

PECULIARITIES OF INTERNET-MARKETING FOR B2B

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Nowadays many companies use different tools to attract customers such as press (newspapers, magazines), audio-visual aids (TV, radio), indoor and outdoor advertisements, event-marketing, PR etc. Internet is a tool that emerged with the development of scientific and technical progress and replaced the traditional marketing tools

So, Internet-marketing is marketing, that uses the Internet to deliver promotional marketing messages to consumers. In practice market B2B allocate such tools: Website, Search Engine Optimization, or SEO, Contextual advertising, Direct-marketing, Social Media Marketing, or SMM, Blogs, Viral marketing, or viral advertising, Infographics. So, benefits of Online Advertising are:

- cost (the low costs of electronic communication reduce the cost of displaying online advertisements compared to offline ads);
- measurability (online advertisers can collect data on their ads' effectiveness, such as the size of the potential audience or actual audience response, how a visitor reached their advertisement, whether the advertisement resulted in a sale, and whether an ad actually loaded within a visitor's view);
- targeting (online advertising may use geo-targeting to display relevant advertisements to the user's geography. Advertisers can also track whether a visitor has already seen a particular ad in order to reduce unwanted repetitious exposures and provide adequate time gaps between exposures);
- coverage (online advertising can reach nearly every global market, and online advertising influences offline sales);
- ad campaign startup efficiency; interactivity (is a indicator characterizing how fast and easy users can achieve their goals).

But Internet-marketing has some flaws : Internet marketing does not allow the consumer to try the product before making a purchase; consumer can have a slow Internet connection.

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