most people with money have computers, and most people with computers have money. They can be the ones more likely to purchase luxury items and "non-necessities".
- With Internet advertising you can now test those markets with very little risk or investment.
- You need to get to the Internet, because soon almost everyone will be looking to the Web for information on the products and services they need and use everyday.
- Advantages disadvantages of Internet marketing.
- Positives are: low cost, very fast, you can reach a global audience.
- Negatives are: can leave the businessman feeling isolated, hard to tell if people are lying, information overload.