



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ  
КАФЕДРА ІНОЗЕМНИХ МОВ  
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР

## **МАТЕРІАЛИ**

**XIV ВСЕУКРАЇНСЬКОЇ  
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ  
СТУДЕНТІВ, АСПІРАНТІВ ТА ВИКЛАДАЧІВ  
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО ЦЕНТРУ  
КАФЕДРИ ІНОЗЕМНИХ МОВ**

**«TO MAKE THE WORLD SMARTER AND SAFER»**

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mass disorder and damage of all kinds. Therefore, it is important to use technology in a beneficial and reasonable way.

## MOST EFFECTIVE ADVERTISING FORMS

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The intensive development of advertising communication is a powerful tool for the sale of goods and services, as well as a means of active economic and technological improvement, the development of Internet sites and determines the face of the modern Internet [1].

Unlike traditional advertising online advertising is still developing but has several advantages:

- It responds quickly to consumer needs. Information on the site can be changed several times a day, while traditional ads must be prepared at least for a week;
- It covers a large audience;
- We see it involuntarily, like a TV commercial;
- It is less expensive in comparison to TV advertising;
- The simplicity in evaluating its effect with the help of special services.

It is the opportunity to be in constant contact with consumer and track statistics does online advertising the most effective tool. As the Internet user sees and hears around a variety of offers, and more often searches and forms specific queries, so *search engine optimization(SEO)* becomes the most important.

According to statistics, search engine optimization has the highest percentage of reach and conversion rate. A simple scheme looks like this: a consumer search query is the content of the site corresponding to that query, and the presence of a top issue - a visit to the site by a consumer - is a purchase.

*Contextual advertising* also appears in response to a search engine a top query above the top Google issue list. It is Google partner sites already with a graphic image, without some search

engine optimization, but with some additional settings, and its task is to "entice" the client. This type of advertising is quite effective and allows you to quickly appear in the top issue. At the same time, search engine optimization needs more elaboration. Such campaign profitability is easily measured by cost per click.

*Display advertising* is not as informative as those mentioned above, but also effective enough. They are mostly graphic images, banners with a minimum of text, but are more emotional. They work on the image and brand recognition, contain information about the company name, sitelinks make people buy, read, participate, take advantage of the promotion and so on. The effect of such advert depends on the number of its demonstrations. But even with low conversions, it reminds itself of the brand. And an interesting image campaign will eventually lead to a buyer.

*Viral marketing* is the most creative type of advertising that encourages the transmission of viral video, picture, text from user to user of the Internet. One of the advantage of this type of advertising is the low cost: you pay only for the production of advertising. It is a unique exciting idea or benefit that would motivate consumers to share what they find. It is often applied to a new, unknown product or service [2].

*Social marketing* is the search for potential customers on the social networks, forums and blogs. It usually delivers high conversions by reaching a very broad and targeted audience, forming thematic groups. It is effective enough in attracting new people and maintaining positive attitude to the company and the product by regular members of the group, forum, blog [3].

#### **ELECTRONIC RESOURCES:**

1. <http://elib.hduht.edu.ua/bitstream/123456789/3665/1/10.pdf>
2. Богатов В. Вірусне відео. Секрети і технології; Пітер - М., 2016. - 160с.
3. Гуров Ф.Н. Просування бізнесу в Інтернет: все про PR і реклами в мережі.-М., 2008.