

## **The Internet-technology in marketing of the enterprise**

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Last years were marked by rapid development of telecommunication systems. The key element of this development has become a global computer network the Internet and its main service WWW (World Wide Web). The Internet represents an environment which possesses unique marketing characteristics and offers two basic elements. First, a new method of communication and, second, the global virtual electronic market which does not have any territorial or time restrictions and allows to make an interactive purchase of the goods that increase significantly opportunities in their promotion.

Various materials such as reference books, databases, engineering specifications from different branches of knowledge could be located in the Internet. It is possible to find the macroeconomics data, information on the markets conditions, data on suppliers, intermediaries, target consumers and competitors from these materials.

The unique communicative characteristics of the Internet in the system of industrial marketing can considerably increase an efficiency of the enterprise activity. The Internet resources can be used in following directions of marketing activity:

### **1. Maintenance of partner communications.**

The effective communication with customers, suppliers and various intermediaries is extremely important in the modern conditions of marketing partner relationship and needs of manufacture for prompt deliveries. The Internet provides various tools for improvement or maintenance of communication between partners.

**2. Market study.** Internet can be used for obtaining the research reports about foreign and home markets. It is also worth noting the high speed of investigation; an opportunity of respondents to take part in research during the time convenient for them; availability of respondents without dependence on region of their residing. Moreover, the person of the interviewer does not influence on the respondent.

**3. Purchase and sale.** Considering the Internet as means of sales it is possible to note the following directions of an electronic commerce: business-to-business and business-to-consumer. The first case includes all levels of interaction between enterprises. And the second case assumes



“producer - ultimate consumer” interaction. Nowadays, various variants of the retail organization are developed through the Internet. The Internet-shops and auction sales are most popular of them.

**4. Advertising of the goods in the network.** The direct professional advertising of the goods and services by means the Internet includes allocation of the information on own and other Web-servers, dispatch of electronic letters, participation in teleconferences, etc.

**5. Service and after-sale service.** Use of the Internet in this direction of the marketing activity includes consultation of clients by e-mails, provision news on web-sites, etc. It promotes to uphold a reputation of the enterprise as company caring for its consumers. Moreover, consumers can directly address for consultation to the producer as well as to be informed about new goods, or take advantage of other Internet-services, in particular to subscribe for news posting, etc.

In addition to the above-stated it is possible to note the following restrictions of the Internet: a) an absence of direct dependence between number of display of advertising of any firm and sales volumes; b) paid websites are usually visited by rich people; c) mainly the goods which do not need a preliminary check and fitting can be sold through the Internet.

Thus, using the Internet employees of marketing services have an opportunity to change quickly the assortment, price and description of the production, save on expenses and have easier contact with potential consumers.

The emergence of the new opportunities, specificity and particularity of the industrial production and its consumers, difficulties, problems and interests of partners should be all taken into account whenever the marketing investigation is carried out by means of Internet.

To summarize, use of the Internet today concerns almost all aspects of marketing activity of many enterprises and its role constantly increases. A basis of this use serves the traditional marketing tools which has become more effective in the Network and the new opportunities given by the Internet.